



# Food: It's Complicated



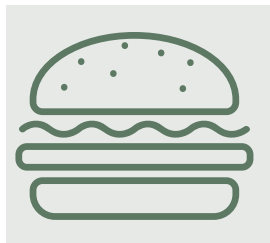
# Why Do You Eat?

# What was your response?

Common Answers:



Satisfy Hunger



Pleasure



To Spend Time with Family and/or Friends





# Table of Contents

Culture Influences  
Media Influences  
Food Access  
The Meanings of Food

# CULTURAL INFLUENCES

FOOD IS AN IMPORTANT  
ELEMENT OF CULTURAL  
BACKGROUND

Cultural foods are embedded in cultural  
identity

**Traditional food  
knowledge is passed  
down through  
generations**



**Many people have  
foods that they connect  
with their cultural  
background**



## CHINESE CULTURE

Chinese-Canadians are ~5% of the Canadian Population

## GITXAALA NATION

One of the oldest Indigenous nations in British Columbia's North Coast

## MEXICAN CULTURE

Canada and Mexico share rich cultural and economic ties

# CULTURAL INFLUENCES

Among 3 Different Cultures

# Chinese Culture

Eating food in Chinese culture is primarily centred on achieving balance through the four properties



**HOT**  
e.g. chips

**WARM**  
e.g. black tea

**COOL**  
e.g. pears

**COLD**  
e.g. aloe vera

## FOUR PROPERTIES OF FOOD



Maintaining balance helps prevent and eliminate illness/disease, slow aging and maintain health

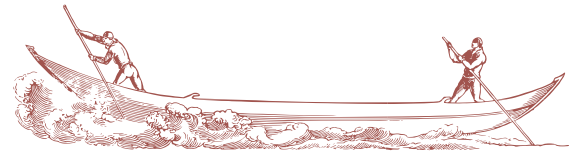
# CULTURAL INFLUENCES

Among 3 Different Cultures



# Gitxaala Nation

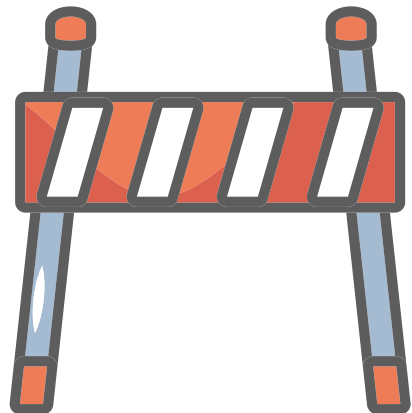
Git Lax M'oon "People of the saltwater"



Harvesting and preparing natural resources is central to food consumption and overall Gitxaalan identity



Seasonal-specific harvests follow natural life cycles of species



Many traditional practices disrupted by settler arrival

**CULTURAL  
INFLUENCES**  
Among 3 Different Cultures



## Mexican Culture

Maize (corn) has deep roots in Mexican culture, and is the most cultivated crop in Mexico

Natural seasonal patterns influences food harvests and preparation methods

Appreciating food and minimizing food waste is a central value

Increased international exchange and trade deals such as NAFTA (1994) have threatened traditional diets and domestic maize farming



# CULTURAL INFLUENCES

Among 3 Different Cultures



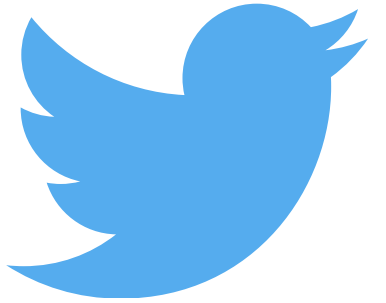
# Moving Outwards...

BEYOND CULTURAL BACKGROUND, BROADER FORCES  
INFLUENCE FOOD CHOICES

# MEDIA INFLUENCES

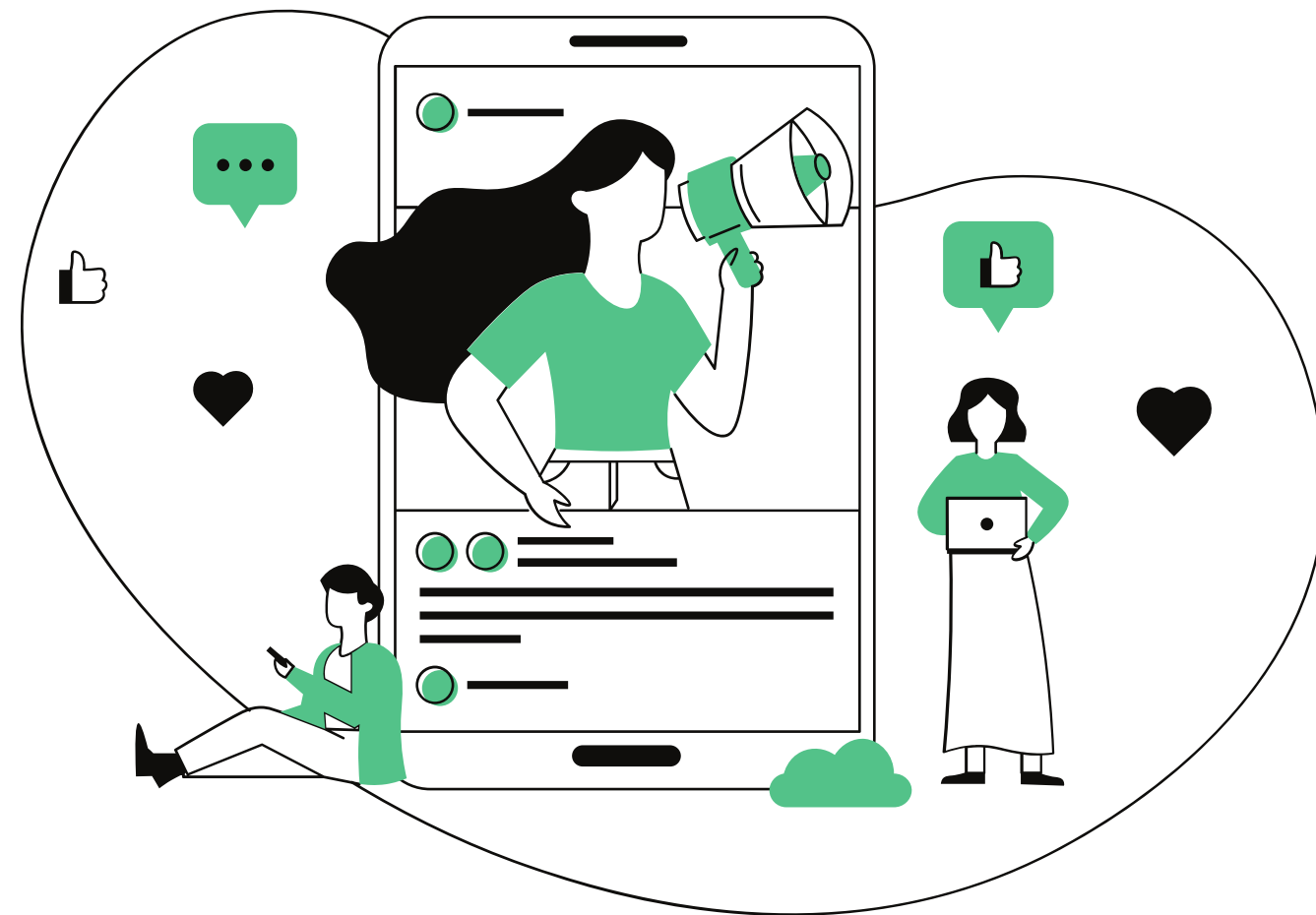
TODAY MORE THAN EVER,  
WE ARE SURROUNDED BY  
MEDIA

You may receive a constant stream of  
changing and conflicting messages about  
food



# MEDIA INFLUENCES

FOOD ADVERTISING AND  
MARKETING



CREATING BODY 'IDEALS'  
AND BEAUTY STANDARDS

# MEDIA INFLUENCES

## FOOD MARKETING & ADVERTISING

## Food Marketing & Advertising

- Children and adolescents are a major target
- Food companies build their brand in children by influencing:
  - Purchase requests
  - Eating patterns
  - Taste and preferences
- Children are vulnerable to ads since they don't understand or recognise the persuasion and intent behind the advertisements.



# MEDIA INFLUENCES

FOOD MARKETING &  
ADVERTISING

## Food Advertising and Obesity

HOW OFTEN DO YOU SEE ADS FOR  
FRUITS AND VEGETABLES, COMPARED  
TO FAST FOOD AND SUGARY SNACKS?

Food advertising to children mainly  
occurs on TV.

TV viewing:

- Decreases physical activity
- Increases exposure to unhealthy food ads
- Distracts from mindful eating practices.



# Have You Been Impacted?

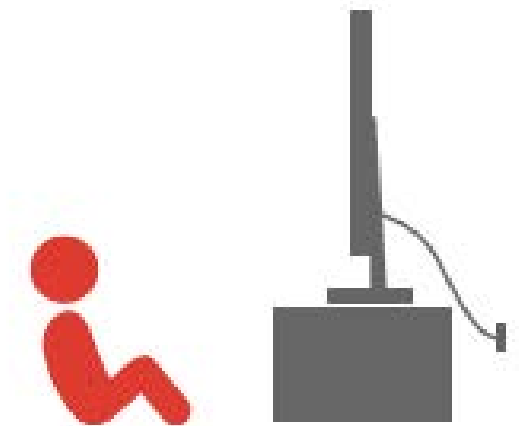
In Canada:



Kids see **over 25 million food and beverage ads** a year on their favourite websites.\*



**Over 90%** of food and beverage product ads viewed by kids and teens online are **unhealthy**.



The average child watches about **2 hours of TV a day** and sees **4–5 food and beverage ads** per hour.



# Creation of Unrealistic and Toxic Body Ideals



Creation of toxic  
beauty and body  
standards



Body dissatisfaction  
and lower self-esteem



Unhealthy and  
disordered eating  
habits and food choices



**MEDIA  
INFLUENCES**  
CREATION OF UNREALISTIC AND  
TOXIC BODY IDEALS

- What you see, hear and read in the media may not directly cause eating disorders, BUT can influence YOUR body image, make it hard to feel good about your body shape and size, and lead to weight and food issues

# Creation of Unrealistic and Toxic Body Ideals

- Over time the ideal body size has become:
  - thinner and leaner for women
  - stronger and more muscular for men
- Transgender and gender non-conforming people are at higher risks for disordered eating behaviours in their attempt to attain more masculine or feminine statures and conform to 'beauty ideals'.



## MEDIA

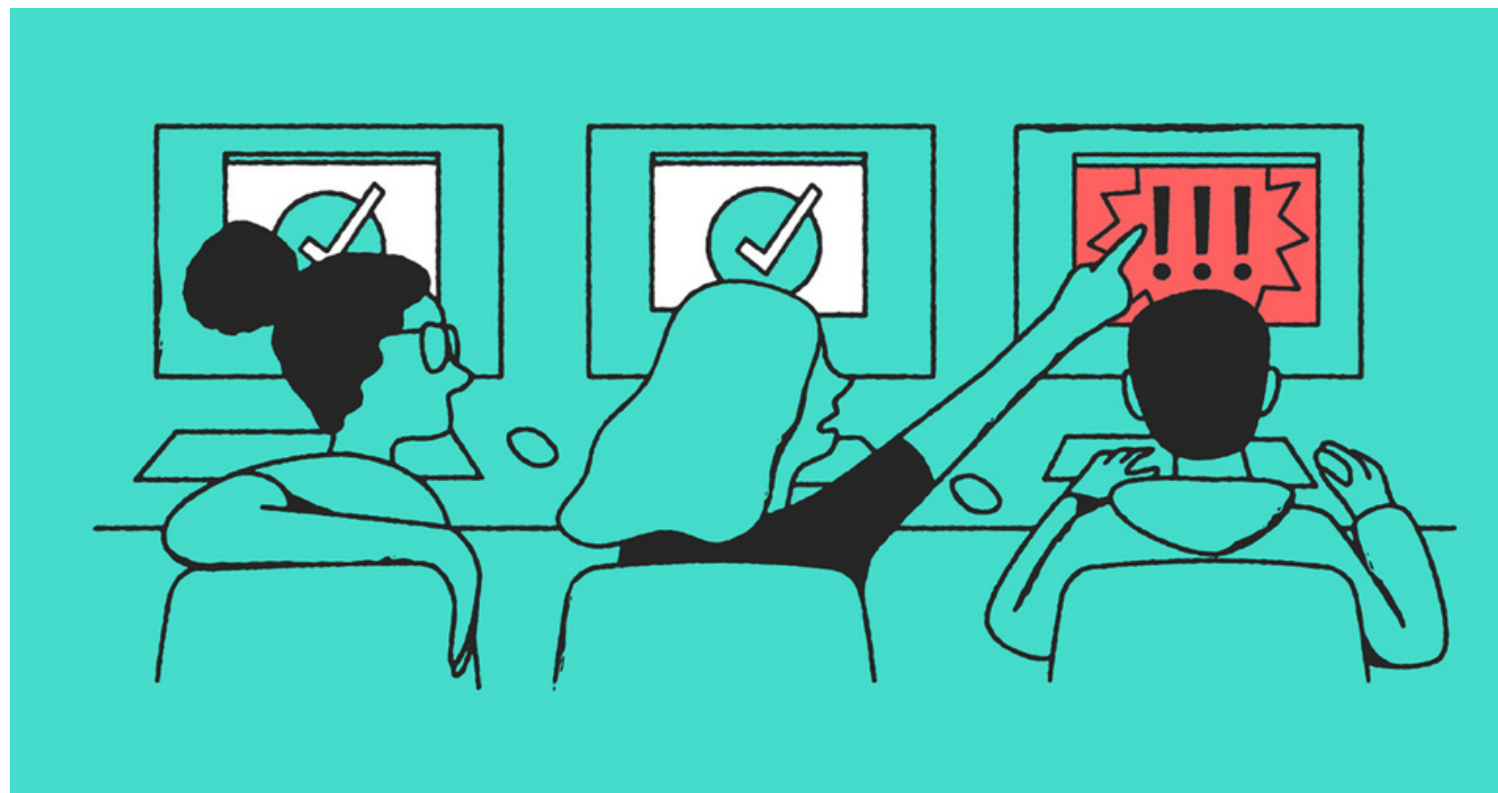
## INFLUENCES

CREATION OF UNREALISTIC AND  
TOXIC BODY IDEALS

# Increase Media Literacy Among the Youth!

What you see might not be reality, all media creations:

- represent only certain point of views
- are created through deliberate, well-researched processes
- are primarily profit-driven



Every time you see advertisements, watch TV or movies, read magazines, listen to music, and go online, **question and challenge the messages about body image.**

**MEDIA  
INFLUENCES**



**But...**

CHOICE IS A PRIVILEGE



# Food Access

Having access to food that gives a person a nutritious diet



# Why is Food Access Important?

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It affects food security - having enough, safe, nutritious, and culturally appropriate food that meet our needs and preferences



**Availability**



**ACCESS**



**Stability**



**Utilization**

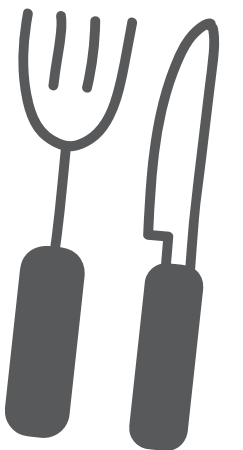
# 4 Dimensions of Food Security



# Without Food Access, Food Insecurity Increases



- Increases risk of malnutrition
- Leads to eating not enough food
- Creates a hard-to-escape cycle







NOT EVERYONE HAS ACCESS TO FOOD:

**Nearly 2 billion people in the world did not have regular access to safe, nutritious and sufficient food in 2019.**

-- Food and Agriculture Organization of the United Nations (FAO)



## EXTREME PUBLIC HEALTH ISSUE

for Indigenous people (First Nations,  
Métis, and Inuit) in Canada



## NORTHERN COMMUNITIES ARE MOST VULNERABLE

56% of the households in Nunavut are  
food insecure



# FOOD SECURITY IN INDIGENOUS POPULATIONS





# Main Factors of Inadequate Food Access in Northern Indigenous Communities



Limited shipments of food



Food is expensive



Environmental contamination



Climate change effects



Loss of food practices and land access



Poverty



High cost of hunting & fishing equipment



**DOES FOOD HAVE  
MEANING?**



# Some Meanings of Food

FOOD CAN BE LOVE

FOOD INVOLVES COMMUNITY

FOOD CAN BE FUEL



# Food is Love

Lavash: Armenia



Plays a role in wedding ceremonies as it symbolizes prosperity and fertility



Process of making Lavash requires the efforts of everyone



Traditionally it is said that the bread absorbs the feelings of those around it



<https://www.youtube.com/watch?v=1NAzjPSZr4I>

# FOOD INVOLVES COMMUNITY

## Ceremonial Keşkek: Turkey

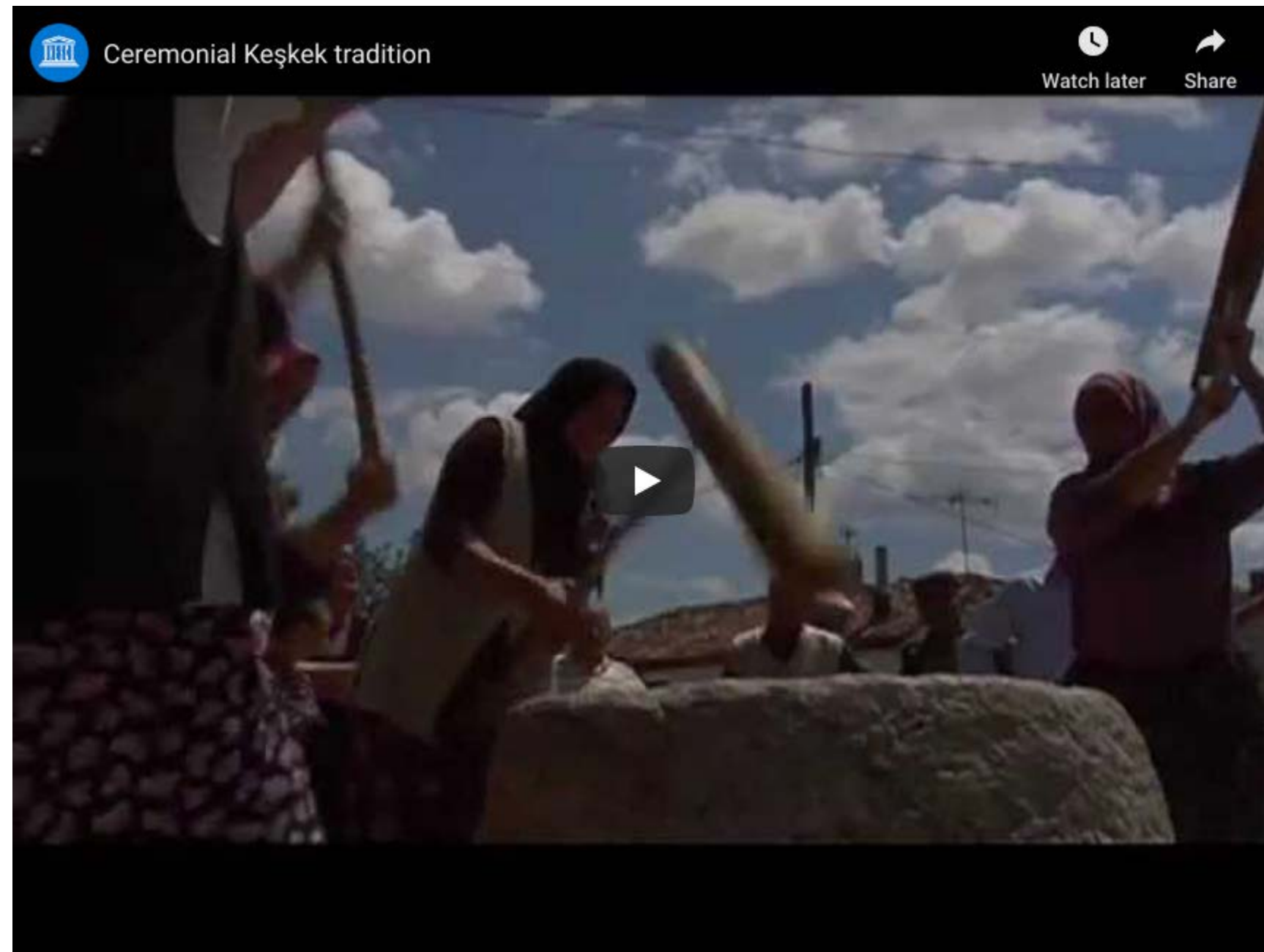
Prepared for weddings or religious ceremonies

Requires the effort of the entire community to make

The cooking process is accompanied by music and song







<https://www.youtube.com/watch?v=UDwhfotWafw>



## BRAIN FUNCTION

- Your brain is important since it controls everything that happens in the body



## EMOTIONAL WELLBEING

- Food can be a source of comfort

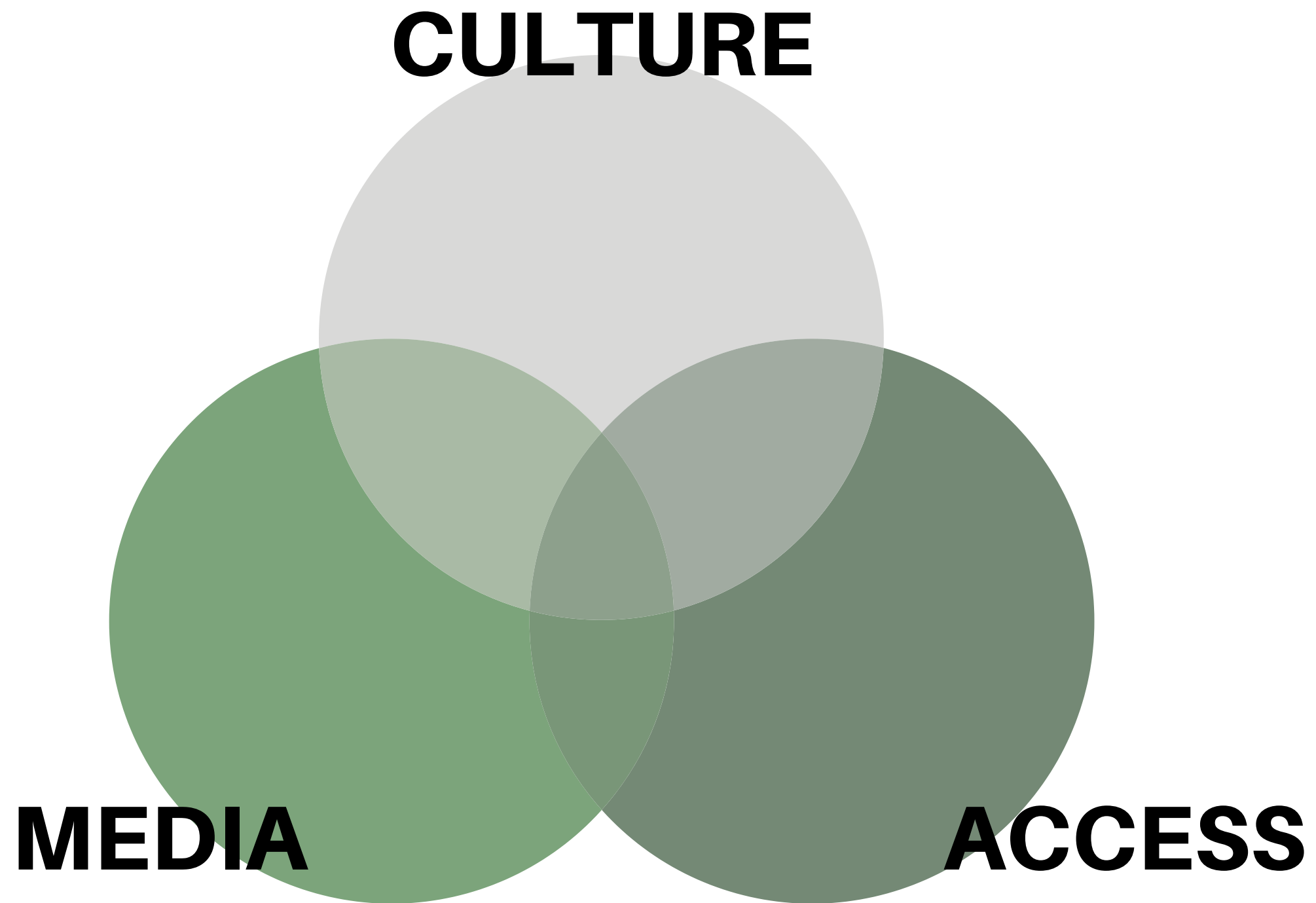


## PHYSICAL FUNCTION

- Without food your body would be unable to work or move properly

A vertical strip of three pineapples, showing their green and yellow textured skin and spiky green crowns. They are positioned on the right side of the slide, partially overlapping the dark green text box.

**FOOD AS  
FUEL**



# Influences on Eating

The influences on eating are interconnected

# What Influences YOUR Eating?





# Acknowledgements

The educational content presented was produced by students from the Faculty of Land and Food Systems (LFS) at the University of British Columbia (UBC) with the mentorship and support from Abra Brynne of the Central Kootenay Food Policy Council (CKFPC)

# Abra Brynne

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"Abra Brynne has been involved in food systems since her childhood on a farm in BC's Okanagan Valley. For the past 30 years, she has been active in promoting sustainable healthy food systems through many different avenues. She had the privilege of being mentored by Cathleen Kneen, often described as the grandmother of the Canadian food movement. Abra seeks to pass on the gift of working closely with Cathleen by mentoring others at various stages of their own journey along the path towards food sovereignty. She is currently the Executive Director of the Central Kootenay Food Policy Council and a Policy Advisor to FarmFolk CityFolk."



Abra Brynne, Executive Director of the CKFPC, and Mentor to UBC LFS 350-Group 3 Students



# The Central Kootenay Food Policy Council

"Formed in 2016, the Central Kootenay Food Policy Council builds a just, sustainable and prosperous food system in our region by identifying challenges and opportunities and by advocating for effective policy. We explore issues related to hunger, food waste, land and water, distribution and production. With Council members that reside across the region and that are engaged in many facets of our food systems, our collective relationships, knowledge and experience will help to identify and create solutions that are not possible alone. Our commitment to increasing the understanding of food systems made this collaboration with the LFS 350 students an easy choice to make and we are excited to share the materials developed by the students over the course of this project."

*The Central Kootenay Food Policy Council gratefully acknowledges funding support from:*



# LFS 350 - Group 3 Students

## REESE LIN



Studying Food, Nutrition, and Health  
Food to me means comfort

## KRISTIE TAI

Studying Food, Nutrition, and Health  
Food to me is a gift and a language

## DEVIKA PILLAI

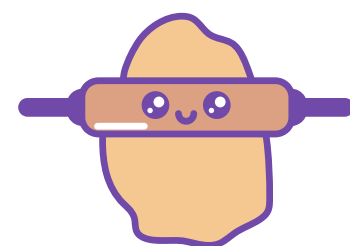


Studying Nutritional Sciences  
Food to me means nourishment and  
celebration

## MEGHAN BLACKMORE

Studying Applied Animal Biology  
Food to me means community

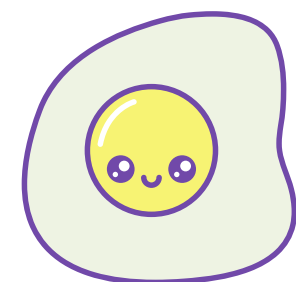
## DOROTHY DINH



Studying Food, Nutrition and Health &  
Biology  
Food to me symbolizes my cultural  
identity, family, and love

## MICHELLE NIFCO

Studying Global Resource Systems  
Food to me means family, community,  
and culture.



# LFS 350

A course in the LFS faculty at UBC  
that focuses on addressing food  
system issues through  
collaboration with community  
organizations