

# HOW THE MODERN CHINESE CHOOSE WHAT TO EAT?

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- 
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**YOU ARE WHAT YOU EAT  
YOU ARE HOW YOU EAT**



# Chinese people live longer

How modern Chinese choose what to eat?



Financial condition



Medical technology



Food therapy

No matter in ancient China or in modern China, people think all of the food is the gift from nature. Most of people depend on the nature to live. They know the law of nature, so they follow the law to find the food, to eat the food.



Female:  
77

Male:  
74



# Food therapy 食疗

Diet cures more than doctors.

- — Rely on a reasonable diet , to make yourselves more healthy.
- — No adverse effects
- — Persistence

For science-based dietary modification to treat or prevent disease, is a mode of dieting rooted in Chinese understandings of the effects of food on the human organism, and centred on concepts such as eating in moderation.

Its basic precepts are a mix of folk views and concepts drawn from traditional Chinese medicine.

It was the prescientific analog of modern medical nutrition therapy; that is, it was a state-of-the-art version of dietary therapy before the sciences of biology and chemistry allowed the discovery of present physiological knowledge. It now qualifies as alternative medicine. Food therapy has long been a common approach to health among Chinese people both in China and overseas.



# Flavour & Taste

sweet

acid

salty

bitter

spicy





<b><i>Sweet</i></b>	Sweet can nourish human internal organs. It also can relieve pain.
<b><i>Spicy</i></b>	Spicy can cure cold, sore throat, vomiting or cold stomach.
<b><i>Acid</i></b>	The sour can help treat hyperhidrosis, diarrhea and frequent urination.
<b><i>Bitter</i></b>	Bitterness can eliminate dampness.
<b><i>Salty</i></b>	Salty has the effects of heat and detoxification.



# “the Five Elements ” with “ the Five internal Organs ”

Elements	Season	Flavour	Mood
wood	liver (spring)	(cyan) acid→liver	Anger hurts the liver
fire	heart (summer)	(red) bitter→heart	Sad hurts the heart
metal	lung (autumn)	(white) spicy→lung	Sorrow hurts the lung
water	kidney (winter)	(black) salty→kidney	worry hurts the kidney
earth	spleen (the four seasons)	(yellow) sweet→spleen	hurt the Spleen



<b>Wuxing</b>	<b>Adapt Seasons</b>	<b>Five taste Match Five internal organs</b>	<b>Emotions &amp; internal organs</b>
<b>Wood</b>	Nourish the liver in spring	(Cyan) acid - liver	Anger kills the liver
<b>Fire</b>	Nourish the heart in summer	(Red) bitter - heart	Sad kills the heart
<b>Gold</b>	Nourish the lungs in autumn	(White) spicy - lungs	Worry kills the lungs
<b>Water</b>	Nourish the kidney in winter	(Black) salt - kidney	Fear kills the kidney
<b>Soil</b>	Nourish the stomach in all year	(Yellow) sweet — stomach	Missing kills the spleen



***Yin and Yang*** , the two opposing principles in nature,  
the former feminine and negative, the latter masculine and positive.



***Yang***

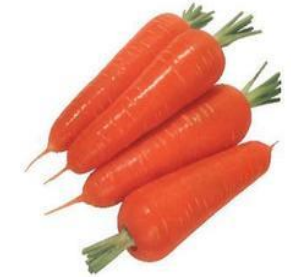
**Spicy, sweet, bland are Yang**  
Yang is warm



***Yin***

**Sour, bitter, salty are Yin**  
Yin is cold.





Therapeutic regimen should be applied to different physical conditions and use proper food and medicine, to correct the body's *Yin* and *Yang*

Heating food is typically "high-calorie, subjected to high heat in cooking, spicy, or 'hot' in color (red, orange)", and includes red meat, innards, baked and deep-fried goods, and alcohol. They are to be avoided in the summer and can be used to treat "cold" illnesses like excessive pallor, watery feces, fatigue, chills, and low body temperature caused by a number of possible causes, including anemia. Green vegetables are the most typical cooling food, which is "low-calorie, watery, soothing or sour in taste, or 'cool' in color (whitish, green)". They are recommended for "hot" conditions: rashes, dryness or redness of skin, heartburns, and other "symptoms similar to those of a burn", but also sore throat, swollen gums, and constipation.





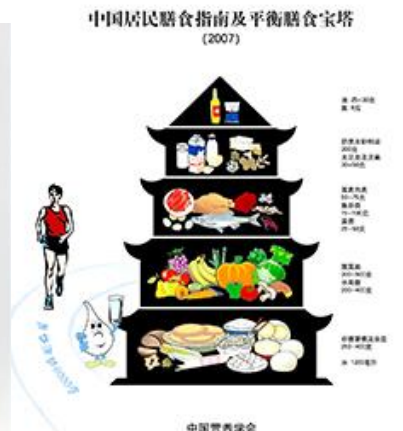
中国营养学会  
Chinese Nutrition Society

## 中国居民平衡膳食宝塔 (2016)



中国营养学会网站  
<http://www.cnsoc.org>

1. Eat a variety of foods, mainly cereals;
2. Balance food intake with physical activity to maintain a healthy body weight;
3. Consume plenty of vegetables, milk, beans everyday;
4. Consume appropriate amounts of fish, poultry, eggs and lean meat ;
5. Minimize the use of processed foods rich in salt, sugar, fats and alcohol;
6. Refuse to waste 杜绝浪费



1st 1989; 2ed 1997; 3rd 2007; 4th 2016

# Economy and Interaction of Culture

## Affected by and on Western Food

—— restaurant chains according to the Chinese people's eating habits, Integrating Chinese elements into the product, make localization changes.



## High Price of Western Food---need more money



Western food  
Popular in China  
Localized in China





# Food Safety?

## Consumer choose: Organic Food

## GMO?

**ORGANIC**

International Organic food inspector  
From 1998 to now  
Ecocert

Non-GMO inspector  
From 2002 to now  
Cert ID



Author's personal copy

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FOOD SCIENCE  
& TECHNOLOGY

Review

### Market trends and accreditation systems for organic food in China

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With the rapid development of living standards in recent years, organic agriculture and the market for organic foods in China are developing at a rapid rate of 30% per annum. In 2005, China introduced the China National Organic Product Standard and The Rules on Implementation of Organic Products Certification which covers production certification and imports of organic food products, and all products for sale as organic in China which are required to comply with the National Standard. In 2006, the quantity of organic exports from China reached a value of about 800 million

China's organic food industry will experience further growth in the future.

#### Introduction

With the increasing consumer pressure to reduce the use of pesticides, fertilizers, veterinary medicines and growth promoters in food production systems, the demand for organic foods continues to rise. Safety and quality scandals have hit the food industry in recent years and consumer confidence will only remain high if the safety and quality of organic foods are assured (Schiffertsen & Oude Ophuis, 1998; Williams & Hammit, 2001). Organic food consumption has become a trend of the time (Chen, 2007). The total area of the world's organic agriculture cultivation was 30.5 million hectares in 2007 (Kloster *et al.*, 2007). The organic food market has become a rapidly growing sector of most developed agricultural economies around the world. In China, the certified organic food industry started in the 1990s, and its rapid growth since then indicates a huge market potential in future years. This paper provides an overview of the status of the organic food production, market trends and certification systems in China, with discussions on future prospects for the organic food industry.

#### China's organic agriculture and organic food industry

Definition of organic food  
As defined by the International Federation of Organic Agriculture Movement (IFOAM, 2006), organic agriculture involves farm production systems that:



### 如何区分转基因大豆?



- (左) 黑龙江地产大豆: 黑龙江地产大豆, 呈圆形、颗粒饱满、色泽明黄。中国食用国产大豆已经有数千年的历史, 早在《诗经》都有记载。
- (右) 进口转基因大豆: 进口转基因大豆, 呈扁圆形或椭圆形、色泽暗黄, 与国产大豆明显区别是豆脐呈黄褐色, 俗称“黑脐豆”。



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**Food safety evaluation --- Organic food,  
GMO**

**Sustainable development and food safety ---  
Organic food**

**Consumer recognition ---Food safety, Hi-  
technique food**

**Food Culture, food education as an  
important tool for food safety governance**

**Research on the Sustainable Development of  
Agricultural and Sideline Products Based on the  
Environmental Protection and Herder's Income  
Security----Taking the Qinghai-Tibet Plateau  
Cordyceps Production Area as a Case-Study**

**Quality control and physiology metabolism of  
fruit and vegetable (in China Agricultural  
University)**



# Conclusion

Food security,  
Food safety,  
Sustainability

.....

Diet habit

Education





**谢谢！ Thanks for your attention!**

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