Giovanni Bittante: from Lucy to McDonald

MEN, FOOD AND SOCIETY

Which food specialization for man?

- Grass, leaves?
- Grains, nuts?
- Roots, bulbs?
- Insects?
- Superior animals?

No specialization!

Which environmental specialization for man?

- Prairies?
- Tundra?
- Forests?
- Mountains?
- Ground?
- Water?

No specialization!

Which characteristics of man?

- Low speed
- Not strong
- Low resistance
- Low thermal insulation
- Weak "weapons"
- Low reproductive efficiency
- No food specialization
- No environmental specialization

Which characteristics of man?

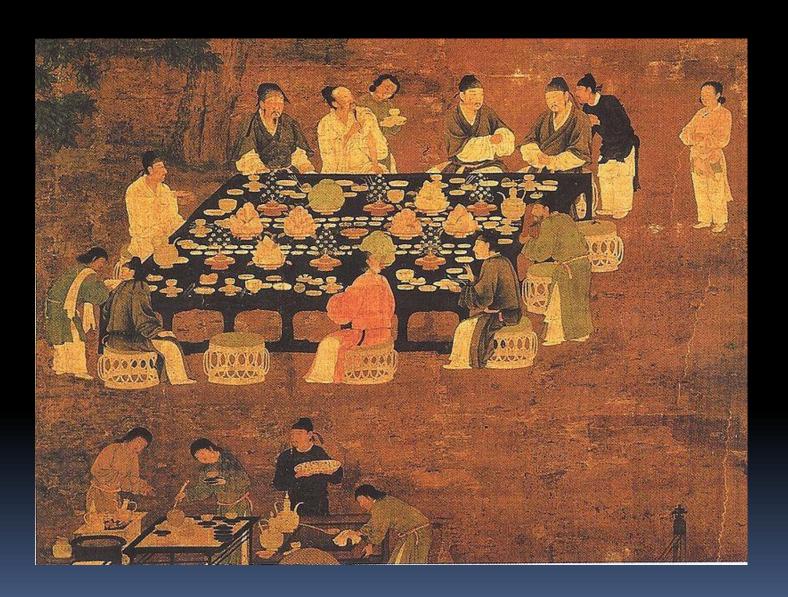
- Food flexibility (omnivore)
- Environmental flexibility
- Longevity
- Intelligence
- Efficient communication
- Capacity to exchange experiences
- Capacity to elaborate ideas, concepts, projects

What is the modern man?

- Herbivore-herbivore: salad, vegetables, krauts
- Herbivore-fruit eater: fruit salad, tomato, pepperoni,
- Herbivore-grain eater: bread, pasta, rice, beans, corn flakes
- Herbivore- rodent: french fries, carrots, onions, vodka
- 1st order carnivore: ham, chicken, eggs, snails
- 2nd order carnivore: trout, steack, milk
- nth order carnivore : veal, anchovies, clams, lobster
- Omnivore: pizza napoletana!

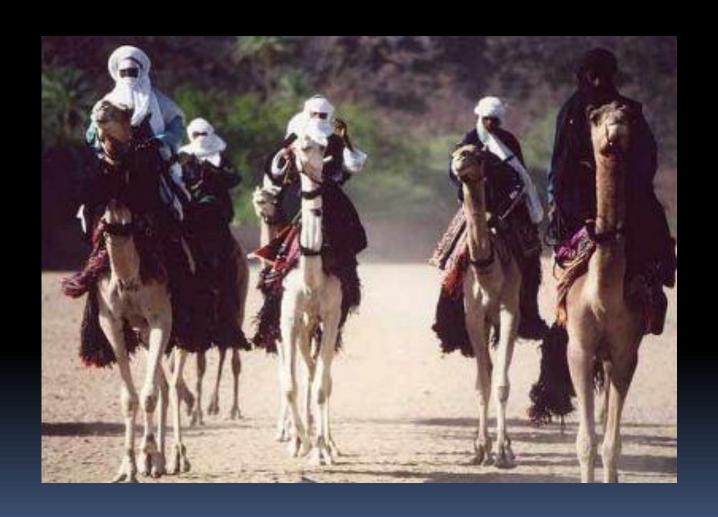


Mainly vegetarians!



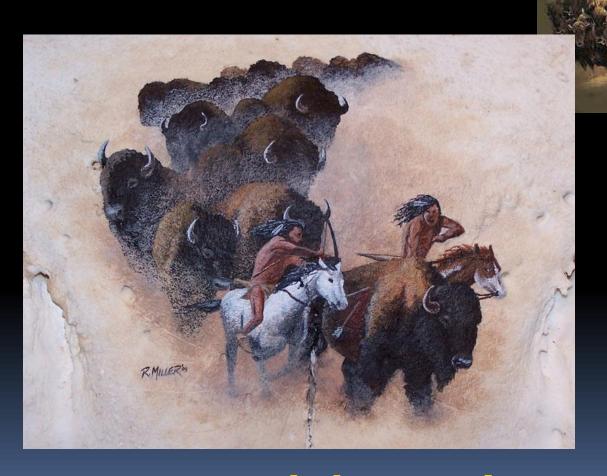
Mainly vegetarians!





Mainly carnivores!











Exclusively carnivores!



Esclusivamente vegetariani!

Why no society is vegan?

- Plant protein has low BV (lys, tryp)
- Calcium deficiency
- Low bioavailability of other minerals
- Vitamin D not present
- Vitamin B₁₂ only in animal products
- CLA only in meat and dairy products of ruminants

Wha is paleo-diet?

Caveman diet Stone age diet

Hunther-gatherer

- Meat No cereals
- No legumes Paleolithic diet Fish
- Veggies No dairy products
 - Fruits No oils
 - Roots No sugar
 - Nuts No salt

What ate humans during paleo-lithic?

- Meat
- Fish
- Shellfish
- Veggies
- Fruits
- Roots
- Nuts
- Insects

- Carnivores?
- Herbivores?
- Omnivores?
- From area to area?
- Hunters in the north?
- Gatherers in the south?

Which relationship between man and food?

When to eat How much eat

Virtue

Physical virtue

Intellectual virtue

Beaty

Mithical food

Mithical beverage

Alcoholic beverage

Cooking

Cooking utensil

Base foods

Energy

Protein

Fiber

Farmer

every day the minimum

spare

resistance

wisdom

lean

bread (rice)

milk

wine

boiling water

pot

plant food

starch

legumes

much

Hunter-shepherd

when there is food

the maximum

abundance

strength

courage

fat

meat

milk

beer

fire

spit

animal food

fat

meat dairy

low

Which relationship between man and man?

ves

yes/no

written

women

no

yes

oral

men

Farmer Hunter-shepherd defense mobility Primary need Population density high low Housing fixed nomadic tent, hut House house sit, walls escape, attack Defence Aggregations large small Job specialization yes no Defense soldiers men private Property common Social classes yes no heritable monarchy chief Command strength, courage richness Social classification written oral Laws Savings

Mutuality

Testimony

Family organization

Which relationship between man and space?

Farmer

Hunter-shepherd

Ideal environment Borders

Soil is

Property

Soil means

Water is

Mobility

Environment relationship

nude soil limited, defendable life private ancestors rain, irrigation fixed

anthropization

green meadows
open, free
death?
collective
nothing
drinking point
nomadic
protection

Which relationship between man and time?

Seasonality
Food production
Bad season
Climatic problems
Food problems
Food storage
Food eaten
Cicles

Farmer

very important
seasonal
winter
freezing
harvest losses
stores
seasonal food
moon?

Hunter-shepherd

important
continuous
winter/summer
droughness
"lean cows"
living food
constant food
sun?

Which relationship between man and God?

How many Gods
God essence
Rituals
Death
Holy animals
Food taboo
Food rituals

Farmer

polytheism natural forces propitiation inumation/soil cows, oxen cows harvest

Hunter-shepherd

monotheism
abstract entity
initiation
cremation/fire
(horse)
pigs
slaughter