



## "Mejor nutrición no significa necesariamente más comida": educación alimentaria y fomento agrícola en Argentina (1960-1970) [

2023

text (article)

Analítica

**Introduction:** the article analyzes the guidelines on food education and agricultural promotion that circulated in the Revista "Educador Sanitario", official publication of the national health education department of Argentina during the 1960s. **Development:** the paper explores the discursive adaptations made by Argentinean sanitarians to international development guidelines to promote the global campaign against "hidden hunger", defined as those cultural eating patterns of low nutritional quality. Then, it examines the dietary prescriptions for popular families that were intended to stimulate quality, variety and austerity as habits. Finally, it reviews the tensions and contradictions immanent in the scholarly references to agricultural promotion and free trade rules, highlighting food inequities and the lack of infrastructure at the federal level to achieve the desired agri-food modernization. **Conclusions:** The developmentalist discursivities on nutritious food appropriated by the Revista were functional to the climate of peronist proscription. Dietary and home economics advice aimed at substituting meat consumption for other protein sources, such as legumes and dairy products; and simple carbohydrates for complex ones, such as vegetables. However, their links with the promotion of subsistence agro-economies refuted the prevalence of "hidden hunger" as a food problem in Argentina. For, in line with international parameters, this would promote a dynamic of food redistribution, capable of replenishing the gaps in the domestic market and stimulating net exports by preventing the erosion of exportable balances

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