



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
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Which characteristics of man?

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

All the men are omnivores?



Mainly vegetarians!

All the men are omnivores?



Mainly vegetarians!

All the men are omnivores?



Mainly carnivores!

All the men are omnivores?



Mainly carnivores!

All the men are omnivores?



Mainly carnivores!

All the men are omnivores?



Mainly carnivores!

All the men are omnivores?



COURTESY: MCDONALD'S



Mainly carnivores!

All the men are omnivores?



Exclusively carnivores!

All the men are omnivores?



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

What is paleo-diet?

Caveman diet

Stone age diet

Hunter-gatherer

Paleolithic diet

- Meat
- Fish
- Veggies
- Fruits
- Roots
- Nuts
- No cereals
- No legumes
- No dairy products
- No oils
- No sugar
- 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?
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Which relationship between man and food?

-	Farmer	Hunter-shepherd
When to eat	every day	when there is food
How much eat	the minimum	the maximum
Virtue	spare	abundance
Physical virtue	resistance	strength
Intellectual virtue	wisdom	courage
Beauty	lean	fat
Mithical food	bread (rice)	meat
Mithical beverage	milk	milk
Alcoholic beverage	wine	beer
Cooking	boiling water	fire
Cooking utensil	pot	spit
Base foods	plant food	animal food
Energy	starch	fat
Protein	legumes	meat dairy
Fiber	much	low

Which relationship between man and man?

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

Which relationship between man and space?

	Farmer	Hunter-shepherd
Ideal environment	nude soil	green meadows
Borders	limited, defensible	open, free
Soil is	life	death?
Property	private	collective
Soil means	ancestors	nothing
Water is	rain, irrigation	drinking point
Mobility	fixed	nomadic
Environment relationship	anthropization	protection

Which relationship between man and time?

-	Farmer	Hunter-shepherd
Seasonality	very important	important
Food production	seasonal	continuous
Bad season	winter	winter/summer
Climatic problems	freezing	droughness
Food problems	harvest losses	"lean cows"
Food storage	stores	living food
Food eaten	seasonal food	constant food
Cicles	moon?	sun?

Which relationship between man and God?

	Farmer	Hunter-shepherd
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How many Gods	polytheism	monotheism
God essence	natural forces	abstract entity
Rituals	propitiation	initiation
Death	inuration/soil	cremation/fire
Holy animals	cows, oxen	(horse)
Food taboo	cows	pigs
Food rituals	harvest	slaughter