

## **1.0 Informational Background**

To undergo proper cultural food expansion, research needs to be done into the dietary needs of the various cultural and ethnic groups on the UC Santa Barbara (UCSB) campus. The cultural foods survey contains data on race/ethnic background, perceptions of health regarding cultural foods, and specific cultural snacks/foods/spices.

In total 61 UCSB-affiliated members have taken the survey, offering a glimpse into the specific foods people would want to see on campus. While the sample is not representative of the UCSB population, qualitative data collected provides some valuable insight into what cultural foods are popular amongst the community

## **2.0 Population Demographics**

45 UCSB affiliated members reported racial and ethnic data. Racial demographics have been summarized in the table below. The majority of respondents identify as Asian (33%), while the rest identified as White (18%), Mixed African American (16%), or Latine/Hispanic (16%).

Raw survey data contains more specific information on the ethnic and cultural backgrounds.

<b>Racial Demographics</b>	<b>Percentage</b>
African American	16%
Asian	33%
Latine/Hispanic	16%
Mixed Race	18%
White	18%

## **3.0 Health Perspectives**

Apart from cultural food expansion, analyzing the overlap of health and food was a primary research interest. Historically discussions of health have been heavily stigmatized, resulting in hesitancy from marginalized communities to engage with the conversation. As such, questions on health and the value it holds within these communities became essential in cultural food expansion.

To understand how these historical repercussions affected the dynamic of culture and health the following questions were asked

1. What is your idea of what makes a food healthy(34 Complete Responses)?
2. Do you ever look at the nutritional labeling on the foods you're choosing? (37 Complete Responses)
3. Do you consider the foods you ate growing up to be healthy? Why or why not (35 Complete Responses)?
4. What do you look for in the foods you eat (36 Complete Responses)?

### **3.1 Ideas of Health Summary (34 Complete Responses)**

In talking about healthy foods, participants often emphasized minimal processing and additives. Others focused on more numerical metrics, such as protein, carb, sugar, fiber, fat, mineral, and sodium macros. In using a more quantitative benchmark for health, participants often mentioned foods low in carbs, fat, sugar, and sodium as unhealthy. However, foods high in protein and other minerals were mentioned in a favorable light regarding health. Fruits and vegetables were often mentioned to provide additional clarity on individual health perspectives. However, few participants relied on more abstract, qualitative ways to express their perspectives on health. Those that did, stated that healthy foods should leave them feeling satiated and energized to go about their day.

### **3.2 Nutritional Labeling (37 Complete Responses)**

The majority sometimes look at the nutritional labeling when buying food (32%). While others view nutritional labeling most of the time (30%) and always (19%) when choosing food. Few participants mentioned never looking at nutritional labeling. The data suggest most participants carry some degree of health consciousness when deciding what to eat.

<b>Do you ever look at the nutritional labeling on the foods you're choosing?</b>	<b>Percentage</b>
Sometimes	32%
Most of the time	30%
Always	19%
About half the time	16%
Never	3%

### **3.3 Heath Reflections: Do you consider the foods you ate growing up to be healthy? (35 Complete Responses)**

Most participants considered the foods they ate growing up as healthy. Many drew a connection between home-cooked meals and health. Home meal preparation and consuming a balanced diet of fruits, vegetables, and protein were reflected in a higher sense of health in the survey data. Participants who considered their diets to have a lower healthiness value often mentioned the consumption of processed foods high in sugars/fats/carbs/oil and eating out.

### **3.4 Food Needs: What do you look for in the foods you eat (36 Complete Responses)**

Participants often look for specific nutritional macros (protein, calories, fiber, vegetables, etc.) when eating foods. Other participants used more qualitative metrics, such as feeling energized, satiated, and taste to describe what they were looking for. However, more emphasis was placed on the nutritional content of the food itself.

## **4.0 Food Consumption**

To understand the food consumption patterns of participants the following questions were asked to increase understanding of food preferences and desires:

### **Snacks**

1. What are some favorite child snack, you enjoy now?
2. What fruits and vegetables are endemic to your cultural background?
3. If there was a healthier option for a snack you ate growing up, would you be open to trying it?
4. Are there any snacks from your culture that you consider healthy?

### **Meals**

1. What types of meals do you crave when you are away from your hometown when attending college (27 Complete Responses)?
2. What type of meals give you a feeling of comfort (24 Complete Responses)?

### **Ingredients**

1. What are some types of spices you feel are hard to access in nearby grocery stores (ex. Albertsons, Whole Foods, Smart and Final) and that you would like to cook with (16 Complete Responses)?
2. In a few words, describe what kinds of flavors are apparent in your culture (16 Complete Responses)?
3. What were some staple dinner items you ate growing up as a kid (15 Complete Responses)?

4. What were some staple lunch items you ate growing up as a kid (15 Complete Responses)?
5. What were some staple breakfast items you ate growing up as a kid (15 Complete Responses)?

#### **4.1.1 Food Cravings: What are some favorite childhood snacks, you enjoy now (26 Respondants)?**

Key mentionings from the survey included:

- Plantain chips
  - Different variations mentioned
    - With cream and sugar
- Tropical fruits with lime/tajin/salt
- Clover Flippino chips
- Shrimp chips
- Bin bin crackers
- Gansitos
- Pocky
- Hello Panda
- Senbei crackers
- Dried milk flakes
- Egg rolls
- Almond cookies
- Salted egg yolk pastry
- Gulab jamun
- Banana chips
- Samosa
- Tamago boro
- Smoked salmon with crackers and cream cheese
- Acorn cookies

#### **4.1.2 Healthy Choices: If there was a healthier option for a snack you ate growing up, would you be open to trying it (29 Complete Options)?**

Majority of participants are open to trying a healthier version of a snack growing up, but do not view it as a replacement. While others show a high level excitement to choose the healthy option. The sample reveals that health is a component of the project that people show interest towards. However, some caution should be considered in advertising the healthy option as a replacement rather than alternative.

**If there was a healthier option for a snack you ate growing up, would you be open to trying it?**

**Percentage**

I would be open to trying it, but I don't view it as a replacement	66%
I would be excited to choose the healthy option	31%
I would keep my choices the same	3%

**4.1.3 Fruit Choices: What fruits and vegetables are endemic to your cultural background (27 Complete Responses)?**

Key mentions of the survey:

- Okra
- Sweet potatoes
- Mango
- Coconut
- Avocado
- Eggplant
- Tomatoes
- Onions
- Collard Greens
- Tomatillos
- Beans
- Corn
- Squash
- Peppers
- Sayote
- Shanghai baby bokchoy
- Enoki mushroom
- Dragon fruit
- Korean melon

- Dragon eyes fruit
- Bitter melon
- Bok choy
- Choy sum
- Cabbage
- Plantains
- Yams
- Bitterleaf

#### **4.1.4 Healthy Snacks: If there was a healthier option for a snack you ate growing up, would you be open to trying it (29 Complete Responses)?**

Participants were asked to list snacks from their cultures that they considered healthy.

Key mentionings include:

- Plantain chips
- Seasoned pea snacks
- Dried tofu
- Pecans
- Walnuts
- Livian
- Fruits
- Elote
- Chips and Guac
- Fruits with Tajin
- Ube
- Tamarind candies
- Japanesse Peanuts
- Rhubarb

#### **4.2.1 Meal Cravings: What types of meals do you crave when you are away from your hometown when attending college (27 Complete Responses)?**

Participants were asked to list meals that they craved when they were away from their hometown.

Key findings included:

- Naan and ground beef (qeema)
- Samosas
- Chilaquiles rojos,
- Enchiladas,
- Milanesas with mashed potatoes and broccoli
- Gorditas
- Beans and Rice.
- Asian-style meals as certain ingredients (ex. black bean sauce jjajangmyeon)
- Sushi
- Smothered chicken w/ gravy, rice, and steamed okra or corn succotash
- Chamorro bbq
- Polish food
- Asian meals (Japanesse, Korean, Filipino)
- Chinese food, hot food
- Soul food
- Caribbean food
- Seafood boils
- Nigerian cuisine

#### **4.2.2 Meals and Comfort: What types of meals give you a feeling of comfort (24 Complete Responses?)**

Participants identified the following as their favorite comfort meals:

- Coconut rice with ube and mango
- Chicken soups
- Pozole
- Menudo
- Albondigas
- Biryani
- Vietnamese and Chinese food
- Tamales
- Arroz con leche
- Home-made mac and cheese

- Samosas
- Curry
- Biryani
- Soul food meals
- Chamorro BBQ and soups
- Polish food
- Beef Teriyaki
- Hot noodle soup with egg and veggies
- Japanese curry and soba
- Gumbo
- Jambalaya
- Crab legs
- Oxtails
- Grits

**4.3.1 Spice Accessibility: What types of spices do you feel are hard to access in nearby grocery stores (16 Complete Responses)?**

Key findings include:

- Garam Masala
- Zataar
- Black sesame
- White pepper
- Gochugaru
- Asian seasoning/sauce to be honest
- Gumbo file
- Thai chili peppers
- Japanese curry roux
- Adobo
- Old bay
- Tony's
- Slap ya mama



- Crayfish powder
- Curry powder
- Maggi
- Habanero peppers

#### **4.3.2 Flavor Preferences: What types of flavors are apparent in your culture (16 Complete Responses)?**

Key findings include:

- Spice, savory
- Spicy, tangy, salty, citrus,
- lots of cheeses and hearty root vegetables and canned things like pickles or jams
- Spicy, rich, savory
- Fish sauce, star anise, garlic
- Savory, spicy, strong flavors, sometimes earthy.
- Spicy and lots of masalas
- Chiles, tomatillos, cinnamon, cilantro.
- Smoky, juicy
- Salty and savory
- Soy-based
- Savory, salty
- Vibrant, savory, colorful
- Savory, lemon pepper, salt, pepper, seasoned salt to
- Spicy bold flavor types are apparent

#### **4.3.3 Dinner Preferences: What were some staple dinner items you ate growing up as a kid (15 Complete Responses)?**

Key findings included:

- Samaya
- poori
- Pho

- Fried rice
- Mapo tofu
- Tacos
- Stir-fries
- Paneer curries
- Enchiladas, pizza
- Tortillas with rice and beans.
- Curry rice
- Korokke
- Dumplings
- Pierogi
- Cauliflower stir-fry
- Steamed fish and egg
- Clay pot rice/glass noodles with minced meat or shrimp, etc.
- Mac and cheese,
- Rice and stew
- Jollof rice
- Egusi soup/okra/pepper soup with pounded yam or amala

**4.3.4 Lunch Preferences: What were some staple lunch items you ate growing up as a kid (15 Complete Responses)?**

Key findings included:

- Biryani
- Tortillas with rice
- Rice balls
- Japanese rolled egg
- Japanese-style ketchup pasta
- Spam quesadilla (grandma's making), etc.
- Rice and stew
- Jollof rice
- Egusi soup/okra/pepper soup with pounded yam or amala

#### **4.3.4 Lunch Preferences: What were some staple breakfast items you ate growing up as a kid (15 Complete Responses)?**

Key findings include:

- Tortillas
- Pan dulce
- Refried beans and cheese
- Puttu
- Idli
- Dosa
- Bread from the Asian markets
- Arroz con leche
- Egg casserole dishes,
- Rice
- Miso soup
- Japanese rolled egg
- Green onion pancakes
- Steamed buns
- Grits
- Corn beef omelets