

Dietary Dichotomies: Quantifying the Impact of Global Commercial Determinants on Traditional Food Intake among China's Internal Migrants

Niu Li

Jiujiang University, China

Introduction

The Commercial Determinants of Health (CDoH) are pivotal in shaping global dietary habits.

In China, particularly among the mid-west internal migrant population, there is a significant shift from traditional diets to the offerings of the global food marketplace.

This study focuses on the impact of multinational food corporations on traditional dietary choices in Jiangxi and Guangxi provinces, highlighting the collision between indigenous eating habits and commercial globalization.

Objective

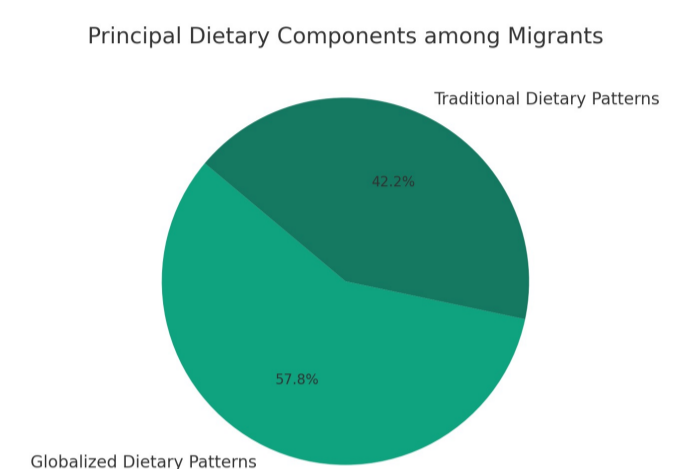
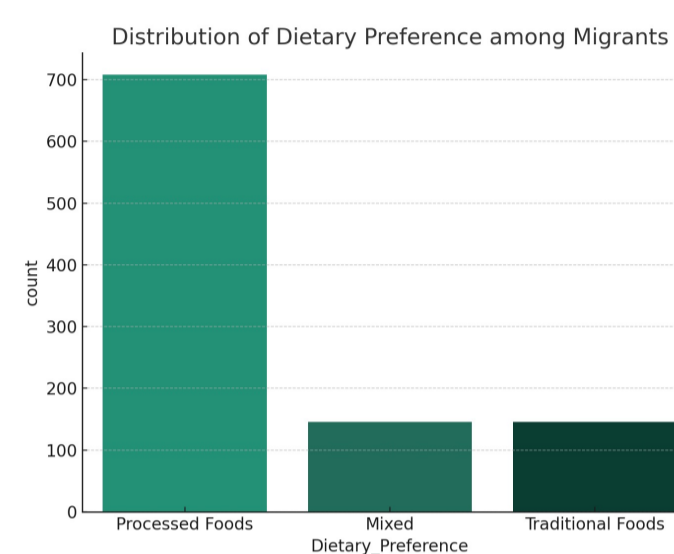
- Our primary objective is to quantify the influence of multinational food corporations on the dietary preferences of internal migrants in China.
- We aim to understand how global advertising and the availability of processed foods affect traditional eating patterns, and subsequently, the health outcomes of these populations.

Methods

- A mixed-methods approach was employed, including a year-long observational study from 2022 to 2023.
- We utilized multivariate regression and principal component analysis (PCA) to assess the impact of multinational corporations on diet choices, contrasting processed food consumption with traditional organic options.

Results

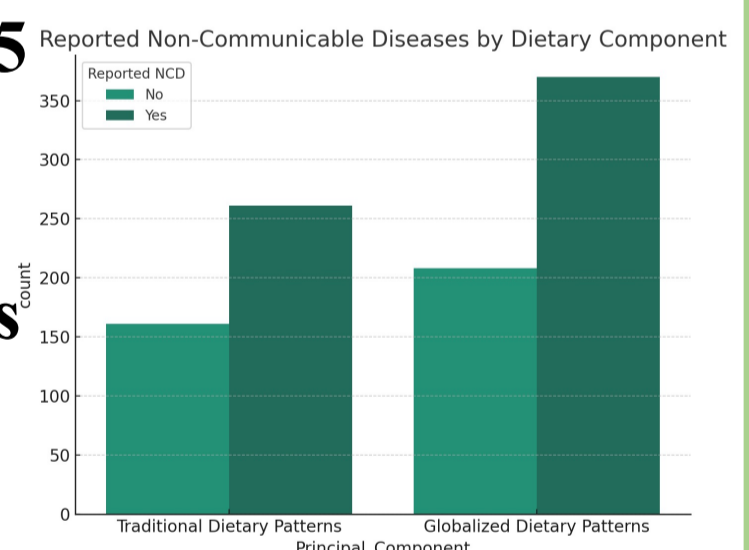
Dietary Preference Distribution: A significant 70% inclination towards processed foods and beverages was observed, influenced by exposure to global advertising. Only 15% of participants primarily consumed traditional, healthier diets.



Principal Dietary Components: PCA revealed two main components - traditional and globalized dietary patterns.

Approximately 60% of migrants' diets were aligned with globalized patterns, driven by perceived convenience and affordability.

Migrants favoring globalized diets had 2.5 times higher odds of reporting non-communicable diseases (NCDs) than their counterparts favoring traditional diets.



Conclusion

- The appeal of globalization, while diversifying food options, risks eroding indigenous and sustainable dietary practices.
- It calls for urgent, tailored interventions to balance commercial interests with public health objectives, aiming to promote health equity and preserve traditional dietary customs.