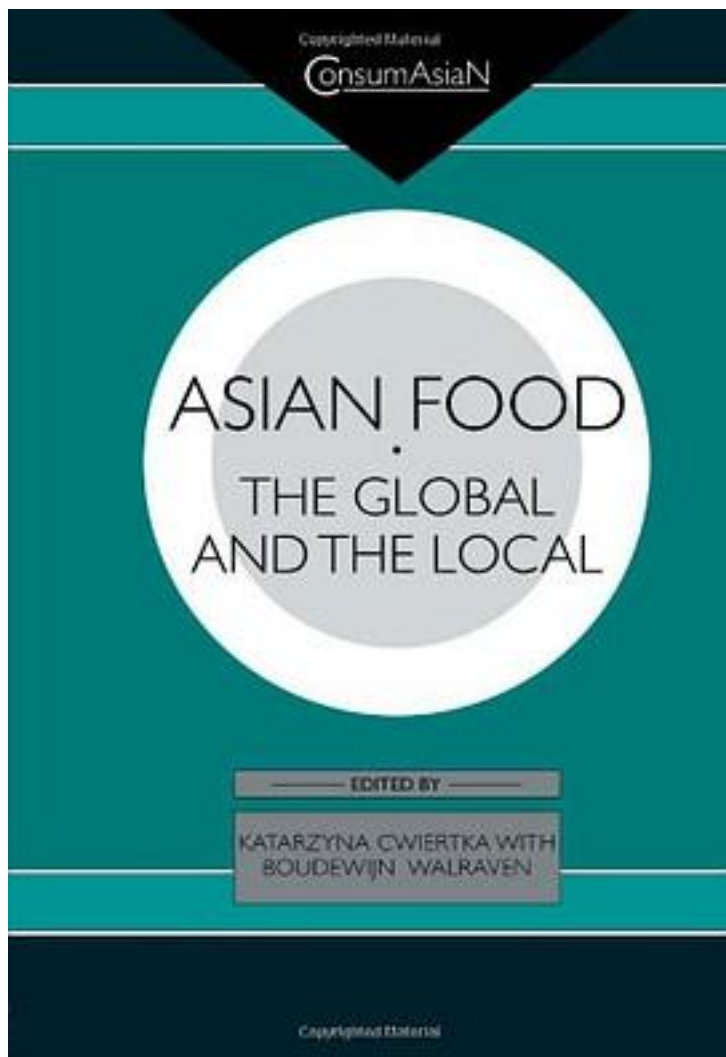


# Asian Food



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The main objective of the book is to identify the diversity of issues and forces involved in dietary globalization, and analyse the transformations in the local diets of Asians. The book is divided into 9 chapters, opening with the issue on how cultural and national identity can be constructed by internalizing foods and forms of consumption introduced from outside. This is explained through an exploration of the origins of the diversity in Hong Kong's food culture. The issue of cultural identity, mirrored in food culture, is again discussed in 2 chapters (5 and 6) concerning Korea. These issues are tackled in depth by an examination of the food culture in South Korea, including a revival of "wild foods" consumption and dog meat eating. The relationship between dietary transition and economic profit is discussed in chapter 2 using the example of the Dutch dairy industry in the early 20th century, who created a new market for their products in colonial Indonesia. The impact of the western food industry on the transition of local foodways in Asia is emphasized in chapter 3. This is illustrated through an analysis of middle class households in Madras, Tamil Nadu, India, where the impact of multinational food concerns of patterns of eating and consequent changes in local traditions are evident. Chapter 4 described young women in contemporary Japan, accentuating the strong connection between food, home and women. The last 3 chapters deal with the transfer of Asian food habits to the native European population.

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