

# Cultural Preservation and Food Service Standards



**Jon Peahl**

## O Jon ko‘u inoa. Aloha mai kākou

### **Professional Background:**

- Director, Resilience Strategies - Hawaiian Council, Honolulu, Hawai‘i
- Creator of Qurator, the State of Hawaii’s Responsible Tourism Certification, Honolulu, Hawai‘i
- Public Health Officer - AIDA Cruise Lines, Middle of The Ocean
- Founder - SanSee Safety Systems, Amsterdam, NL
- Team Lead - Animal Welfare & Human Dignity Committees, Tiqets, Bangkok, Thailand
- Public Health Specialist, Navajo Nation / Arizona USA
- Juris Doctorate, University of Arizona

### **Case Studies: Lights, Camera, Imu!**

# Why Do We Need To Incorporate Culture?



## There's Too Much Light In This Store.

In 1991, a beloved and well-intentioned wealthy grocer builds a new store in a food desert in the Navajo Nation in Arizona USA. Meant to be hi tech, well stocked, and well lit, it met every food safety, accessibility, and environmental standard. It fails almost immediately.

## Why?

The grocer provided the “gift” he wanted to give, not the gift the customers wanted.

# Listen. Understand. Participate.

## No Photos, Please.

1993: The US Government needed to understand movement of water beneath Amish lands to track agricultural runoff. This required using equipment and methods which weren't permitted by their beliefs.

The request was eventually successful, and the research was completed under these criteria:

- Timeline Extended
- Established trust and respect
- Extensive input from the families
- Cooperative labor in trade

# Traditions vs. Regulations

## It's Old, But It Still Works.

In 2018, the US State of Hawai'i tried to impose modern regulatory standards on a traditional cooking method known as **Emu**.

- Centuries of tradition and spiritual meaning is attached to cooking in an imu.
- Proposed Standards were built around outlier events.
- Noticeable drop in food quality
- Affected traditional practitioners disproportionately
- Cultural Experts were not consulted
- Results were less sustainable: more waste & non-renewable energy



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# Conclusions

**How do we create a set of global sustainability standards for food service in a world that values culinary diversity?**

- Set aside societal and personal bias
- Take time to talk and build trust
- Build flexibility to overlay local standards

