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# FPHP BULLETIN HOT & TOUR

THE CROSSROADS;  
UNVEILING FOOD, TRENDS, & CULTURAL EXPERIENCES

NEWSLETTER VOL. 1/2023

*"Embracing & Escalating FPHP Creativity & Passion in Writing"*



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# FPHP Bulletin Hot & Tour Newsletter

## THE CROSSROADS; FOOD, TRENDS, & CULTURAL EXPERIENCES

### TO EAT, OR NOT TO EAT, THAT IS A QUESTION

BY ELYSSA MAISARA BINTI AHMAD RUSSLIN &  
NOR FARAWAHIDAH BT MOHD KHAMIS

Eating, consuming, famish, full, or whatever it may be, does it concern only your taste palette? Do you think that 'disgust' would only be the taste of the food? Not how you felt or feel about it? My article will be focusing on understanding the act of 'disgust' in choosing food. According to Charles Darwin (1859), the act of disgust is when a human rejects or has a sense of revulsion for a particular event or something that was considered as bad, not tasteful, or offensive. The definition is also supported by Paul Rozin (2014) in the perspective of food-related emotion.

Furthermore, as mentioned in Santisi et al (2021) study, neophobia and food disgust are both frequently related to negative attitudes towards food. Food disgust is the rejection of food that is thought to be potentially damaging to health, whereas neophobia is the propensity to avoid eating unfamiliar foods. Hence, when we discuss food upon the act of disgust, does it solely rely on the taste and not the memories, or even maybe the symbolic meanings attached to the time when you ate the food? A chapter of a book written by Patricia Pliner and Sarah-Jeanne Salvy (2006) discussed the 3 main substructures executed by Paul Rozin that supported the act of rejection of food choice.



The main substructures are (i) despising the sensorial attributes of the food (ii) the trepidation feeling on the negative outcome when choosing the food (iii) the revulsion due to the food's origin or nature. In this case, food choices were not exclusively rejected on taste.

The Malay culture has a saying of "she/he eats everything except twigs and stones". Does it matter? What if these twigs and stones are made from confectionaries? As a neophilia foodie, I eat everything just to understand the act of disgust and take advantage of studying the symbolic interactions and food choice behaviours. Take, for instance, me trying on new exotic food trends that I haven't tried eating before and think about how I can carry on with the food.

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Talking back about stones and logs being confectionery goods, some people might take it as something weird. Consuming food looking like stones and twigs into their body because in their mind, twigs and stones aren't meant to be eaten. It is supposed to be laying around in the forest or anywhere dirty. Going back to my own experience as a neophilia eater, I don't mind at all trying that kind of consumables as if it fits to eat, it is a go for me. Nevertheless, the aftermath of the consumption depends on the taste and the thoughts of it.

Firstly, I taste. Let's say in my mind, it is supposed to be a candy or something edible like marzipan, fondant et cetera. Unfortunately, what I tasted was just something blunt and sugary sweet. It was neither disgusting nor delectable. Therefore, I will not choose to eat it again. nother example is from a previous study (Brown, 2012) where food consumption that leads to disgust can be motivated by the parents of a child as early as two years of age. This is significant evidence that the act of disgust is not entirely about the taste of the food.

*Consuming food looks like stones and twigs into their body because, in their mind, twigs and stones aren't meant to be eaten.*

BY ELYSSA MAISARA BINTI AHMAD RUSSLIN & NOR FARAWAHIDAH BT MOHD KHAMIS

It could also be from motivation and the knowledge of the food. For example, parents have known before that junk food is not good to consume at a young age. In consequence, the children will have an understanding that this food should be rejected or maybe feel offended towards the parents when they consume it. Thus, the children will not consume it although they have not tasted the food before.

To wind up this article, the knowledge and the understanding of 'disgust' or may I say on a better note, the food that was not chosen to consume due to rejection; is not entirely on the taste. We need to take a step back and think of the reasons that may lead to the food's dismissal.

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Quinoa with some Malaysian side dishes ('Solok lada', 'Tempoyak ikan patin' & deep fried mushroom)

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