

FOOD & CULTURE

Important Implications Behind Our Culinary DECISIONS

A Hungry Planet: What the World Eats

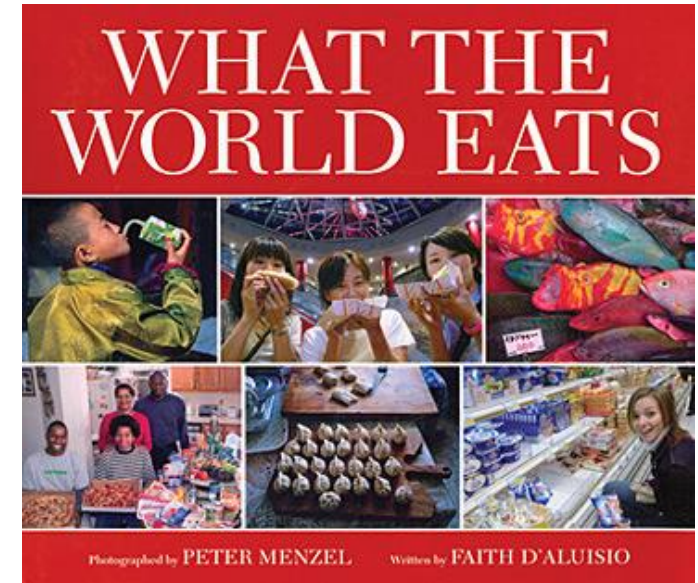
- ▶ In 2000, photographer Menzel and Faith D'Aluisio find out the following FACT:

The same number of people in the world were overfed as underfed.



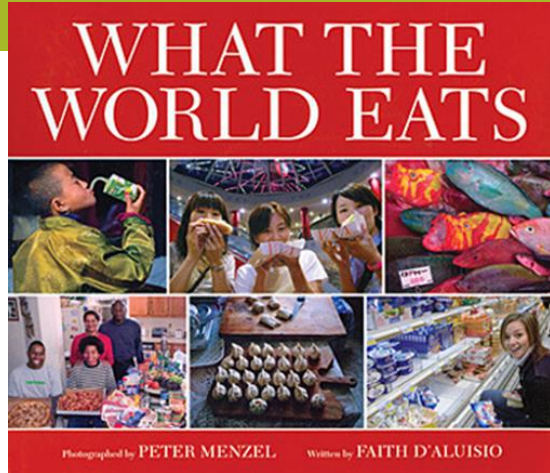
A Hungry Planet: What the World Eats

- ▶ Over the next 5 years, they visited families in 24 countries
- ▶ **They RESEARCHED:**
 - ▶ WHAT kinds of foods?
 - ▶ HOW much, a typical FAMILY/CLAN consumes?
 - ▶ WHO sets the FOOD AGENDAS
 - ▶ FOOD DIVERSITY is good for you. But who gets it?
 - ▶ Foods connection to HEALTH and LONGEVITY
- ▶ They photographed each family with an entire week's supply
- ▶ **BOOK:** [Hungry Planet: What the World Eats.](#)



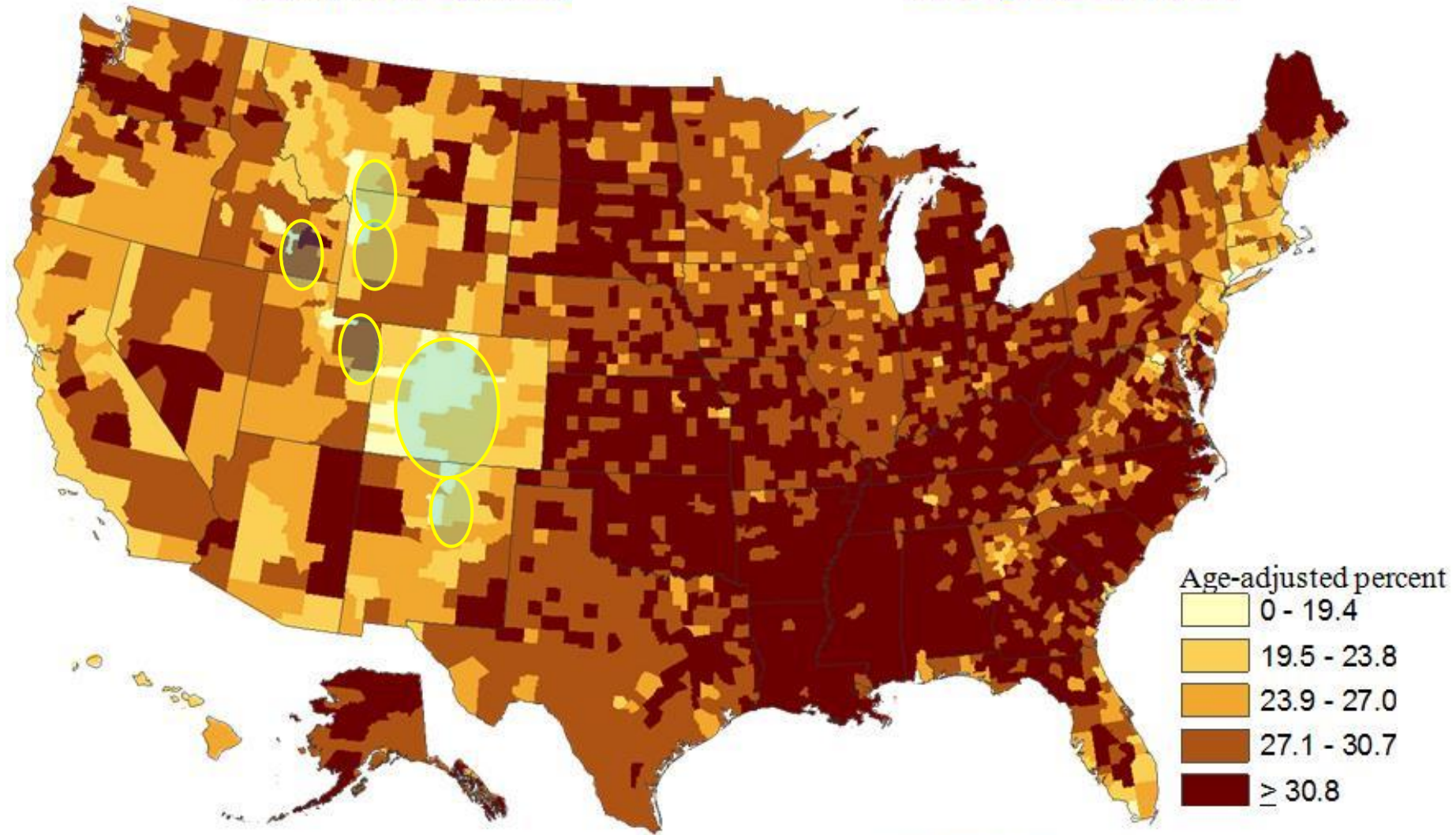
Initial findings

1. Eating habits are formed at an early age 1-6 yrs.
 - a. Generally, you eat what your parents eat.
 - b. What your **COMMUNITY** eats (restaurants, grocery stores, convenience stores, etc.)
 - c. Bad/good habits passed generationally WITHOUT knowledge or questioning.
 - d. Parents, family, children are influenced by **MEDIA**
 - e. **POWER!! GLOBAL AGRICULTURAL/FOOD INDUSTRIES**
2. As a nation's wealth \$\$ grows, its citizen's waist lines do too, thanks to
 - a. diets higher in protein, sugar, and fat →
 - b. **PROCESSED FOODS**
 - c. **TEEN** years can be the worst (in developed countries)
 - d. Eating out/Take-out
3. **GLOBAL OBESITY EPIDEMIC** → is DIRECTLY connected to our food AND our lack of EXERCISE/movement.
4. **DIRECT CONNECTION TO MEDIA USE/HABITS!**
5. World food expenditures (as a % of household expenditures) are radically **UNEQUAL** around the world.



United States

County-level Estimates of Obesity among Adults aged ≥ 20 years:



www.cdc.gov/diabetes

http://apps.nccd.cdc.gov/DDT_STRS2/NationalDiabetesPrevalenceEstimates.aspx?mode=OBS

Food spending as a percentage (%) of overall household expenditures.

Food spending around the world

As a percent of household expenditures



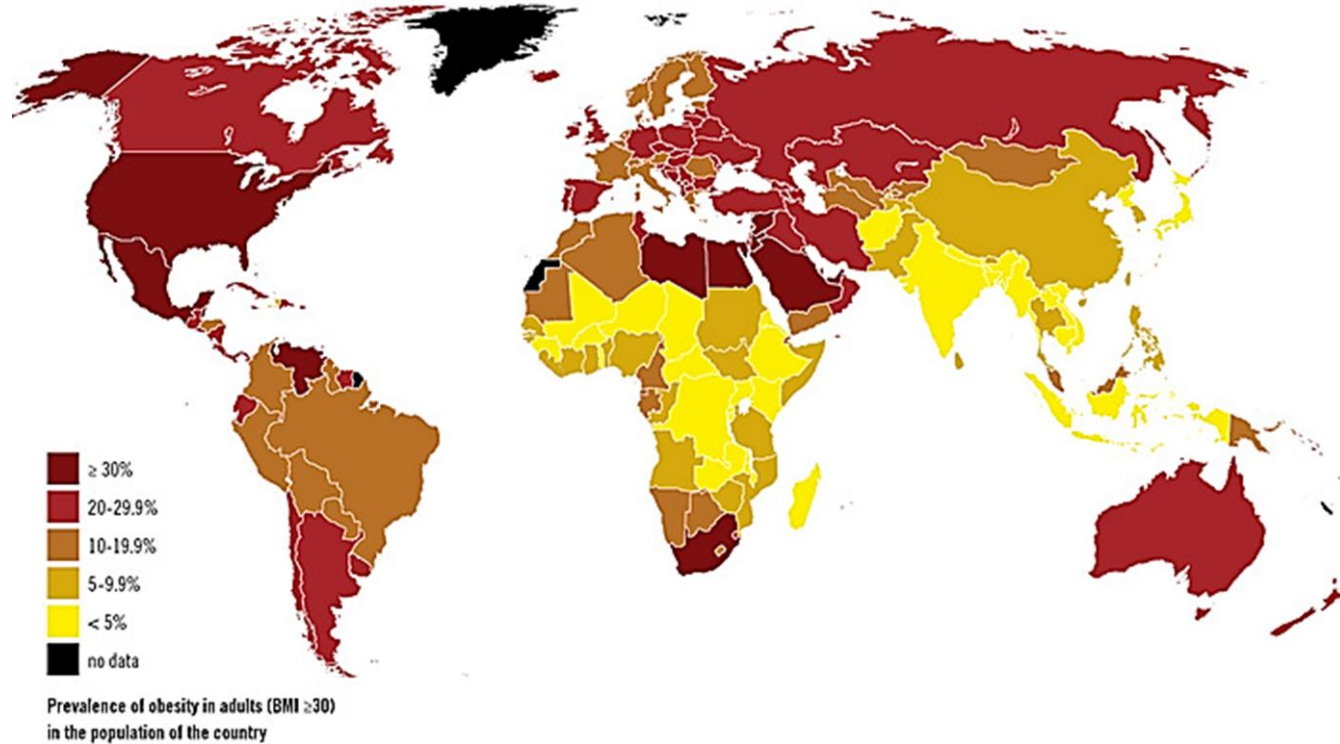
Percent of household expenditures spent on food



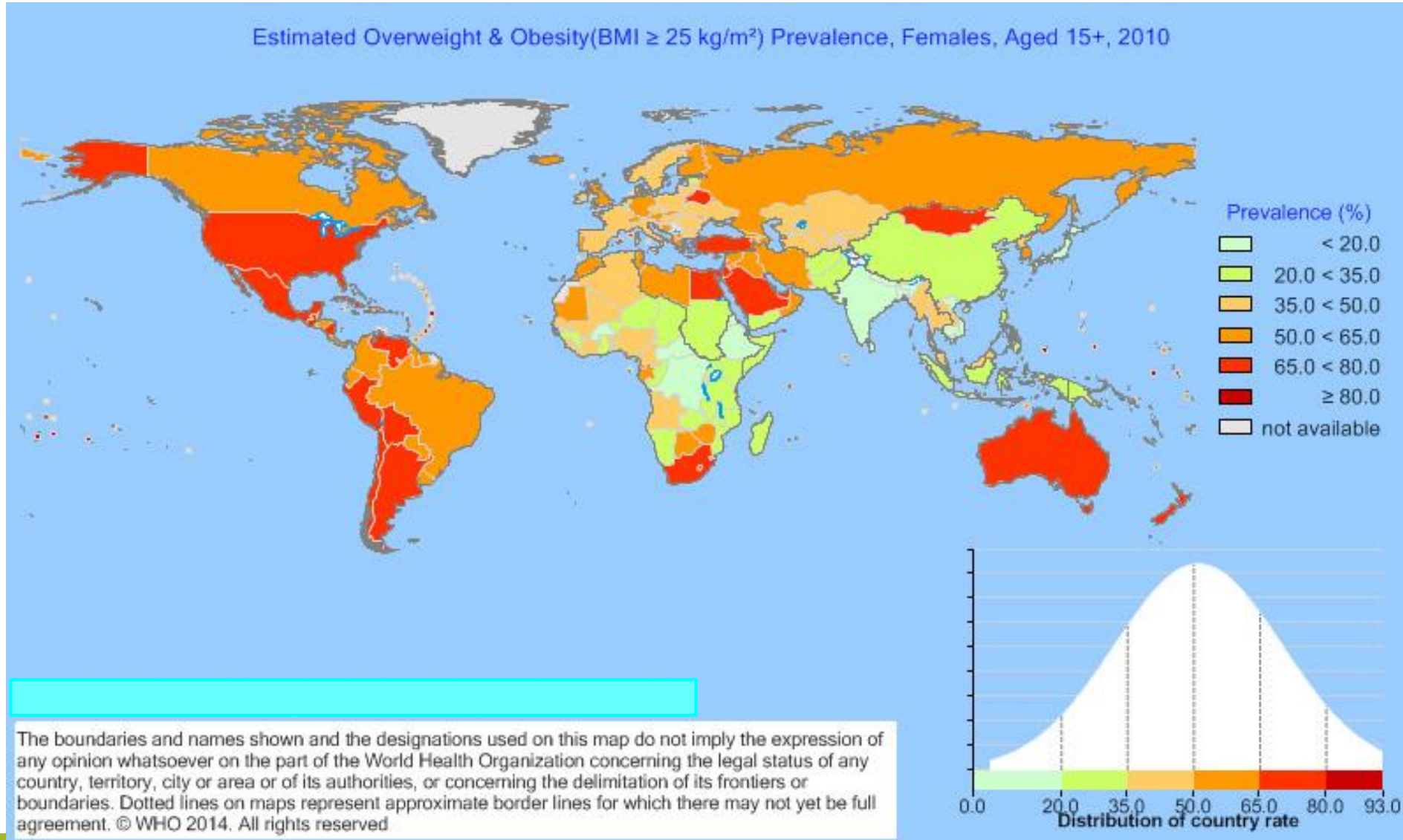
The GLOBAL Obesity Epidemic

21st Century Food → Health

- ➔ More than **1.6 billion people** (~25%) in the world are either **overweight** or **obese**, according to a recent study by the World Health Organization.
- ➔ **overweight** if **body mass index (BMI)** is 25 or higher
- ➔ **obese** with a BMI of 30 or higher.



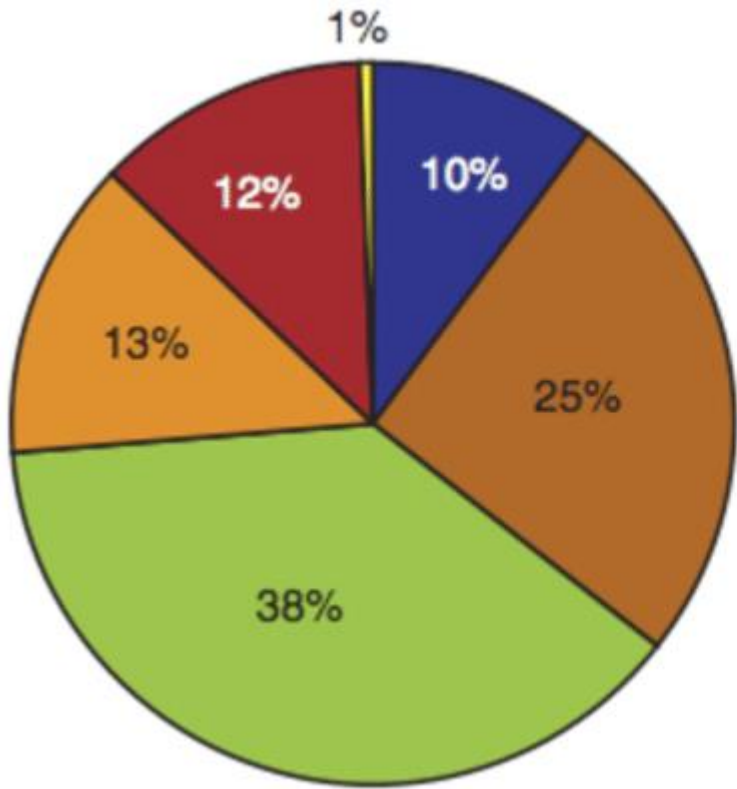
Women: Overweight/Obesity 2010→2025



How we eat is changing

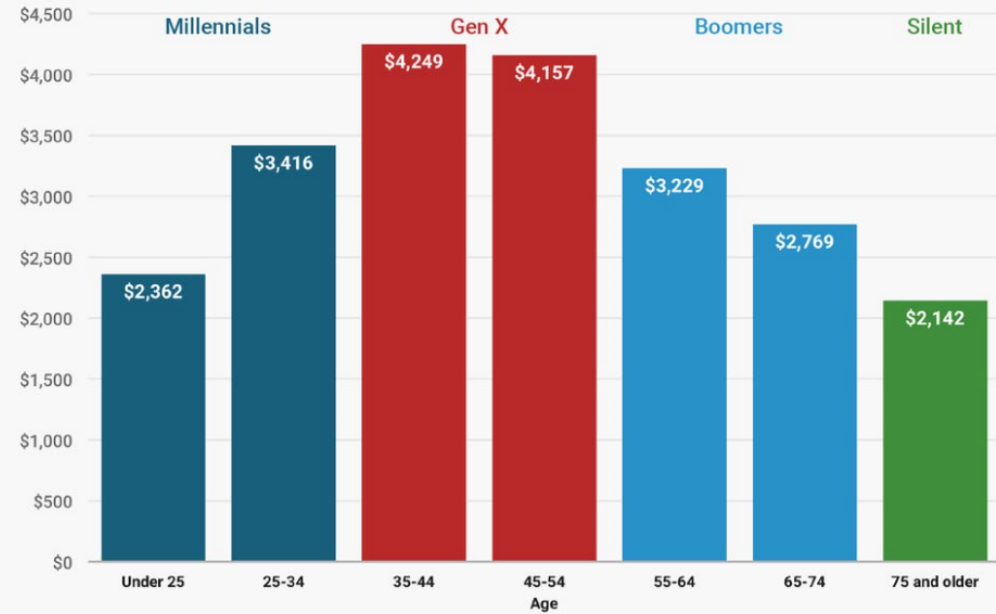


EATING OUT

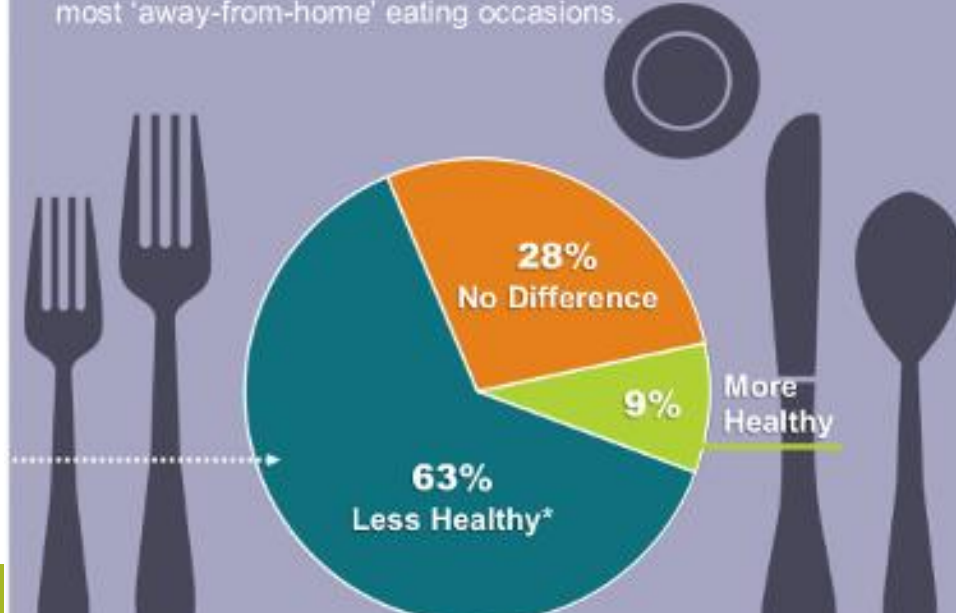


- Almost every day
- Every 2-3 days
- Once a week
- Once every 2 weeks
- Once a month
- Never

Average spending on food away from home



More than 6 in 10 consumers (63%) eat less healthfully when eating out, primarily because they have other motivations for most 'away-from-home' eating occasions.

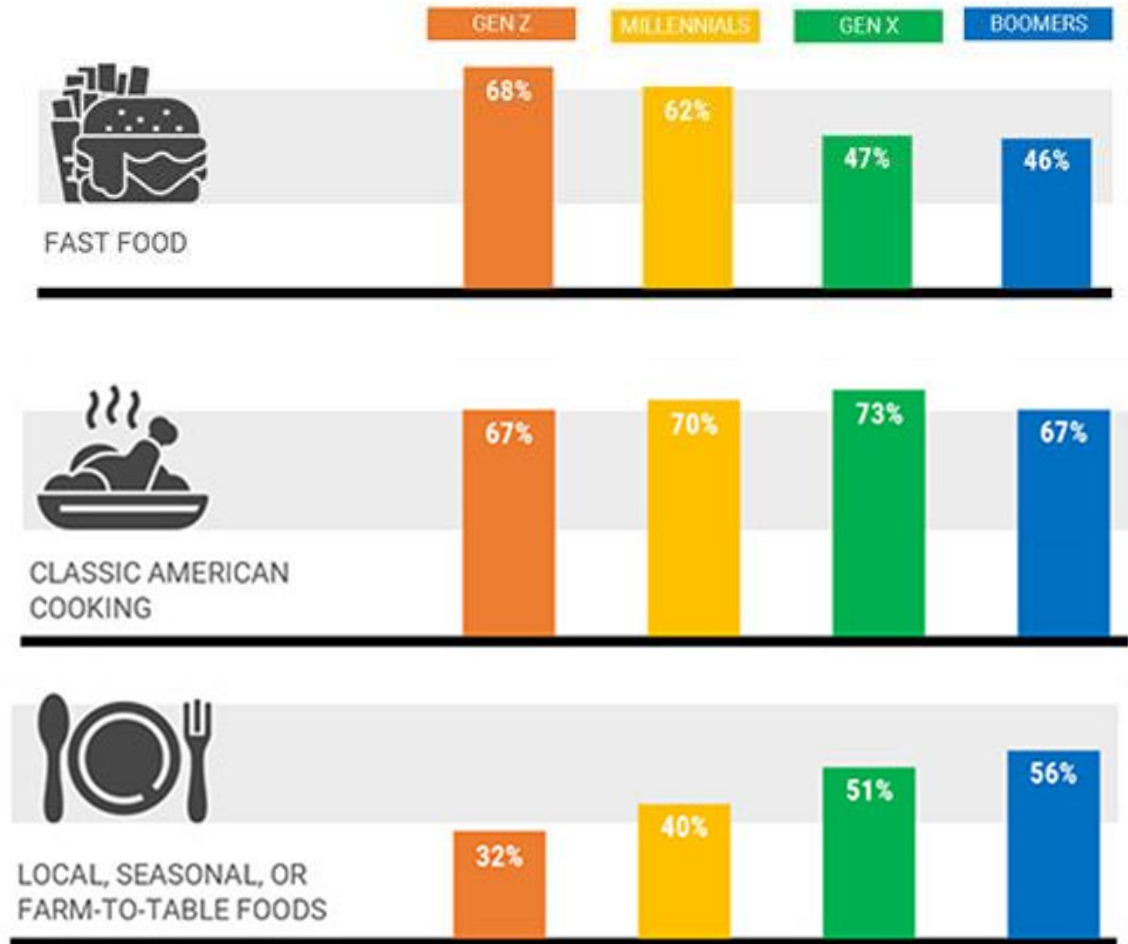


FOOD TRADITIONS are HARD to BREAK

- ▶ **GEN-Z = born between 1996-2010**
- ▶ **Millennial = Born 1981-1995**
- ▶ **Gen X = Born 1965-1980**
- ▶ **Baby Boomer = 1946-1964**
- ▶ **Silent Gen = Born 1928-1945**

GEN Z SHOW A PREFERENCE FOR FAST FOOD AND FAMILIAR TASTES

OLDER GENERATIONS ARE MORE LIKELY TO ENJOY LOCAL FOODS, WHICH TEND TO COME WITH HIGHER PRICE TAGS. CURRENTLY, YOUNGER CONSUMERS ENJOY MORE FAST FOOD, SUGGESTING A PREFERENCE FOR CONVENIENCE AND LOW COST.



Food Toxicity



More foodborne illnesses linked to shellfish in the past five years than in the two preceding decades.

Splenda - Side Effects

A study showed that with a moderate consumption 96.7% of sucralose leaves our bodies, while high consumption the percentage falls to 92.8%. This means chlorine is being stored in other areas of your body causing your cells to become toxic!

Symptoms include:

| | |
|---------------------|--------------|
| Migraine | Dizziness |
| Intestinal Cramping | Rashes |
| Acne | Headaches |
| Bloating | Chest Pain |
| Tinnitus | Gum Bleeding |

2008 Duke University study found that Splenda alters the intestine flora as it destroys beneficial bacteria.

16 FOOD ADDITIVES TO AVOID

BET YOU DIDN'T KNOW... OVER 80 PERCENT OF PACKAGED FOODS SOLD IN THE UNITED STATES CONTAIN CHEMICALS USED IN OTHER COUNTRIES.

- POTASSIUM BROMATE
- OLESTRA - FAT SUBSTITUTE
- BROMINATED VEGETABLE OIL
- CARAMEL COLOR - MADE WITH AMMONIA
- MSG - LINKED TO HEADACHES
- HIGH FRUCTOSE CORN SYRUP
- PARABENS - DISRUPTS SEX HORMONES
- SULFER DIOXIDE
- BHA & BHT - BANNED IN JAPAN
- SODIUM NITRATE
- SODIUM SULFITE
- AZODICARBONAMIDE
- PARTIALLY HYDROGENATED VEGETABLE OIL - USED IN SODA
- FOOD DYES - BLUE #1,2 + RED#3,4
- SYNTHETIC HORMONES
- ARTIFICIAL SWEETENERS

YOUR HEALTH

Americans are stuck in unhealthy pandemic habits. Here's how to reboot

March 10, 2022 - 5:00 AM ET



Scheduling time on the calendar for a workout and setting small, achievable goals are just a couple of ways we can focus on rebuilding healthy habits.

Michael Driver for NPR

The early days of lockdown restrictions had a profound effect on people's daily lives

95%
 "Today, more than 95% of all chronic disease is caused by **food choice, toxic food ingredients, nutritional deficiencies and lack of physical exercise.**"
 - Mike Adams, the Health Ranger

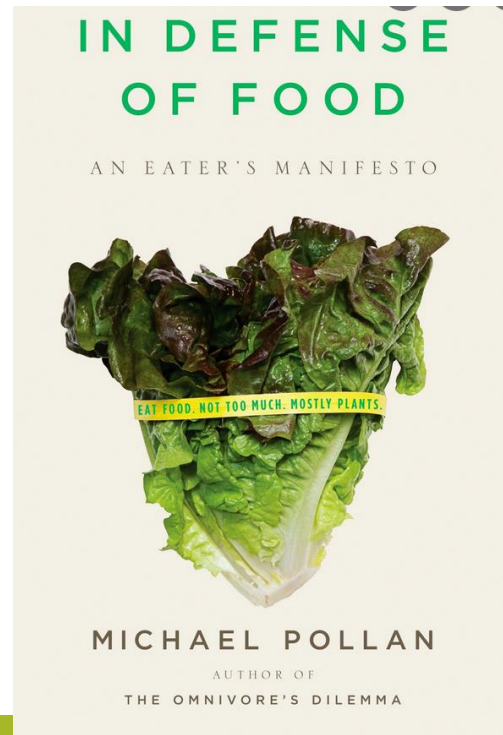
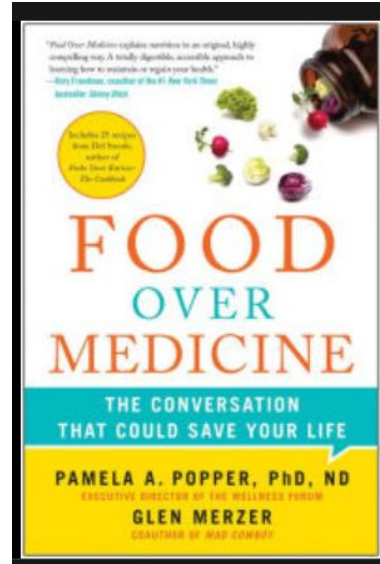
A CONSUMER'S GUIDE TO TOXIC FOOD ADDITIVES

HOW TO AVOID

- SYNTHETIC SWEETENERS • MSG
- ARTIFICIAL COLORS • AND MORE

LINDA BONVIE and BILL BONVIE
 Foreword by James S. Turner

Food Health



Food Oasis

▷ Definition of a **food OASIS**=

- An area with higher access to supermarkets or vegetable shops with fresh foods.
- **MULTIPLE ACCESS POINTS** for fresh fruit, vegetables, and other **healthful whole foods**.
- **Grocery stores**
- **Farmers' markets**
- **Healthy food providers**
- **Farm to Plate restaurants**

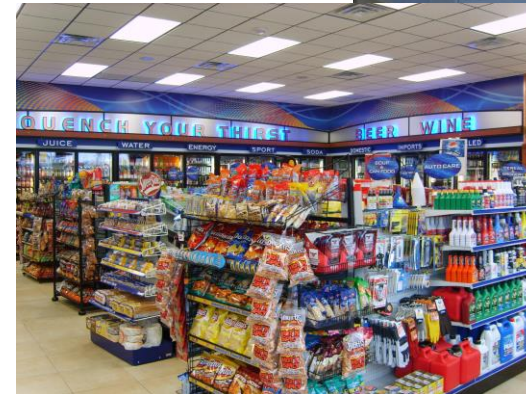


Food Deserts

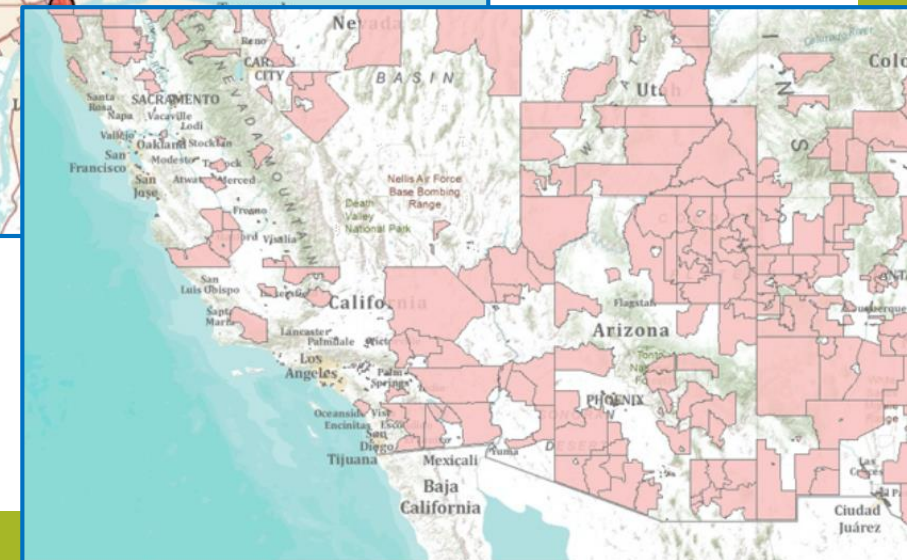
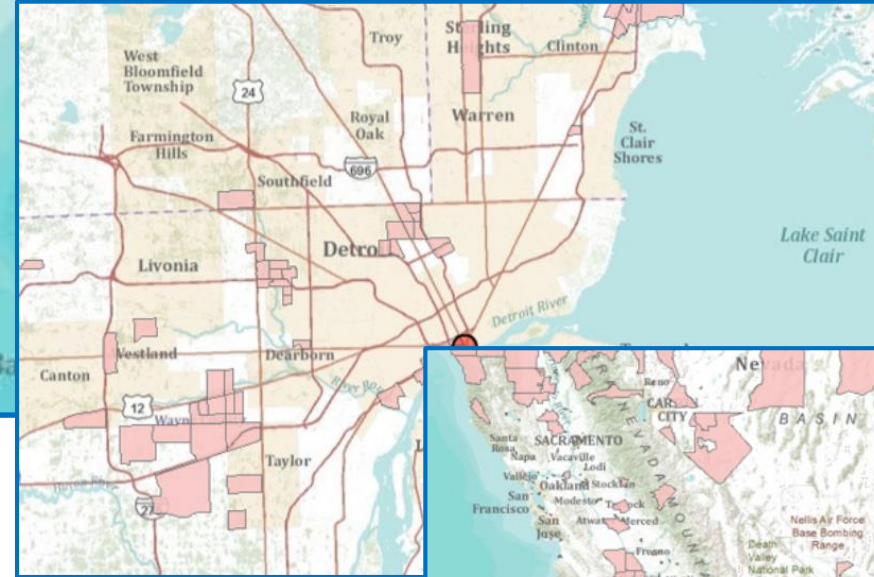
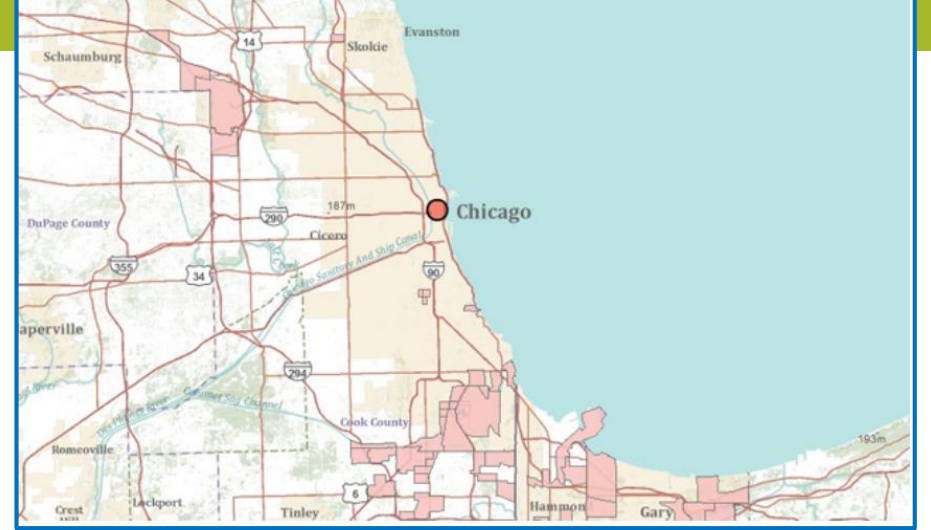
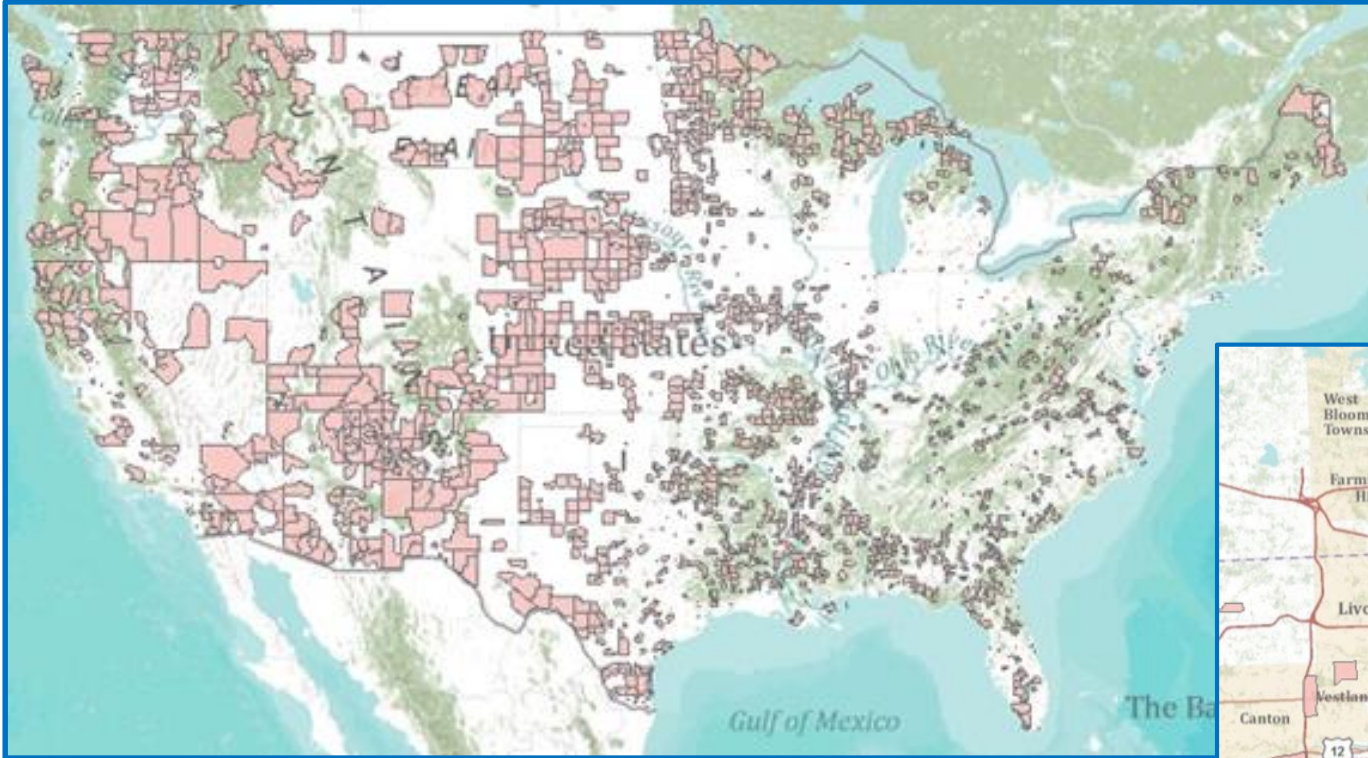
▷ Definition of a **food desert** =

- 🌴 An area in which it is difficult **or** impossible to buy affordable and good-quality fresh food.
- 🌴 Only processed and synthetic foods largely available.
- 🌴 High proportion of fast-food only options
- 🌴 Devoid of fresh fruit, vegetables, and other **healthful whole foods**.
- 🌴 A lack of basic grocery stores, farmers' markets, and healthy food providers.
- 🌴 A region where you must travel __miles to access good quality, fresh food.

- USDA reviewed cases where full service supermarkets were opened in **food deserts**, but with little effect on shopping or eating habits caused by conditioned behaviors and tastes.



Food Deserts Maps



Mali



KOUAKOUROU, MALI — THE NATOMO FAMILY: Soumana, 46 (in blue), with his two wives, Pama, 35 (immediate left), and Fatoumata, 33 (immediate right), their children, and members of the extended family

Asked about their favourite foods, the family says that they don't think in terms of favorites. All of their meals center on a millet porridge called tô, which is eaten with various soups and sauces.

Weekly EXPENDITURE: **\$30**

Bhutan



- **BHUTAN:** The Namgay family of Shingkhey Village
- **FAMILY RECIPE:** Mushroom, cheese and pork
- **FOOD EXPENDITURE FOR ONE WEEK:** Weekly \$5.03

Chad



- **CHAD:** The Aboubakar family of Breidjing Camp
- **FAVORITE FOODS:** soup with fresh sheep meat
- **FOOD EXPENDITURE FOR ONE WEEK:** **\$1.23**

Mexico



MEXICO: The Casales family of Cuernavaca

FAVORITE FOODS: pizza, crab, pasta, chicken

FOOD EXPENDITURE FOR ONE WEEK: 1,862.78 Mexican Pesos or **\$189.09**

Cuba



HAVABA, CUBA — THE COSTA FAMILY: Lisandra, 16, Ramón Costa Allouis, 39, Sandra Raymond Mundi, 38, and Fabio, 6

In the early 1990s, the Costas, like many Cuban families, raised pigs in their courtyard, but nowadays meat is more readily available in Havana. Government food rations vary according to availability — a pound or two of protein and often coffee, sugar, salt, bread, beans, rice, and oil.

EXPENDITURE: \$64

Ecuador



- **TINGO, ECUADOR- THE AYME FAMILY:** Orlando, 35, and Ermelinda, 37 (at right), with seven of their eight children (not shown is the couple's five-year-old daughter, who lives with their grandparents)

The Ayme family live for most of the year on food that they grow themselves. If they can afford it, on market days Orlando and Ermelinda indulge the family's sweet tooth by buying some brown cane sugar for everyone to nibble on during the week. Orlando's favorite food is pea-flour porridge with potatoes.

Weekly EXPENDITURE: **\$36**

Egypt



CAIRO, EGYPT — THE AHMED FAMILY: Mamdouh, 35 (wearing glasses), and Nadia, 36 (with dark-brown head scarf), their three children (far left), six members of Nadia's extended family, and a family friend

The Ahmed home is often crowded for meals because many members of the extended family live either in or near the Ahmeds' apartment building. Generally the women in the families cook together. A favourite Ahmed family recipe is Nadia's tajine, a slow-cooked stew with okra and mutton.

EXPENDITURE: \$78/wk

China



WEITAIWU, CHINA — THE CUI FAMILY: Haiwang, 33, Jinxian, 31, and (from left) Haiwang's father, Lianyou, 59, mother, Xianglian, 61, and grandmother, Wu, 79, and the couple's son, Yuqi, 6

The Cui family has a small plot of land outside their village, and they also grow tomatoes, cabbage, squash, and cucumbers in their courtyard. Because the government has granted them smaller plots of land in recent years, the family needs to purchase 90 percent of the food they eat.

EXPENDITURE: \$65

Italy



PALERMO, ITALY — THE MANZO FAMILY:

Giuseppe, 31, Piera Marretta, 30, Maurizio, 2, Pietro, 9, and Domenico, 7

Giuseppe is a fishmonger, and the Manzos live above the Capo Market in Sicily, where some of the world's tastiest fresh fish can be found. But Piera Marretta doesn't like fresh fish, so the seafood of choice in the household is frozen fish sticks. Pietro's favourite food is hot dogs.

EXPENDITURE: \$295

Poland



POLAND: The Sobczynscy family of Konstancin-Jeziorna

FAMILY RECIPE: Pig's knuckles with carrots, celery and parsnips

FOOD EXPENDITURE FOR ONE WEEK: 582.48 Zlotys or **\$151.27**

India



UJJAIN, INDIA -- THE PATKAR FAMILY: Neha, 19, Akshay, 15, Jayant, 48, and Sangeeta, 42

Like most devout Hindus, the Patkars are vegetarians. A typical breakfast includes thinly sliced potatoes, onions, and chili peppers fried in vegetable oil and mustard seed, served with rice and chopped cilantro. Sangeeta notes that the Patkars are more flexible about their vegetarianism than her family was when she was growing up. Akshay, for one, says that he has eaten chicken and likes it.

EXPENDITURE: \$45

Germany



BARGTHEIDE, GERMANY — THE MELANDER FAMILY: Kjell, 10, Susanne, 43, Jörg, 45, and Finn, 14

Susanne tries to ensure that the Melanders eat nutritious foods and take supplements, though Jörg notes that his favourite dish is fried potatoes with onions, bacon, and herring. Susanne would like to buy only organic food, but it's simply too expensive.

EXPENDITURE: \$568

Japan



KODAIRA CITY, JAPAN — THE UKITA FAMILY: Maya, 14, Sayo, 51, Kazuo, 53, and Mio, 17

In any given week, the Ukita family will eat at least a dozen types of fish and shellfish and three varieties of seaweed. Like many families in urban Japan, they eat out often. Kazuo's favourite food is sashimi; Maya's is potato chips. Only 2 percent of Japanese adults are obese.

EXPENDITURE: \$361

Great Britain



GREAT BRITAIN: The Bainton family of Cllingbourne Ducis

FAVORITE FOODS: avocado, mayonnaise sandwich, prawn cocktail, chocolate fudge cake with cream

FOOD EXPENDITURE FOR ONE WEEK: \$253.15



GATINEAU, CANADA — THE FINKEN FAMILY: Kirk, 43, Danielle, 50, Anna, 11, and Coco Simone, 16

The Finkens try to eat locally produced organic fruit and vegetables and also grow vegetables in their front yard. The children are particularly fond of Indian food-Anna lists her favourite food as matar paneer, and Coco, who recently became a vegetarian, likes spiced lentils and chapatis.

EXPENDITURE: \$158

USA



UNITED STATES: The Caven family of California

FAVORITE FOODS: beef stew, berry yogurt sundae, clam chowder, ice cream

FOOD EXPENDITURE FOR ONE WEEK: \$159.18

USA



RALEIGH, USA — THE REVIS FAMILY: Brandon, 16, Tyrone, 14, Rosemary, 40, and Ronald, 39

The Revis family has struggled to lose weight at times, and Brandon and Tyrone, Rosemary's sons from a previous marriage, expressed shock at seeing the amount of food that everyone had consumed in a week. The family has since begun a new exercise program.

Weekly EXPENDITURE: **\$389**

Netflix STREET FOOD - Seasons: Asia and Latin America

Watch **Thailand** & **Argentina** Episodes:

Describe **MAJOR** & minor **ARGUMENTS** related to Food and Culture

