An Overview of Globalization

Globalization—the process in which more people become more connected in more different ways across greater distances

Aspects of globalization:

1. **Diffusion**—active spreading of practices, values, and products around the world. Example: sushi.
2. **Interdependence**—reciprocal effects of actors across borders and spaces. Example: a Massachusetts fisherman's daily wage is now dependent on a change in market prices in Japan.
3. **Organization**—more activities and organizations are governed by global norms and shaped by global models. Example: Environmental organizations forced Japan to scale back fishing fleets.
4. **Common culture/consciousness**—increased awareness of unity of the world. In terms of sushi, Japan is the core, but the eastern seaboard of the U.S., the Adriatic, and the Australian coast are all involved.

I. First Wave of Globalization (1500-1800)—Example: Jamaica, sugar and slavery

   A. Commerce (greed) and missionary activity (saving souls) fueled the first wave.
      1. Tea—orient to Europe
      2. Tobacco—America to Europe
      3. Peanuts—America to China
      4. Herring—North Atlantic to Jamaican slaves

   B. New crops in new places
1. Potatoes in the Netherlands and Ireland
2. Corn in China
3. Sugar in the Caribbean

C. A global hierarchy of winners and losers was created (British planters and traders were winners, African slaves and Indians were losers),

D. It's important not to exaggerate the impact of globalization in the first wave. The web of connection was small, thin, and fragile
   1. Only rich Europeans ate sugar, only a small fraction of Africans were brought to the Americas as slaves
   2. Transfer was often just one way or incomplete: Christianity took hold in the Americas, but had little impact on Asia. Westerners learned of others but not the other way around.

E. The first wave of globalization concentrated power in the hands of Europeans.

II. Second Wave of Globalization (1800-World War I)—Example: North Dakota Bonanza wheat farms

A. Pioneering farms, greedy speculators, innovative businessmen, and open help from the U.S. government fueled this phase
   1. Granting lands to railroads
   2. Homestead Act
   3. Clearing of Indians off desired land

B. Tremendous increase in trade, railroads, and steamships made the world smaller (1848—11 months, 1872—80 days)

C. Globalization resulted in more food for more people at lower prices as a global food system developed. Common rules were often followed:
   1. Free trade
   2. Currencies backed by gold
   3. Railroads set time zones, coordinated clocks

D. But greater global integration led to global tension and World War I resulted as the economic interests of nations were unable to control the military and diplomatic interests

III. Third Wave of Globalization (World War I-now)—Example—McDonald's In East Asia

A. More of the same of the first two waves—more food across greater distances to more different places, but to be processed in a *standard* way boost a common global diet

B. Deeper integration of supply chain and markets: farmers grow potatoes, ranchers grow cattle the same way. A superficial but real global awareness is established with a Big Mac.

C. Globalization of food in the third wave involves some localization or "glocalization" (the adaptation of global models and practices in a local market)
IV. Summary of the Three Waves of Food Globalization

A. World system view. All three waves are similar—the growth in trade in the 1500s, with Europe at the core, continued to today, though the U.S., China, and Japan to a large extent have replaced Europe as the key players in world trade.
   1. Technologies changed—telegraph, railroads
   2. Capitalism remained the driving force with different nations taking lead roles
   3. Exploitation is part of the system

B. Waves represent different roles for food and nations
   1. The scale of integration is huge—multinational corporations, sushi flying back and forth around the world
   2. More food travels longer distances to more people than ever before.
   3. Global diet—differences in what people eat decrease as foods cross borders

C. What are the causes of food globalization?
   1. Greed
   2. Technology
   3. Governmental support