

**Concours de Livres Culinaires Canadien  
Canadian Culinary Book Awards**

**2010**

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Canadian Culinary Landmarks  
HALL OF FAME AWARD

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*A Century of Canadian Home Cooking: 1900 Through the '90s*

Author:      **CAROL FERGUSON and MARGARET FRASER**

Publisher:    **PRENTICE HALL CANADA, SCARBOROUGH, ONTARIO**

Year:        **1992**

About the Award:

In 2009, Cuisine Canada and The University of Guelph inaugurated the Canadian Culinary Landmarks Hall of Fame Award, named after Elizabeth Driver's ground-breaking *Culinary Landmarks: A Bibliography of Canadian Cookbooks, 1825-1949*. This award is given to honour outstanding achievements in the field of culinary writing.

About the book:

*"Food, especially home cooking, is a direct reflection of social and cultural history, of regional and family ties and our collective identity as Canadians." — Carol Ferguson and Margaret Fraser, A Century of Canadian Home Cooking*

*A Century of Canadian Home Cooking* is a landmark publication providing a lavish and engaging overview of our 20<sup>th</sup> century culinary history. Published in 1992, as Canada marked its 125th birthday, this book celebrates both the traditional and new styles of meals prepared at home.

Taking a chronological approach, the book layers decade upon decade, showing how Canada and our tastes have evolved and changed. Authors Carol Ferguson and Margaret Fraser highlight the major influences in each decade through text and pictures, captions and sidebars.

Each decade examines a wide range of topics including: the impact of media on eating habits, how kitchens have changed, developments in nutrition, food preparation and shopping, the influence of restaurant trends on home cooking, and the contributions of women's organizations. History, culture, changing family patterns and education all have their place in this culinary tour.

Each chapter includes recipes typical of each decade, Canadian classics like butter tarts and Nanaimo bars, multicultural traditions and regional favourites, illustrating our interwoven culinary roots and diversity.

From the turn of the century, when immigrants adapted their treasured recipes, through the difficult times of the '30s and '40s, from the convenience food of the '50s to the raised nutritional consciousness in the '60s, from natural foods in the '70s to nouvelle cuisine and comfort food in the '80s and '90s, *A Century of Canadian Home Cooking* is an entertaining, sumptuously illustrated historical-cultural tribute to the evolution of Canadian cuisine.

#### About the authors:

##### **Carol Ferguson**

Carol Ferguson is a familiar and respected name to magazine readers, home cooks and food professionals across the country. She is an award-winning Toronto-based food writer, editor, author, educator and consultant with more than 35 years experience in food-related communications.

She was the Founding Food Editor of *Canadian Living* and Food Editor for 12 years (1975-87), editing six seasonal specials per year. She was also Editor-in-chief of CL's *FOOD* magazine (1987-90).

Her long list of book credits include being author/editor of the first *Canadian Living Cookbook* (1987) and the *Canadian Living Entertaining Cookbook* (1991). She was also a contributor to 12 other CL cookbooks. After *A Century of Canadian Home Cooking* (Prentice Hall, 1992), she coauthored *The New Canadian Basics Cookbook* (Penguin, 1999).

As Food Writing instructor at George Brown College (2001-2008), she developed and taught basic and advanced courses in the Journalism department in Continuing Education. She also conducted private workshops for small groups and earned a good reputation for her mentoring of novice writers.

Since 1990, her freelance projects include being a contributing editor/writer/columnist for numerous national magazines, newspapers and publishers, including *Homemakers* and *The Globe and Mail*. She has been a consultant on wide variety of projects ranging from consumer research/trends to supermarket publications to specialty television. She spoke frequently at professional conferences and is a founding member of Cuisine Canada.

Her diverse and impressive career track reflects her belief that "Food is many things -- sustenance, sensuality, sociability, science and art."

##### **Margaret Fraser**

After graduating from the University of Saskatchewan, Margaret Fraser fulfilled a dietetic internship at Toronto Western Hospital, and spent three years there on staff as a therapeutic dietitian. She then joined the Shirriff Foods test kitchen/lab, leaving to have a family with husband Gil in the 'no-maternity-leave' era.

As her two girls grew up, Marg freelanced as a consultant to numerous food companies in recipe development and food-styling for brochures, packages, magazines, labels and print promotion, in the process becoming one of Canada's leading food stylists.

In the early '80s, she freelanced for Canadian Living Magazine as food stylist, becoming a contributing food writer, then Associate Food Editor and finally Associate Editor of Canadian Living's FOOD Magazine. She co-edited *The Total Fibre Book* (Grosvenor House, 1987), as well as editing / coordinating five Canadian Living Cookbooks: *Microwave* (1988), *Barbecue* (1989), *Rush Hour* (1989), *Light & Healthy* (1991), and *Canadian Living's Family Cookbook* (1995). During this time Marg served on a committee for The Canadian Home Economics Association in liaison with Canada's metric commission, as Canada moved to convert to metric measures.

Marg received the Toronto Culinary Guild's Silver Ladle Award in 1985/1986, the Toronto Home Economics Association's Marjory Flint Honour Award in 1993, and the Ontario Home Economists In Business Hall of Fame Award in 2002.

Now retired, Marg shares her love of food with her family: two daughters, four grandchildren and two sisters.