

**FOOD MATTERS!**

**Global Politics and Practices**

**What the World Eats**

**&**

**101 Diets Around the World**

# A Hungry Planet: What the World Eats

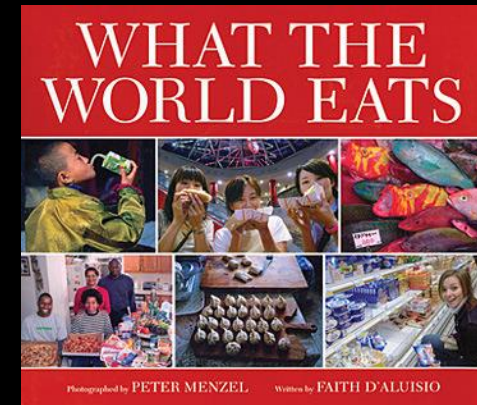
- ▶ In the year 2000, photographer Menzel/D'Aluisio discover the following FACT:

The same number of people in the world were overfed as underfed (2000).



# A Hungry Planet: What the World Eats

- ▶ Over the next **5 years**, they visited families in **24 countries**
- ▶ **BOOK: Hungry Planet: What the World Eats.**
  - ▶ As with Material Worlds, they photographed each family. But this time with an **entire week's supply of typical foods + Estimated cost of that food.**
- ▶ **Menzel/D'Alusio Focused on:**
  - ▶ **WHAT** kinds of foods people eat in different cultures?
  - ▶ **Where** are people getting their food habits and cravings?
  - ▶ **Where** do they go for food purchases and what **COSTS** do they typically incur?
  - ▶ **HOW** much, a typical **FAMILY/CLAN** consumes weekly/yearly?
  - ▶ **WHO** sets the **FOOD AGENDAS**
  - ▶ **FOOD DIVERSITY** is good for you. But who gets it?
  - ▶ Food/diet connections to **HEALTH, Happiness, and LONGEVITY**



# Initial findings

1. Eating habits are formed at an early age 1-6 yrs.

- Generally, **you eat what your parents eat**.
- Bad/good habits** passed generationally **WITHOUT** knowledge or questioning.
- Parents, family, children are influenced by MEDIA
- POWER!! GLOBAL AGRICULTURAL/FOOD INDUSTRIES**

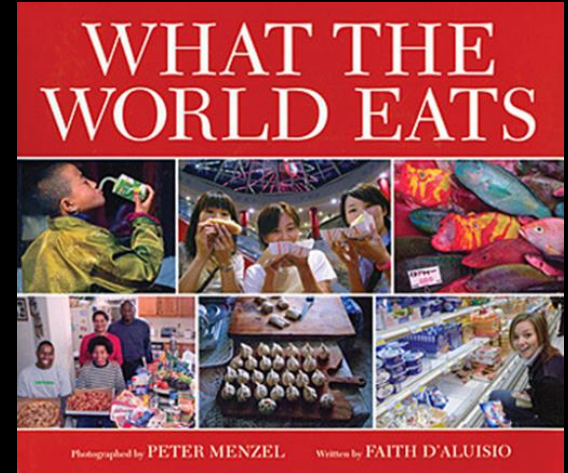
2. As a nation's **wealth \$\$ grows**, its citizen's **waist lines** do too, thanks to

- diets higher in **protein, sugar, and fat**→
- PROCESSED FOODS**
- TEEN years can be the worst (in developed countries)
- 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.



# 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:** 685 CFA Francs or **\$1.23**

# 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**

# 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**

# 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**

# 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:** 155.54 British Pounds or **\$253.15**

# Canada



**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

**FOOD EXPENDITURE FOR ONE WEEK:** **\$159.18**

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



# What the World Eats



United States



China



Mali



England

# Additional Findings

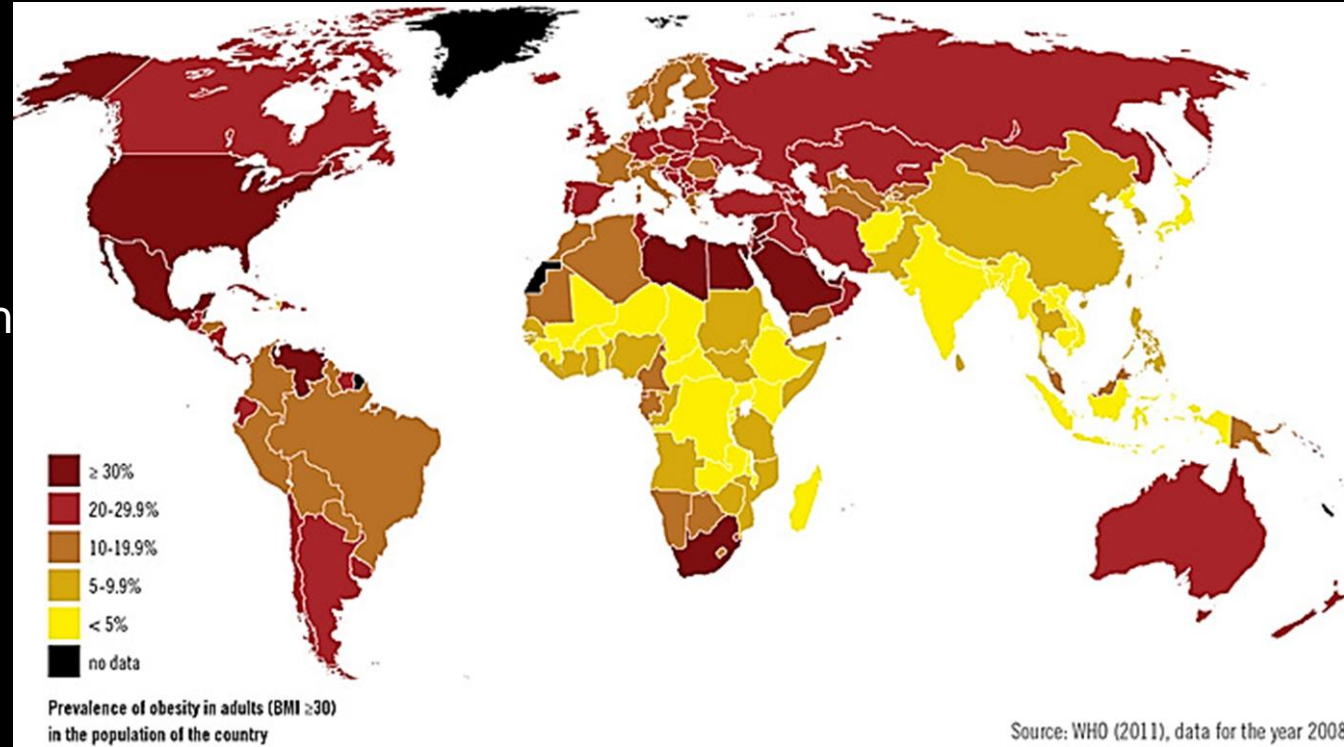
## The GLOBAL Obesity Epidemic

21<sup>st</sup> 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.

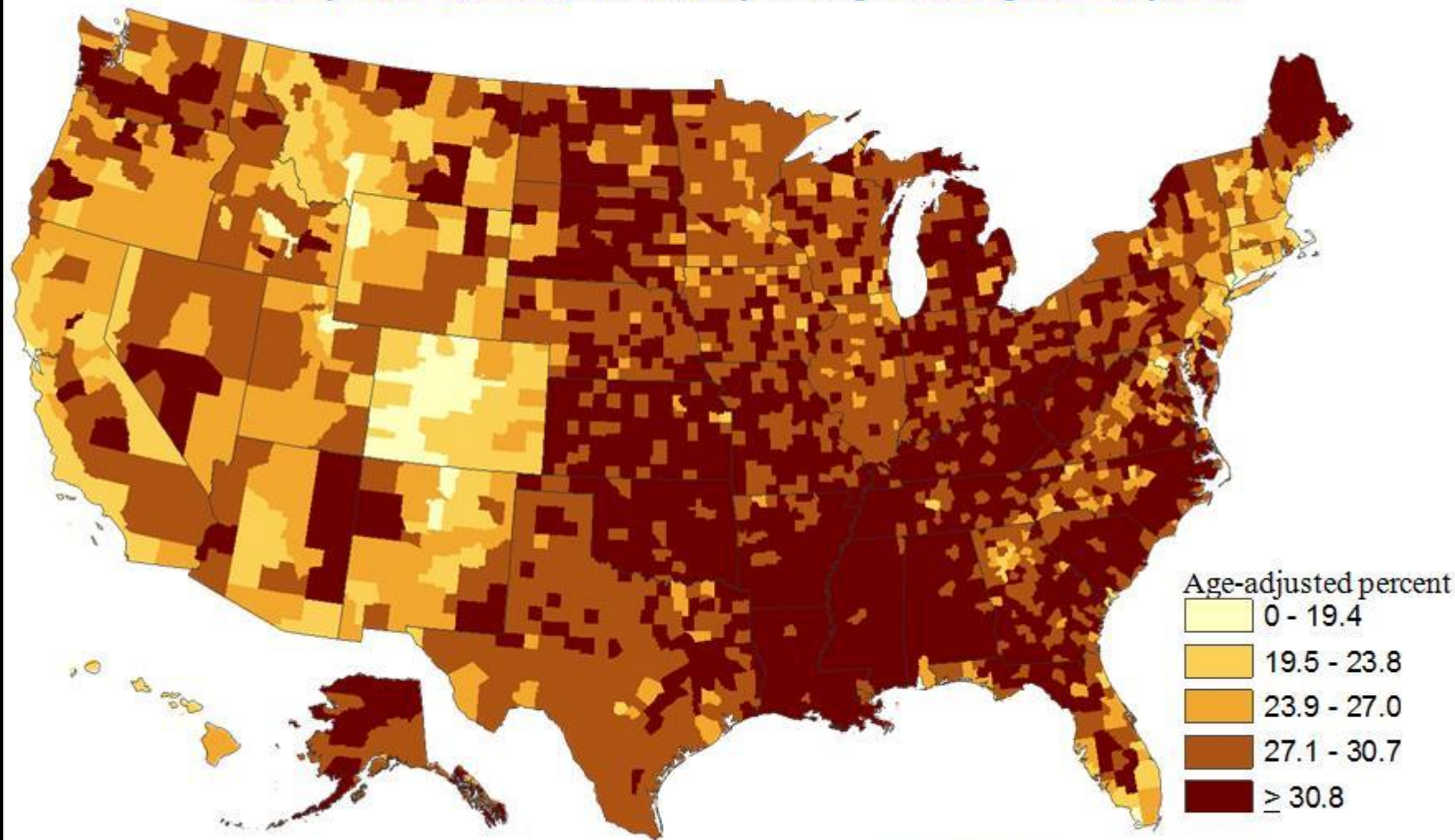
→ **overweight** if **body mass index (BMI)** is 25 or higher

→ **obese** with a BMI of 30 or higher.



# Additional Findings: **United States**

County-level Estimates of Obesity among Adults aged  $\geq 20$  years:



[www.cdc.gov/diabetes](http://www.cdc.gov/diabetes)

[http://apps.nccd.cdc.gov/DDT\\_STRS2/NationalDiabetesPrevalenceEstimates.aspx?mode=OBS](http://apps.nccd.cdc.gov/DDT_STRS2/NationalDiabetesPrevalenceEstimates.aspx?mode=OBS)

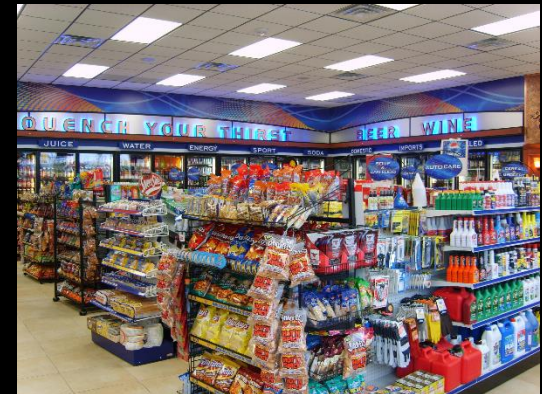
# Additional Findings

## 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 available
  - A region where you must travel more than 20 miles to access good quality, fresh food.

- ▷ **USDA definitions.**

- **Food deserts** are defined as parts of the country devoid of fresh fruit, vegetables, and other **healthful whole foods**.
- This is largely due to a lack of basic grocery stores, farmers' markets, and healthy food providers.
- 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.



# Additional Findings

## Food Oasis

Definition of a **food OASIS**=

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



**Bhutan's Centenary Farmer's Market**

# Food Divisions/Insecurity

- ◎ Food Apartheid?
- ◎ Inside America's Hunger Capital: Memphis

