CULTURE AND HEALTH

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

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

India

Rituals, Religious, Medicine

Red sugar

Food

Elite, wealth, white sugar

Spread of Sugar

Hawaii c. A.D. 1100

Sugar cane first planted
Sugar cane refined into sugar crystals
Spread of sugar cane
Spread of refined sugar and sugar processing
THE JOURNEY OF SUGAR

Honey Era
Food, Medicine

Sugar: Slave Era
Slave, Sugar cane plantation, Factory

Sugar: Industry Era
Sugar Industry
International Trade
Dessert, wealth

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

- Taste
- Income/Cash in hand
- Education, sex, occupation
- Supply of food
- Festival, Caravan food truck
- Food price
- Trade and payment system
- Expected food price
- Credit card
GROWTH OF READY MEAL MARKET

Market value of ready meal - Million Thai baht

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<th>Year</th>
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By Economic Intelligence Center of Siam Commercial Bank
CARAVAN FOOD TRUCK
Ready meal

All you can eat

Eat all the time

Fast food

Soda, sweet beverage

Supplementary food

Cycle of contemporary food culture
End of lecture