

Chapter 10

The Relationship Between Consumer Culture and Food Security in the Context of Climate Change: A Prospective Study in Sulaymaniya, Iraq

Nieaz Mohammed Fatah
Halabja University, Iraq

ABSTRACT

The current study is one of the future studies which attempt to evaluate what societies may go through under the influence of global and trade openness; it also evaluates the industrial development and the merger between agriculture and the food industry. The majority aspires to make greater profit through a higher level of production, unaware of the impacts of their greed on consumers' diet and food security, nor the negative impact they have on climate change. The main conclusions are the citizens do not have enough knowledge about what is offered in the markets they make their choices blindly under the urge of practicing their freedom to the fullest. At the same time, due the large number of offers presented to the people they became daily purchasers who are careless about reading the written labels on the products. Consequently, the markets became a place for the liquidation of all products which led to three major issues: the change of the culture of consumption, a high level of consumer purchases, and the misuse of nature in many aspects which has caused climate change.

INTRODUCTION

Civil and technological developments in addition to global openness are considered amongst the great achievements of humanity and the fruition of many scholars and specialists' efforts. However, we cannot deny the negative impacts they have on climate change which eventually has reflected on the life of humans around the globe. The threat should be a warning sign for us to contemplate in order to contribute

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Relationship Between Consumer Culture and Food Security

to securing human safety on earth. Therefore, this study emphasizes on the influential aspect of this issue, which is consumer culture and goes deeper by explaining the impact of: trade, food industry, and lack of awareness on consumer culture.

Furthermore, as the Consumer culture is one of the key terms within this study it is important to define it. One of the definitions is that the consumer culture is a form of material culture promoted by the market that eventually created a certain relationship between the consumer and the goods or even with the services he or she consumes (Milies, 2021). Also, consumer culture can be generally defined as social states, matters and activities that are emphasized on the consumption of goods and services. Meaning, consumer culture has to do with consumer's spending from an economic perspective. In addition, popular culture is viewed as a set of capitalist production processes directed by the motive of profit and selling to consumers (wang, 2020).

Food security is another key term of the study which is defined by the united nation' Committee on world food Security as a condition that all people, at all times, have social, physical, and economic access to safe and nutritious food that provides them their food preferences and dietary needs for the sake of an active and healthy life. The organization also claimed that over the years, a changing climate, growing global population and environmental stressors will have significant yet uncertain impacts on food security. But, it is also worth mentioning that food security is" important not only to hundreds of millions of hungry people, but also to the sustainable economic growth of these nations and the long-term economic prosperity of the united states" (USDA, 2011).

There is strong connection between environmental pollution and consumption. Humans by nature are consuming being that is why they have always been consumers, however, what has changed is the quality and quantity of the products consumed. Regarding the quality of the products, they are all commercially manufactured materials instead of being extracted directly from natural resources: which indicates the presence of factories and chemical uses for the sake of producing them. More importantly, the process of production releases huge amounts of greenhouse gasses which pollutes the air, also, the produced waste pollutes the water and soil. Therefore, the main question of the study is how to balance between the economic prosperity and food security while preserving quality of the products and the security of environment.

The Objective of the Study

The study achieves its aim by meeting the following objectives:

1. Knowing the consumer's level of awareness about his nutritional needs and how to choose them.
2. Securing foodstuffs in the markets, their sources, and how to control their quality.
3. How the large number of requests and attempts to meet them impacts climate change.

Study Hypothesis

1. The food industry is reflected in the reduction of food and health security.
2. Trade and advertising of food led to an increase in consumption and distorted consumer culture.
3. The whole industry and trade contributed to climate changes in various forms, including air and soil pollution.

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