

CUISINE AND GLOBALIZATION: EXAMINATION OF A COUNTRY'S CUISINE AND ITS CONTRIBUTION TO GLOBAL INTEGRATION

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ABSTRACT

Measures of globalization generally include economic, social and political variables at country level. Rankings are generated and compared from year to year. In this paper we critique several indices of globalization across macro, composite and independent dimensions. Data on over 200 countries are examined. We make the case for a marketing index of globalization (MIG) for food that would help organizations and firms, market food products and services. While data for variables to be included in a Marketing Index of Globalization for food could reflect social, economic and political factors, we argue that more direct measures of consumerism are valuable. Factors that sustain twenty-first century consumerism and a higher quality of life are identified. Variables we examine for a MIG are among others: global food brand integration, global food media integration, preference for jobs related to international food industries, national and regional cuisine development and proliferation of languages spoken at the country level. National cuisine development data is unique among the data used to develop this index. In this paper, the methodology for developing measures for this variable is discussed. Preliminary results are reviewed.

Keywords: globalization, index development, indicators, market growth

Introduction

Cuisine may be described as a distinctive cluster of food related provisions, arrangements or formulations that evolve over time. A cuisine may be designed around preferred staples, flavorings, textures, consistencies and combinations that have meaning to a set of consumers based on the region, nation or group of nations they come from. Changes in climate, ecology, people flows, urbanization and past history may influence changes in cuisine development and consumption. However every cuisine has a national dish that a majority of consumers accept as part of their socio-cultural identity. We attempt to build an index of globalization by creating a database of national dishes and how global they are in their formulation.

According to the World Bank data, consumers spend approximately 38% of their income on food and beverages. Cities and urbanization account for the spread of middle class consumerism. This trend has become more visible and has accelerated due to the spread of global technologies such as the internet. In the developing part of the world economy there are 4.5 billion low income consumers with a sizeable food market worth \$2.3 trillion annually. As consumer incomes and standards of living rise the percent of

expenditure on food falls especially in the more advanced economies. Food is an important area of study to monitor changes in standards of living and consumerization. That consumers have preferences for their cuisines reflects changes in local lifestyles, urbanism, national identity formation as well as the state of climate and technology. Not only does cuisine development capture changing consumerization it also reflects globalization of food production and consumption systems. Cooking technologies have gone global and have spread cuisine development to every part of our biosphere.

The earliest spread of agriculture was in the Fertile Crescent in the deltas of the Nile, Euphrates and Tigris rivers. The Fertile Crescent was the biggest grassland and shrub-land biome in its heyday. It has an East West orientation. This area is now classified as desert biome. Food production here created enough surplus for civilization to emerge and over time become the global system we know in the twenty-first century. Sheep and animal husbandry, wheat and cereal cultivation, rye, barley and beer brewing, chickpea and lentil farming with surpluses created the earliest people flows. Ideas, food, art and language flows followed. Flows of trade, capital investment, technology and information dominate our times. Through all these times, consumers everywhere sustained their basic food security and survival by developing their cuisines. Cuisine development is strongly influenced by the bio-capacities of the locations in which they are embedded. Clearly cuisine development has a foundation in the local biome or ecosystem. Yet we find that consumer eating habits are evolving to include multiple cuisines developed in distant ecosystems or biomes. NASA lists *seven biomes*: tundra, shrub-land, rainforest, grassland, desert, temperate deciduous forest, and coniferous forests. Other classification schemes can include up to 20 biomes. By linking biomes to the origin of foods unique to the biomes research explains where foods developed. Not all biomes support agricultural land use. Biologists at Arizona State University produced a current biome map of the world. (See Fig 1). It clearly shows how diverse climates are reflected in biomes.

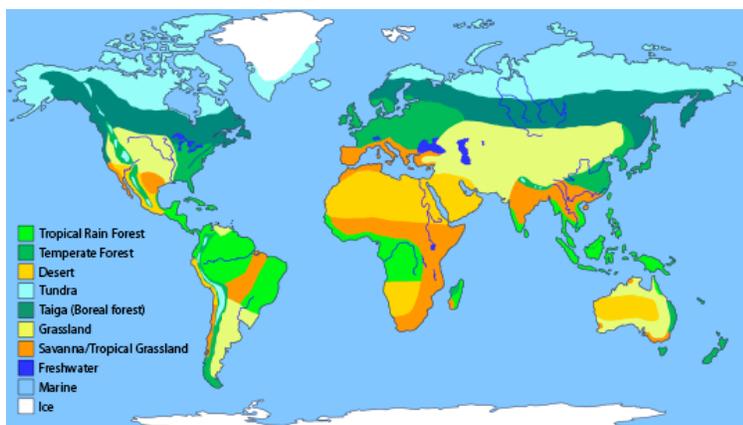


Fig. 1. Biome map of the world with 10 types of regions. (Source Arizona State University)

Important questions come up when the globalization of food is researched. Will locally developed traditional foods lose their appeal in the presence of world cuisines? In adapting world cuisines are consumers expressing a global identity? Is food culture a result of or cause of global integration? Japan’s Kikkoman Corporation has created a world map of twenty dishes that incorporate soy sauce as a global component. Is this a growing trend furthering the convergence of food cultures? Are national dishes the result of a process of naturalization or localization? Is the future in culinary nationalism or global gastronomy? In this paper we study how cuisines reflect globalization or the convergence of food cultures through the prism of national dishes. We create a database of national dishes and its major components. We compare the results of our research to the KOF globalization index at composite and social cultural levels as well as the DHL Global Connectedness Index.

Research Methodology: Examining DHL Global Connected Index

The DHL Global Connectedness Index is based upon four pillars of globalization. They are trade, capital, information and people flows with weights for each. The index ranks countries on the basis of depth and breadth components as seen in Fig 2. In 2015, countries most connected globally are Netherlands, Singapore, Ireland, Switzerland, Luxembourg, Belgium, Germany, United Kingdom, Denmark and United Arab Emirates.

Pillar (Weight % of Total)	Depth Component (Weight % of Pillar)	Breadth Component (Weight % of Pillar)
1. Trade (35%)	1.1 Merchandise Trade (75%)	1.1 Merchandise Trade (100%)
	1.2 Services Trade (25%)	-
2. Capital (35%)	2.1. FDI Stocks (25%)	2.1. FDI Stocks (25%)
	2.2. FDI Flows (25%)	2.2. FDI Flows (25%)
	2.3. Portfolio Equity Stocks (25%)	2.3. Portfolio Equity Stocks (50%)
	2.4. Portfolio Equity Flows (25%)	-
3. Information (15%)	3.1. International Internet Bandwidth (40%)	-
	3.2. Telephone Call Minutes (40%)	3.2. Telephone Call Minutes (67%)
	3.3. Trade in Printed Publications (20%)	3.3. Trade in Printed Publications (33%)
4. People (15%)	4.1. Migrants (33%)	4.1. Migrants (33%)
	4.2. Tourists (33%)	4.2. Tourists (33%)
	4.3. Students (33%)	4.3. Students (33%)

Fig 2. Source: Ghemawat, P., and Altman, S.A. (2016). *DHL Global Connectedness Index 2016: The State of Globalization in an Age of Ambiguity*.

Examining KOF Globalization Index

The KOF Globalization Index measures the economic, social and political dimensions of globalization (Gygli, Savina, Florian Haelg and Jan-Egbert Sturm, 2018). It has been developed in Switzerland at the Swiss Federal Institute of Technology in Zurich. KOF is an acronym for the German word "Konjunkturforschungsstelle" meaning: Economic cycle research institute. The index is designed to measure if globalization has improved growth of an economy. Growth of an economy should improve household incomes and therefore standards of living. We examine the evidence on countries ranked by the index. The overall index is calculated from the average of the values for de jure and de facto globalization. "Within the sub-domain of social globalization, a distinction is drawn between inter-personal globalization, globalization of information and cultural globalization. Cultural globalization is defined within the revised KOF Globalization Index in broader terms than it previously was. Whilst in the previous Index cultural globalization was largely understood as the dissemination of American-Western values, the current definition is not intended to be based on any predefined concept of values. The selection of the variables that go into the KOF Globalization Index has been reviewed and expanded. Instead of the previous 23 different variables, a total of 42 are now included. Time-varying weighting are now used at the lowest aggregation level of the Index. These weights are determined using a statistical process (principal component analysis). Aggregation at higher levels is done using equal proportions."

Current country rankings with national dishes are given below:

KOF Social Globalization	2018 score	NATIONAL DISH
Norway	90.43	Fårikål
Luxembourg	89.89	Gromperekichelcher
Switzerland	89.58	Rösti
Denmark	88.30	Frikadeller
Ireland	88.12	Colcannon
United Kingdom	88.05	Fish and chips, chicken tikka masala
New Zealand	86.88	Hangi, bacon and egg pie
Austria	86.75	Wiener Schnitzel
Canada	86.48	Butter tarts, poutine

According to the KOF index, the least globalized countries are given below.

KOF Social Globalization	2018 score	NATIONAL DISH
Afghanistan	34.40	Kabuli Palaw
Iraq	33.18	Samak masgouf
Angola	32.77	Muamba de galinha
Myanmar	29.76	Mohinga

Ethiopia	28.59	Wat with injera
Chad	28.41	Daraba
Sudan	28.15	Ful medames
Central African Republic	27.07	Cassava bread or muamba
Eritrea	26.55	Zigini with injera
Congo, Dem. Rep.	24.73	Poulet Moambé
Somalia	22.38	Baasto
Korea, Dem. Rep.	18.19	Kimchi

We are developing a methodology to examine the formulation of each national dish and the origin of its contents. We believe this method will shed light on the extent of globalization and its associated standards of living.

Detailed bibliography will be provided on request.

Biomes of the World (Web site). <<http://www.snowcrest.net/geography/slides/biomes/>>.

http://www.dhl.com/content/dam/downloads/g0/about_us/logistics_insights/gci_2016/DHL_GCI_2016_full_study.pdf

World Bank data on Food Consumption 1999 to 2017.