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 has shaped social and intellectual aspects of culture. In addition, it plays a significant role in language development.
Coffee introduced to France from Dutch

Café emerged (specifically Paris)

Intellectuals discussed and met in café.

- Café Procope: Franklin, Voltaire, Diderot
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.
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

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

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
Positive and Negative Impacts of Globalization in Relation to Coffee
Globalization of the Food Industry

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

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

Percent increase: 1999-2005

Supermarkets
Fast food

Japan U.S. Morocco Thailand China Czech Republic South Africa Indonesia

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

“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
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”
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

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
Sources/Citations

Sources/Citations

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