

Food, Culture and Globalization

Student Group #3

Name the Culture



Photo by [adactio](#) on Flickr.

Name the Culture



Photo by [To Grandmother's House We Go](#) on Flickr.

Food influence on Culture

- Coffee
 - French
 - American

Food has shaped social and intellectual aspects of culture. In addition, it plays a significant role in language development.

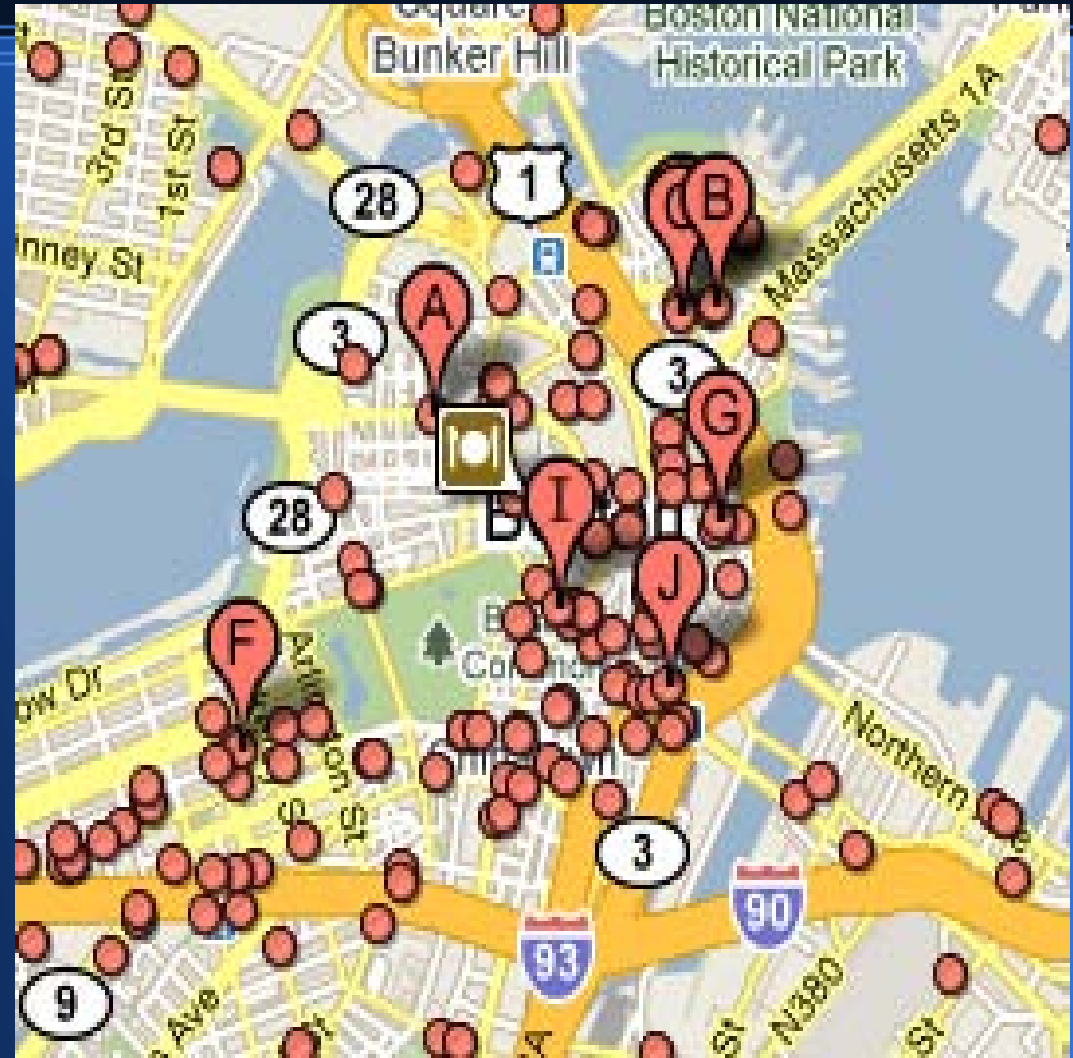
Intellectual - French

- Coffee introduced to France from Dutch
- Café emerged (specifically Paris)
- Intellectuals discussed and met in café.
 - Café Procope:
Franklin, Voltaire,
Diderot

Photo of the [Café Procope](#) removed due to copyright restrictions.

Social - American

- Compared to European culture of Drinking Coffee
- Prevalent
 - Morning routine
 - Late night shift
- Even Art!



Edward Hopper's Nighthawks at the Diner

Please see Edward Hopper, *Nighthawks*, 1942.



Image from the [Open Clip Art Library](#).



Globalization



Basil:
Originated from Asia, Africa.
Came to Greece through conquest (Alexander)

Tomato:
Grown by Aztecs in America, 700 AD. Came to Europe through conquest & trade

History of Coffee

Photo of [coffee beans](#) removed due to copyright restrictions.

Origin of coffee/ original uses

- Late 1400s: spread from Africa to E. Asia, Arabia, S. America
- First native in Ethiopia
 - Religious purposes
- Haya (Tanzania): use coffee as currency
- Hunter: quell hunger, energize the body

[Map of coffee cultivation paths](#) removed due to copyright restrictions.

Spread of Coffee

- Internationalization of coffee by Arabians
 - Started in the Sufi Muslims for transcendental peace-finding
 - Sufi Mysticism
 - Conflicts and acceptance with Islam's Ramadan, secularism
- Popularization of coffee among the common people
 - Part of socializing in coffeehouses
 - Respectable, legal

Coffee's history in Europe

- Spread via merchants' contacts
- exoticism
- Impact on everyday life
 - High class association
 - democratization, slavery
 - revolutions, trade, middle class
- Restriction on trade imposed in France, Austria, Germany, Switzerland

Cartoon removed due to copyright restrictions.

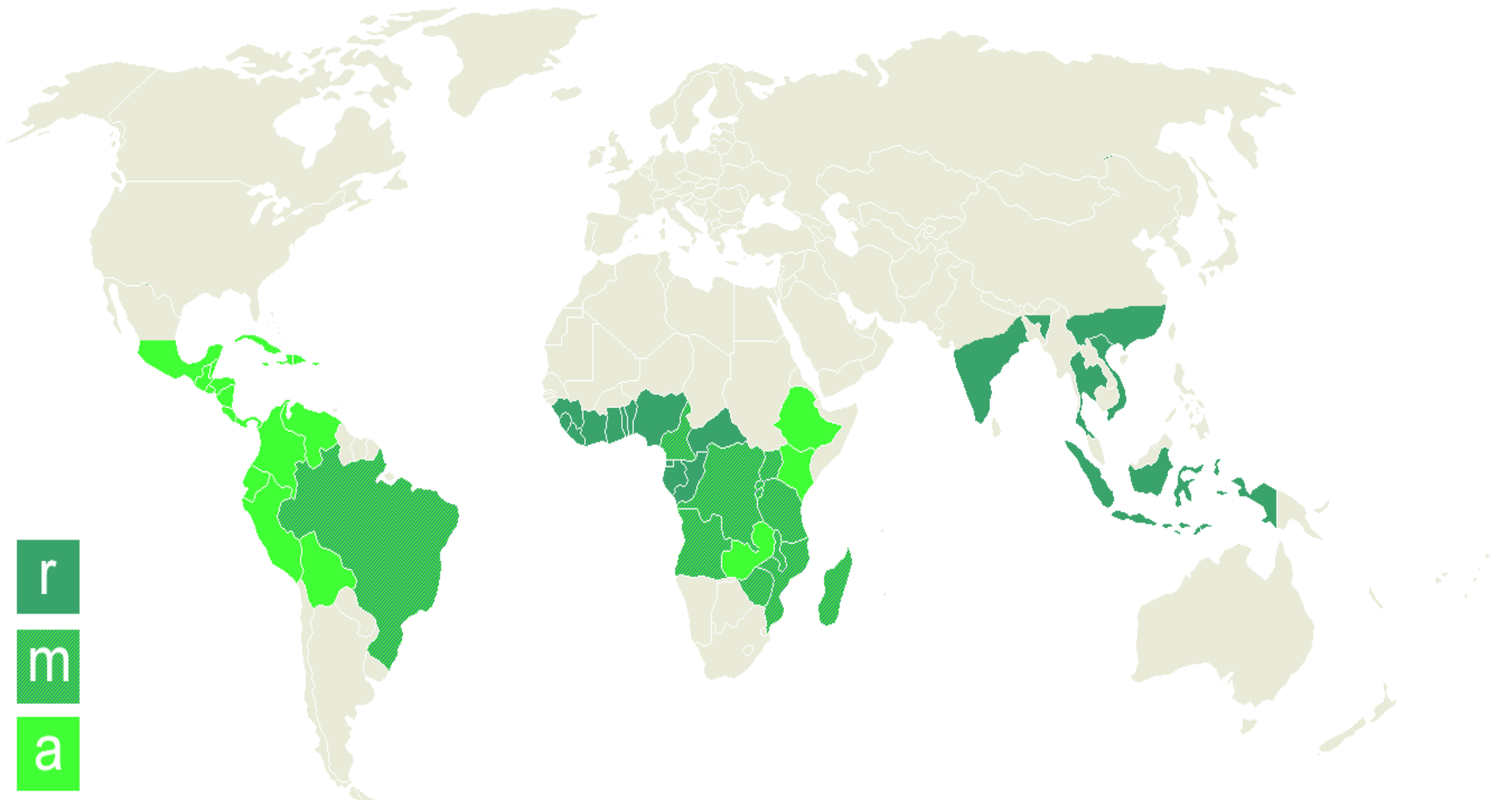
Coffee's social roles (recap)

- Rejuvenation, spiritual renewing
 - Caffeine
- Alternative to alcohol
- Highly-elite, yet also widely accepted and consumed
- Differing opinions of merits and drawbacks
- Starbucks: for the youth

Cartoon removed due to copyright restrictions.

Positive and Negative Impacts of Globalization in Relation to Coffee

Image from Wikimedia Commons, <http://commons.wikimedia.org>

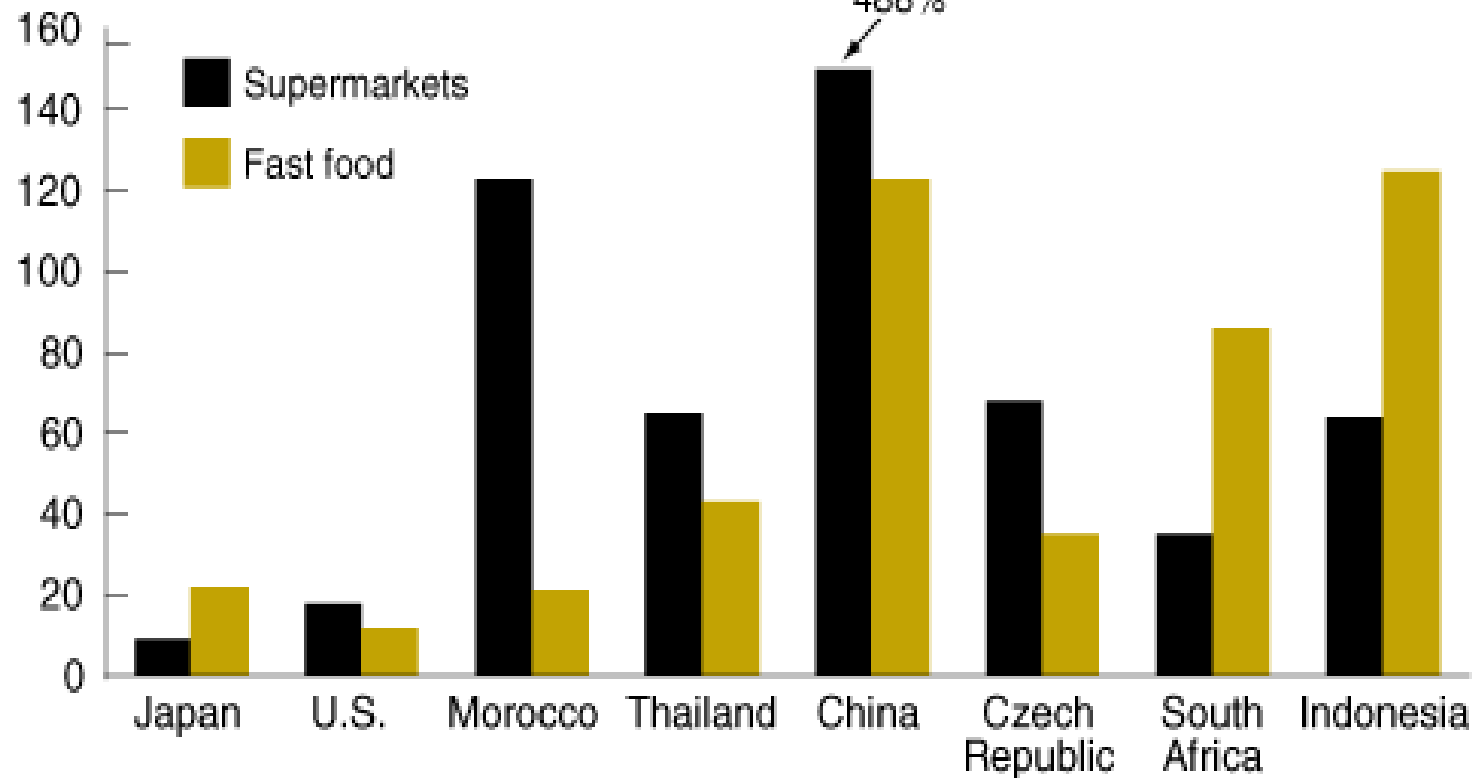


Globalization of the Food Industry

Frazão, Elizabeth, Birgit Meade, and Anita Regmi. "Converging Patterns in Global Food Consumption and Food Delivery Systems." *AmberWaves* (February 2008): 22-29.

Developing countries register rapid growth in food sales from Western-style outlets

Percent increase: 1999-2005



- Increased technologies
- Changes to social behavior and diet
- Convergence of food consumption and expenditures

Source: Euromonitor International.

Social Impacts of Coffee

- Coffeehouses and Cafes created
- Social atmosphere
- Popular with middle and upper class
- More than just a coffee vendor



Photo of the MIT Coffeehouse removed due to copyright restrictions.

Starbucks

- A fad
- Chain restaurants can be found all around the world
- Fusion of cultural ideas and food

Photo of Starbucks cups and shop removed due to copyright restrictions.

“Coffee’s rise as a sign of distinction and of connoisseurship meant that its appeal was no longer just its photoactive role as a stimulant nor the democratic sociability of the coffee shop.” (Topik 2009)

Economic Effects

- Slave plantations in South American countries.
- 2006: US\$ 29.3 billion
- Projected growth to US \$39.5 billion in 2011.
- Most of profits go to large scale companies.
- When production costs are twice the price received, few farmers can obtain profits.
- Controversy has sparked a global response and creation of Fair Trade Coffee:
 - direct relationship with the roaster;
 - a price minimum of \$1.26 per pound;
 - pre-financing up to 66 percent of the value of the coffee;
 - agricultural sustainability

Logos for [Maxwell House](#) and [Fair Trade](#) removed due to copyright restrictions.

Environmental Impacts

- Cut down trees to sell as lumber or firewood to increase production
- Deforestation of the tropical rain forest
- “A host of studies show that significant impacts on local fauna occur”

Photos of a coffee plantation in Costa Rica and deforestation in Brazil removed due to copyright restrictions.

Summary: Disadvantages and Advantages

- Dissemination and mixing of cultures
- Increased trade, but creation of economic disparities
- High production to reach demand, but growing environmental damage
- Despite centuries of change, coffee is still being consumed; it still has value in society

Globalization and Cultural Exchange

- An *exchange* of culture rather than a one-way relationship in which one culture dominates another
- Specific Examples: Chinese American Cultural Exchange through food
 - Coffee
 - Chinese American Fusion foods

Globalization as Americanization

- In 1999: Seattle Protest against globalization
- “Most peoples of the world believe that globalization is a synonym for Americanization”

Coffee

- Association with America
- Starbucks
 - Global Corporation
 - Spread to China

Logo for Starbucks removed due to copyright restrictions.

Fusion Foods

- Chinese American Fusion Foods
 - Chinese Chicken Salad
 - Fortune Cookies
- Chinese American Fast Food
 - Panda Express



Photo by [rukna](#) at Flickr.

Images of Chinese Chicken Salad, Chinese buffet, and [Panda Express](#) removed due to copyright restrictions.

So...

- Exchange between China and America is equal and beneficial to both sides

Photo removed due to copyright restrictions.

Sources/Citations

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