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Kimchi - for the Worldwide Reputation

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Around the end of the last century, with the ending-up of the cold war, every nation in the world had to seek the new and more realistic way to the survival in the fierce jungle of struggles along with the new economical organizations such as UR or WTO, which were the kind of efforts of the third world for their economical survival against the so-called developed countries. FTA would be the more serious and wisdom-requiring obstacle we have to overcome. The struggles are economically rearranging a new order of the whole world.

We have long known that higher culture either leads or absorbs the lower or no more prosperous ones and the 19th century's strategy of the colonialism could not but be changed, since the pen is mightier than the sword. In the 21st century, it is obvious that the countries not only with the knowledge based developmental strategy but also with the splendid cultural background will flourish and be the leader of the new humane world.

The Kimchi, known to be one of the Korea's traditional or cultural inheritances has been a pride during the economically developing period of Korea including the moments of Olympics Games, World Cup Games, and other important international events ever. Even with the changes of the economical level of Korea in the world, we should look back to see how much we paid our attention to have the cultural level of or the amount of the efforts to make out our culture better one. In the new order of the international economy, the culture could be another strategy to make Korea influential to the rest of the world.

Meanwhile, the Kimchi had been scientifically studies and there are many papers accumulated during the last 25 years ever since the inauguration of a variety of scientific foundations in Korea. But the cultural level of the Kimchi, especially in the viewpoint of foreign-tourists business, was rather pulled down, and there had been such a crack in the general understanding of the Kimchi inside Korea, too. The quality could not be kept good due to the increase in price and the import from China as well as the poor quality controls in manufacturing companies all around the nation. There is no more enthusiastic concern about it as before. The average amount of daily consumption of Koreans decreased

to 90 grams or less. Of course there are so many splendid dishes nowadays especially to the youngsters, nevertheless we had better know that there are so many reasons why we have been taking Kimchi every day.

The Kimchi during the winter time, it had been the sole source of the minerals and vitamins not only for the poor but for those of wealth. It helped ingestion of the diets as well as the absorption of nutrients, making them healthy and strong. The Kimchi is now known to be one of the representative foods for Korea with the other dish of Bulgogi, the marinated and grilled beef, or Kalbi, the beef-ribs, since it refreshes appetite just like the cola with the pizza.

The Kimchi, however, is not appropriately understood to the foreigners; it is only a very spicy and salty dish which could make them very embarrassed. The appearance also does not attract their interest at all. The way it could be served should be deeply studied as soon as possible. We also had to admit that it stinks for the foreigners who take it for the first time despite of the strong taste. We had better not say that there are no ways to improve it since it is only a traditional food. Scientifically, it is possible to reduce the stinking smells.

On the other hand, there have been so many efforts to develop such kinds of so-called fusion foods with Kimchi. It looks very desirable and fantastic at first glance. Yes, it is desirable, but we should know that those dishes are nothing but the western food at the moment. We would be flexible to admit such efforts, but it is more important to understand the basic knowledge of the Kimchi before we go too far.

We also have to pay our attention to manufacture the Kimchi more scientifically, to get the better quality, to keep them longer in intact state, to study its scientific roles for better-life in the near future, and to study how we could make Kimchi an international food.

In conclusion, when we say “culture”, it should be a collective and very synergistic sum of a variety of fruits cultivated in different fields. Not only science but also related technology should share the basics to make it better in quality. Historical and cultural institutions should reveal the value of the Kimchi more in detail. Health related scientists should show more effects of it as much as possible. New ideas and development in technology or in culture will make the Kimchi go outside Korea, so that the people worldwide could enjoy the essence of the Kimchi just we have done for more than two thousands years.