



FOUR CHANGES TO DIET AND NUTRITION DURING THE INDUSTRIAL REVOLUTION

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Pre-Industrial Revolution

Before the IR, farming on a small scale was about maintaining the health of the soil through fallowing and crop rotation. Dairy and meat were rare and expensive commodities in pre-industrial Europe. Livestock was killed in the autumn since grazing areas were scarce in winter, making huge autumn feasts which were followed by meager, almost vegetarian diet in the winter months. Then, ranchers learned more efficient ways to farm, and grains became more readily available to get the livestock through the cold winters. Within a century, meat was available in large amounts all year round, and peasants started eating like aristocrats.

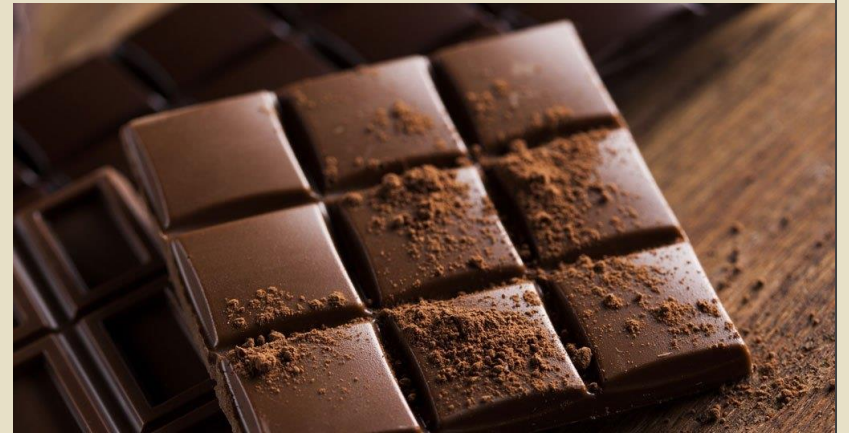


The Industrial Revolution

As we know, the Industrial Revolution brought technological advancements and mechanization, and because of it, farming became a large-scale process. Early forms of genetic modification (selective breeding) brought new peppers, corn and chocolate from the Americas to Europe.

Selective breeding:

- Selective breeding is the process of choosing a breeding stock of animal based on specific characteristics that the breeder wants to reproduce in the offspring.



Food In The Industrial Revolution

The people in the IR ate very simple meals. There was a limited amount of fruits and vegetables because importing was just starting to improve. Workers at potteries and mines were usually fed oatcakes because they were cheap and easy to make. They are still eaten in Great Britain. Factory workers ate leftover pie at lunchtime. They would pack it to go for the day and eat it cold. There were pie stalls outside of factories because they were so common. Another common food was Yorkshire parkin. It was a sticky cake that provided cheap energy. Boiled cabbage and bacon was a typical dish in the Industrial Revolution. They didn't use the thin slices of bacon that we eat today, they used an entire slab of pork belly which was cured and smoked.



Oatcakes



Meat pie



Yorkshire parkin



Boiled bacon and cabbage

Modernization

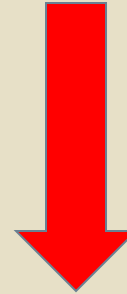
As Britain became more modern, wealth and progressive industrialization changed the make up of our energy foods. Peasants in poor developing countries used to get about 75% of their calories from high-fibre starches, but with modernization, sugars and fibres-free fats became the source of 60% of their calories. Sugar imports and snacking increased in the Western world. In addition to lower fibre content, refined wheat products also had fewer vitamins and other micronutrients.

Micronutrient:

A chemical element or substance required in small amounts for the development and normal growth of living organisms



Decline of Human Health



We have evidence that the health of humans deteriorated as a result of the revolution. Some populations declined in height and dental health too. Obesity was very common in the upper classes of England and Europe toward the end of the 17th century and even more in the 18th century. Weight also increased throughout populations in developing countries. Dr. Stephen Guyenet produced a graph of U.S. sugar consumption from 1822 to 2005, and the steady line went up even more each year. Starting at 6.3 pounds per person per year in 1822, to a maximum of 107.7 pounds per person per year in 1999.

Developing Country:

- A country in which the average annual income is low, is not highly industrialized and has a lower standard of living.



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For my innovation created in the Industrial Revolution, I chose Coca-Cola.

Purpose



- Coca-Cola was invented by a pharmacist from Atlanta named John Pemberton in 1886
- The iconic and timeless logo was created by his bookkeeper Frank Robinson
- When it was first launched it claimed to “relieve exhaustion”, head-aches, hysteria and melancholy
- The inventor called it an “intellectual beverage”

Ads from 86'



**TIRED,
THEN
DRINK
Coca-Cola**

IT RELIEVES EXHAUSTION

When the BRAIN is tiring under full pressure send down to the FOUNTAIN for a glass of
Coca-Cola

you will be surprised how quickly it will ease the Tired Brain—soothe the Rattled Nerve—
and restore Wasted Energy to both Mind and Body.
It enables the entire system to readily cope with the strain of any excessive demands.

COCA-COLA SYRUP * AND * EXTRACT.

For Soda Water and other Carbonated Beverages.

This "INTELLECTUAL BEVERAGE" and TEMPERANCE
DRINK contains the valuable TONIC and NERVE STIM-
ULANT properties of the Coca plant and Cola (or Kola)
nuts, and makes not only a delicious, exhilarating,
refreshing and invigorating Beverage, (dispensed from
the soda water fountain or in other carbonated bev-
erages), but a valuable Brain Tonic, and a cure for all
nervous affections — SICK HEAD-ACHE, NEURALGIA,
HYSTERIA, MELANCHOLY, &c.

The peculiar flavor of COCA-COLA delights every
palate; it is dispensed from the soda fountain in same
manner as any of the fruit syrups.

J. S. Pemberton;
Chemist,
Sole Proprietor, Atlanta, Ga.



Problem 1- Cocaine

- As you may know, there used to be small amounts of cocaine in the very first Coca-Cola products
- Only around 9 milligrams per glass
- The drug was a substitute for alcohol and said to cure opium addiction
- Cocaine wasn't illegal in the United States until 1914
- The public turned against the widely used and abused narcotic and lead the company's manager at the time, to remove all cocaine from the beverages

Problem 2- “New Coke”

- On April 23, 1985, the “New Coke” formula was launched
- The fans hated it, and the new recipe was considered a failure
- Within three months, the original cola that the people loved, returned
- “New Coke” still remained on the shelves and was even renamed to Coke (ii), but it was discontinued in 2002



Solutions for Our Modern World



1. Cocaine removed from Coca-Cola in 1903
2. Death of soda fountain
 - Replaced by bottled soda
 - Easier to buy in bulk (cases) which you couldn't do at the local ice cream saloon/drugstore

50 Years From Now



Here is a lovely picture of a cavity.

Obviously, in the future I would want Coca-Cola (which tastes so good) to have healing powers. A good tasting medicine is almost unheard of, so that would be really cool. In the future I would also want there to be less sugar in coke but still taste the same (without that diet stuff). I would love to be able to drink my favourite soda without getting cavities from it.

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