

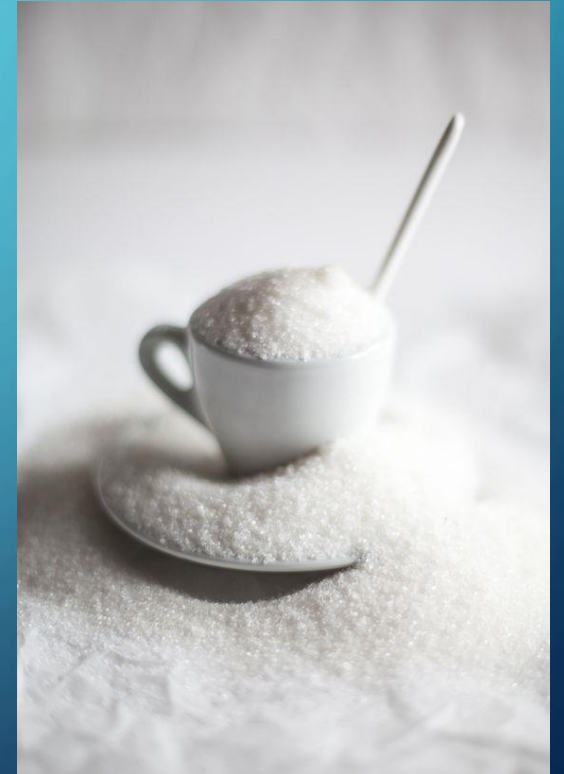


CULTURE AND HEALTH

ASSOC.PROF. PATCHARIN SIRASOONTHORN, PH.D.

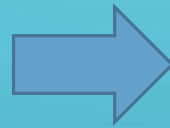
FACULTY OF SOCIAL SCIENCES, NARESUAN UNIVERSITY THAILAND

SUGAR CHANGED THE WORLD



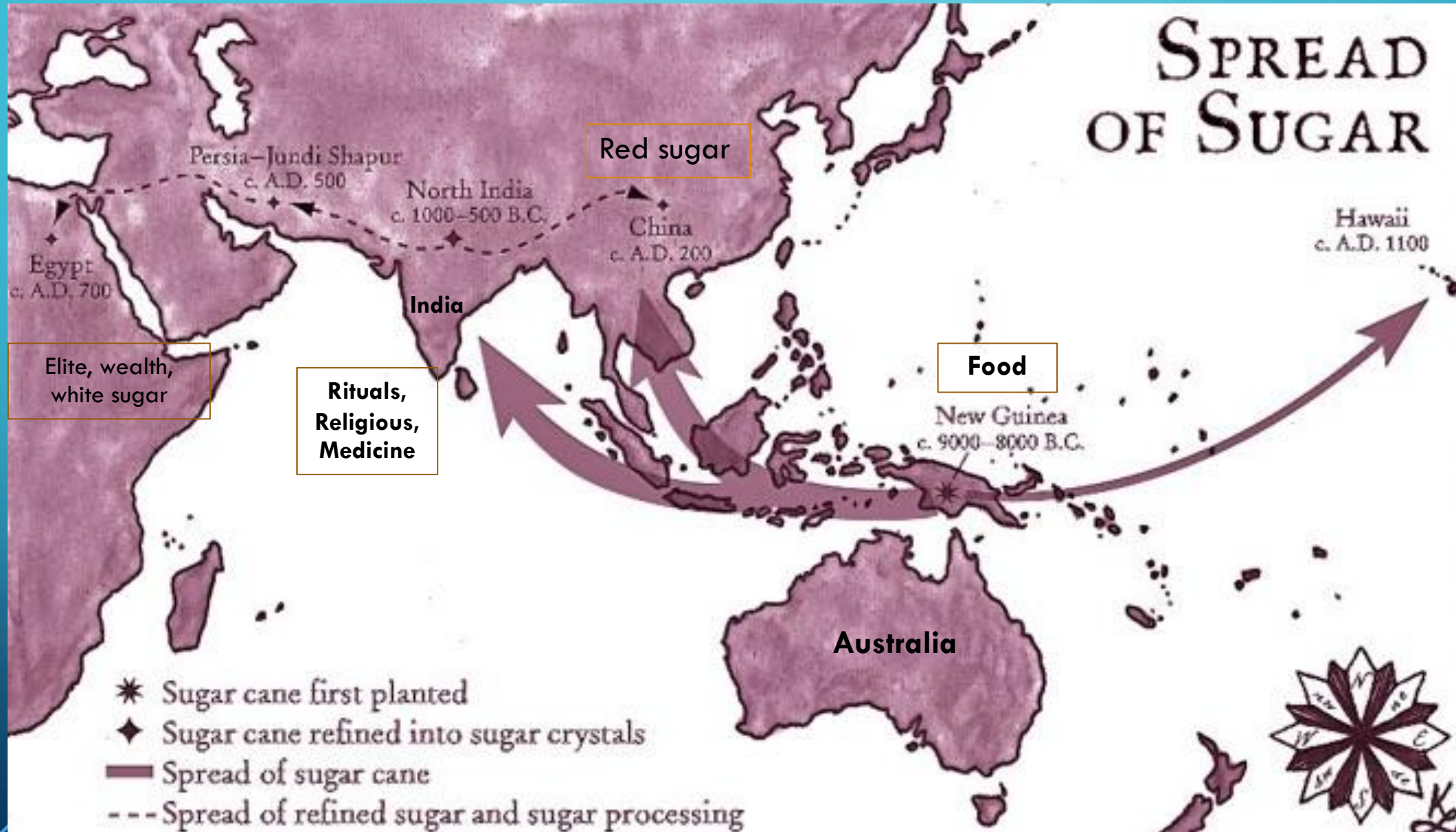


Rock Painting in Spain 7,000 B.C:
Bee Huanting



Saccharum officinarum (Bentley &
Trimen, 1880: Medicinal Plants 1880)

SPREAD OF SUGAR





THE JOURNEY OF SUGAR

B.C

Honey Era

Food, Medicine

C. 18

Sugar: Slave Era

Slave, Sugar cane
plantation, Factory

C. 19

Sugar: Industry Era

Sugar Industry
International Trade
Dessert, wealth

C. 20

Sugar: Capitalist
globalization Era

Modern slavery
Technology and scientific
process

SUGAR IN SIAM

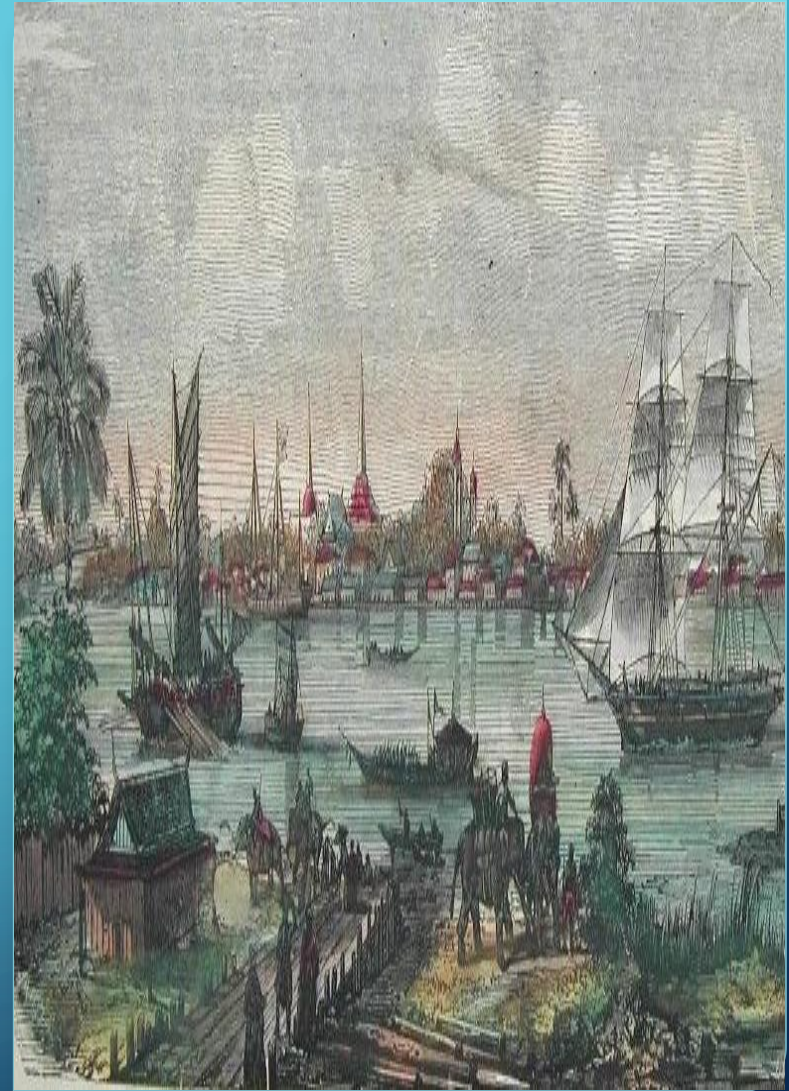
C. 19 King Rama II: first time in Siam

King Rama III): first monopoly export,

Global sugar crisis

Emerge “white sugar” in Europe

1903: first import sugar to Siam.

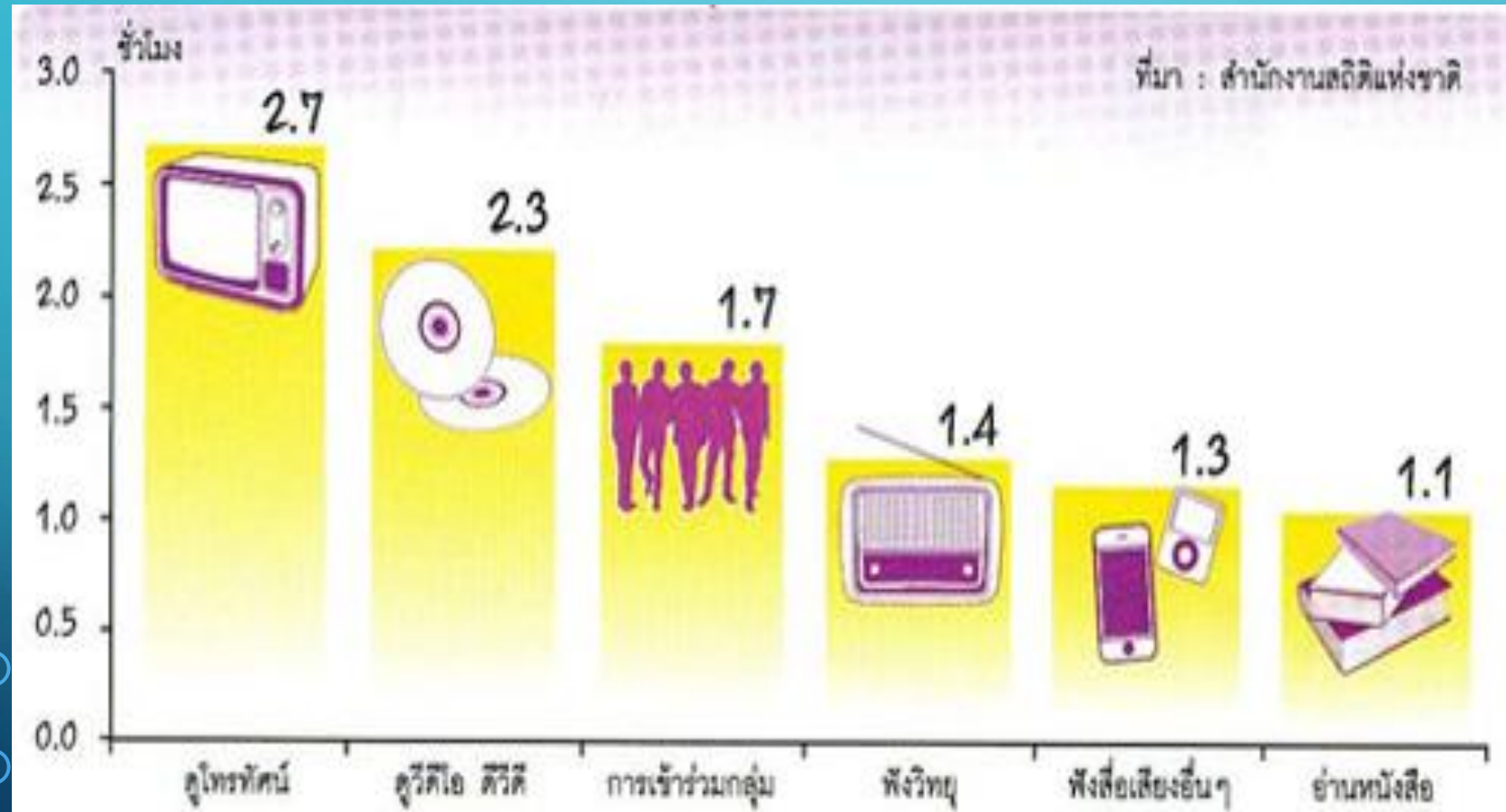


SUGAR AND CLASS

- **Imported white sugar** (Java, Philippines)
 - Expensive
 - For high class and elites
- **Local products** (Palm sugar, Coconut sugar, Stevia (local plant in Paraguay, south America))
 - Local consumption



SUGAR AND SOCIAL RELATION





SUGAR IN EVERYDAY LIFE

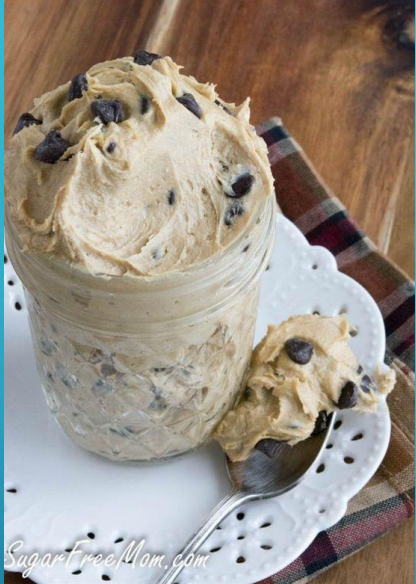
SCHOOL CANTEEN



LEISURE TIME VS CO-WORKING SPACE



COMMON DESSERT



COMMON DRINK



10 COMMON BREAKFAST



CONTEMPORARY EATING CULTURE



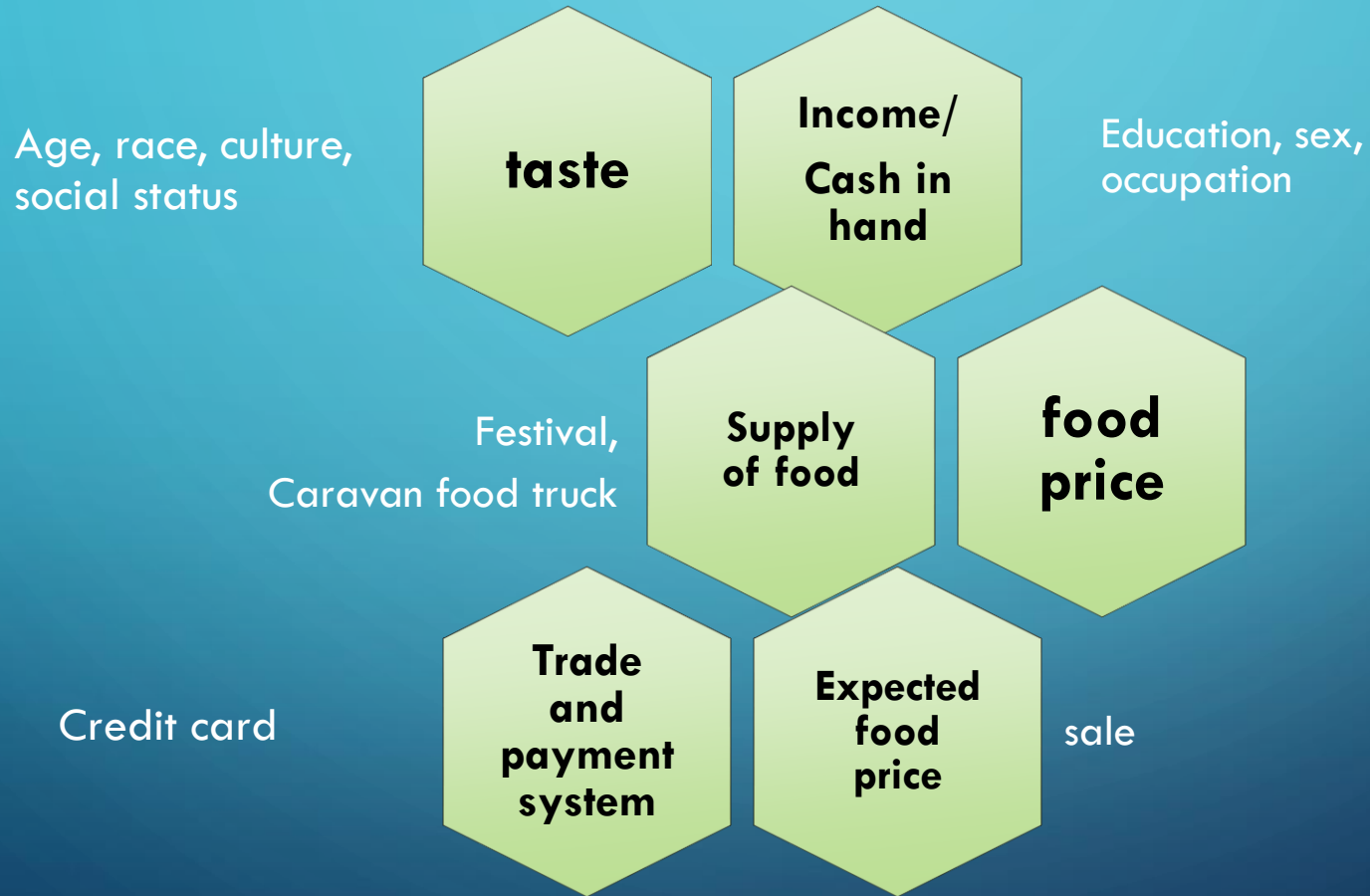
WESTERN STYLE MEETING ?



CONTEMPORARY RITUAL

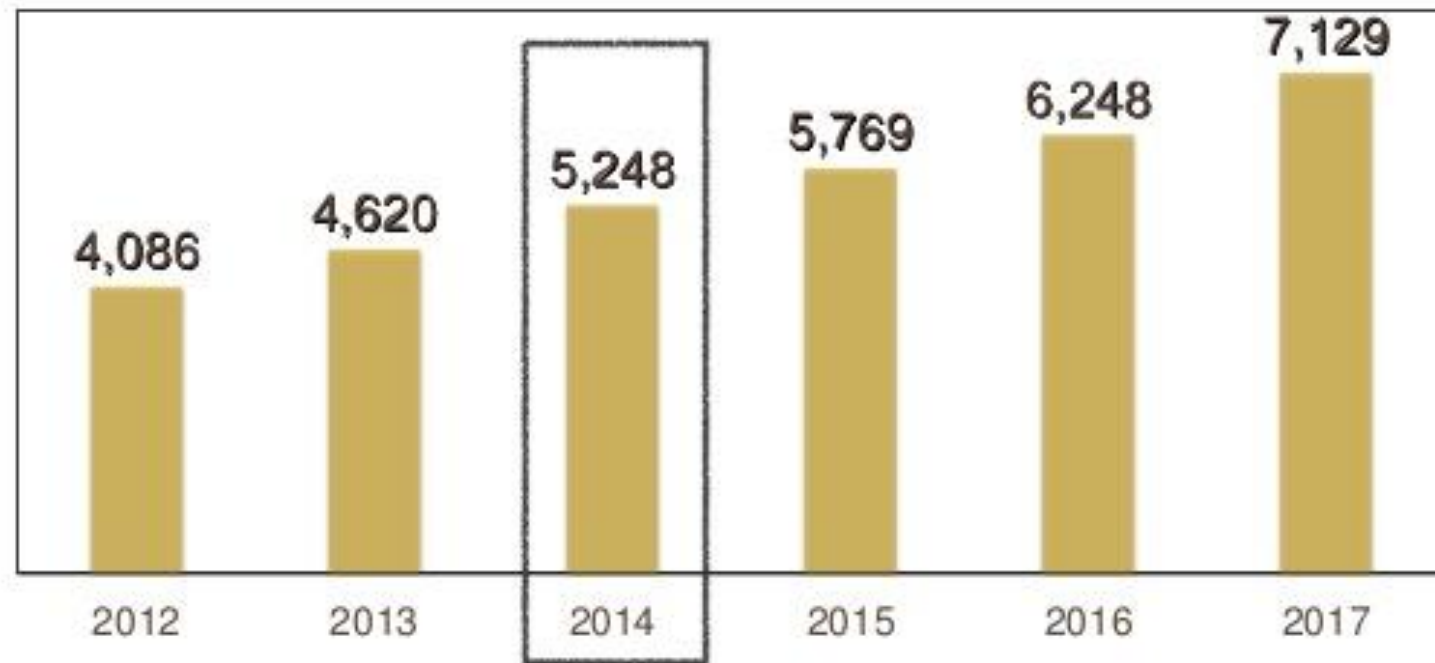


SOCIAL DETERMINANT FACTOR: EATING BEHAVIOR



GROWTH OF READY MEAL MARKET

Market value of reday meal - Million Thai baht



By Economic Intelligence Center of Siam Commercial Bank

CARAVAN FOOD TRUCK







End of lecture