

Tradition, Modernity and Food Safety

Taiwan's Soy Sauce and its Culture

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Speaking of Taiwanese food: the yummy tradition?



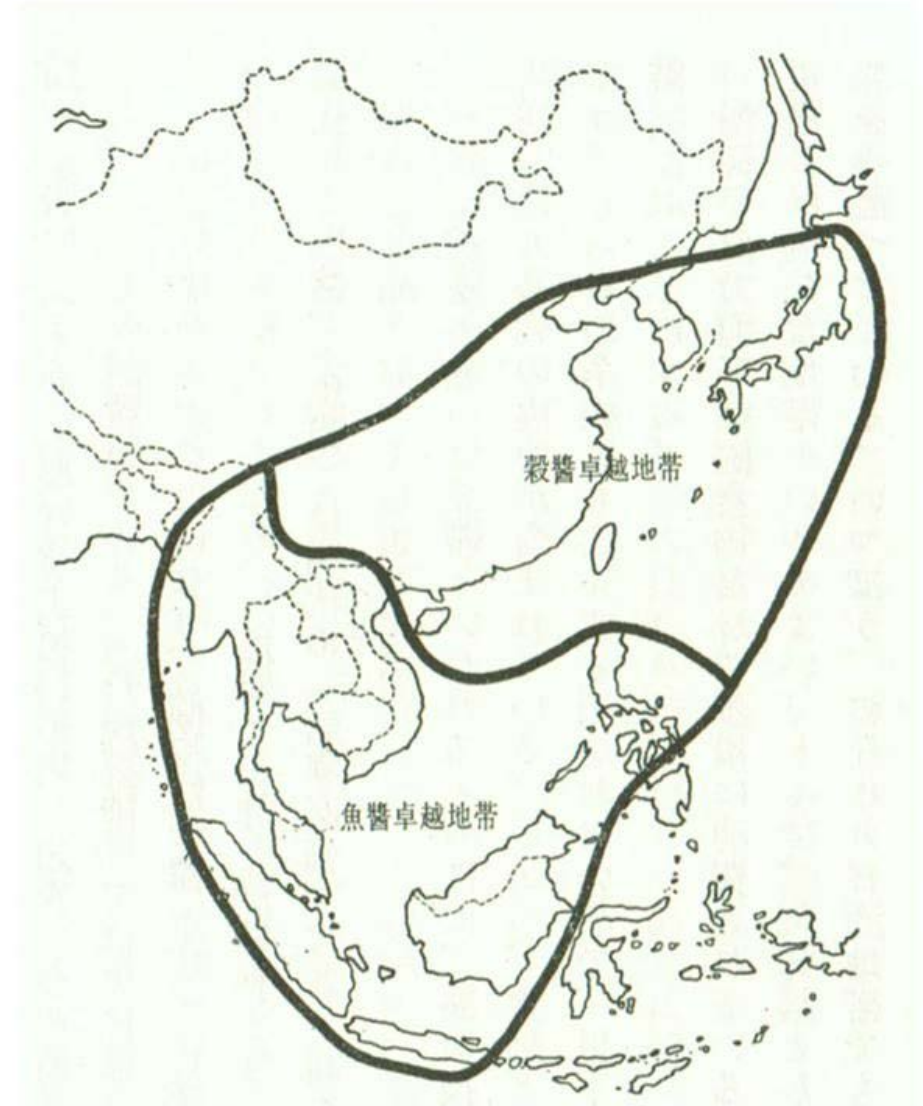
The two tradition(s) in Taiwan: Black Bean and Soy Bean soy sauce



Ishige Naomichi's
inspiring "Sauce Area":
Bean paste and fish
sauce area

the "frontier" Pratt's
concept of "contact
zone"(1991)

図4.東アジア・東南アジアの調味料文化圏



石毛直道 総括講演「発酵の文化圏」
豊川裕之、石毛直道 編 食の文化フォーラム「発酵と食の文化」
ドメス出版, 1986年

THE UMAMI-FROM THE PERIPHERY TO THE CENTER : ISHIGE'S SAUCE CULTURE



Black bean soy sauce in the 1920s'

- “Soy sauce is made of black beans, and soy beans are not for soy sauce brewing merely utilized as the raw materials to make tofu” 〈菽之屬〉篇中「黑豆：四、五月種，八、九月收，以造醬油甚甘，並為鹽豉。」連橫《臺灣通史》
- “Despite the Japanese soy sauce is popular, Taiwan’s homemade soy sauce is mainly made of small black beans mixed with rice and wheat. It was emphasized “due to Taiwan’s mild weather, no special brewing equipment is required.” “Beans and salt water were put into the huge urns and brewed by exposing to sun for 20-40 days.” 片岡巖，《臺灣風俗誌》，p.102。
- Both show that black bean soy sauce was the major soy sauce used in the 1920 Taiwan.

Key Issues of Soy sauce

- In East Asia, the question of how soy sauce (bean paste) has become a nationalism battlefield? (the origins and Intangible cultural heritage)
- In Taiwan, the question of how it has become a battlefield of black soy bean soy sauce and soy bean soy sauce. (The history of introduction)
- The question of Taiwan's local tradition and national identity
- The question of how it is relevant to the current food safety issue in Taiwan.(the nostalgia and the problem of modernization)

My two soy sauce stories

- 1. The Korean documentary team in 2018
 - the origins and the authentic (East Asian Food culture)
 - A unique representation
- 2. Two transparent pet bottles shown in the tourism factory
 - modern brewing equipment that has been hidden away



Sauce culture: being local



More than Visual effects but culture

- Scenes of eating rice noodle show us how modernization changes ordinary people's daily life. Two ways of stirring rice noodle in the film, *The Road to Mandalay* (再見瓦城 2017), a bowl of rice noodle reveals how the body of migrant workers have been gradually disciplined to be suitable for acting properly like factory workers.
- At dinning table, chopsticks were used to stir the sauce with noodle while in the factory, plastic bags of rice noodle are utilized to be shaken to mix the sauce with the noodle.





醬料請自取

衛生紙、醬料請酌量使用，珍惜使用資源
—《北港李記鴨肉羹》感謝您





Soy sauce in Taiwan

- Both soy sauce(inyo and jiangyo) are originated from China and yet have quite different appearances in modern eras
- Phase 1 : “the **colonial brewing**” (1896-1945) the soybean-wheat soy sauce was introduced to replace inyo/ wartime regulation of sauce brewing materials- to learn “brewing technology” from other producers
- Phase 2 “the **modern flavor**” (1945-1990) “to embrace modern flavor and modern brewing” Cold War /seen as local flavor /concerns of its quality and sanitation(食安) / backed up by U.S. Soybean Export Council/ “modern flavor” variety and satisfaction
- Phase 3 **the crisis** 1990 –present food : concerns of its quality and food safety(食安) –different approaches

Taiwan

- The changing history of soy sauce. (Once “the island of black bean soy sauce” dated back to the 1920s)
- the reality of black bean and soy bean sauce today: 20% vs 80%
- Recently, increasing Inyo market after frequent promotions for “the local” and rising concerns of food safety issue(fear for “chemical brewing soy sauce”)
- The daily life “relying on major food factory and yet admiring the handmade products of local workshops ”
- Taiwan’s “modern flavor”

Taiwan soy sauce

In 1949, the Shanghai influence soy sauce factories (上海萬和與老松盛醬油廠) reinitiated their business

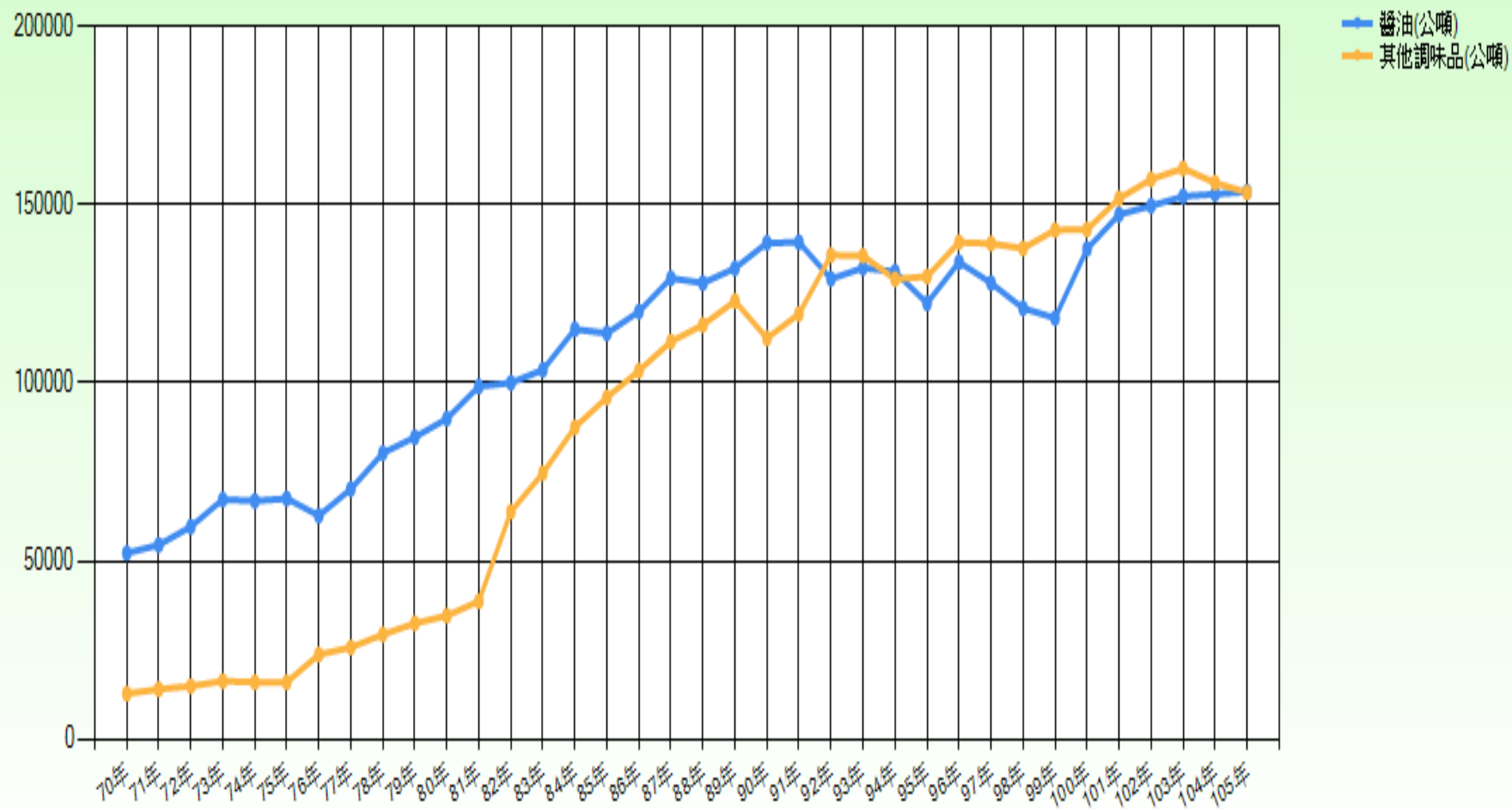
In the 1970's, major soy bean sauce factories (味全、味王、萬家香、金蘭醬油) have been gradually taking away the market share of black bean soy sauce. Along with Taiwan's industrialization and urbanization, urban population first changed their soy sauce consumption habit by choosing soy bean soy sauce for its stable quality and safety (the reliable products made by mega food industry)

Returning to “the past” that may not exist

- Food safety issues, scandals, fears for chemical production procedure in the previous decade.
- The Taiwanese turn to rediscover “black bean soy sauce” and its tradition of handcrafted production
- The tourism factory and its DIY experience trips offer the participants opportunities to act like the Soy sauce masters in the past.

Soy sauce in statistics

Annual sauce consumption survey
Source: minister of economics



The Current statistics

- **A shrinking market**

the statistics indicates that soy sauce (55.5%) is still the most favorable condiment (沙茶醬39.4%、辣椒醬21.5%、甜辣醬14.3%。《2016年台灣食品調查統計年鑑》)

- **Disappearing black bean soy sauce**

The 2016 consumption survey the first four major brands in Taiwan are 龜甲萬 (與統一合作)、萬家香、金蘭、四季, all are wheat-soy bean soy sauce. (76.4%) , brands of black bean soy sauce (大同、豆油伯與丸莊) occupies 3% respectively。

- Prior to 2010, only one black bean soy sauce brand is known by consumers (大同2.7%) , other manufactures known for black bean soy sauce have to wait until 2015 to establish their reputation and become popular. (丸莊、豆油伯及瑞春醬油 etc.)。

The “cruel” reality of Taiwan soy sauce consumption

- The reality “While admiring the small/family workshop products, Taiwanese people relies heavily on food factories”
- It used to function well because the quality is controlled by the modern food factory that owns advanced technology and equipment.
- It, however, becomes a huge problem, when several severe food safety issues popping up, people lose their faith in those factories and turn to their nostalgic pursuit of the good old day taste.

(During 2011- 2016, 19 food safety scandals occurred mainly associated with major food factories, which leads to the result of losing faith in food factories)

“The revolution of food safety”?

- One major food factory's promotion summarizes this trend perfectly: “Let us lives in the society of modern technology where follows the traditional brewing methods and never use of food additives.”



The modern: Pursuit of soy bean sauce production

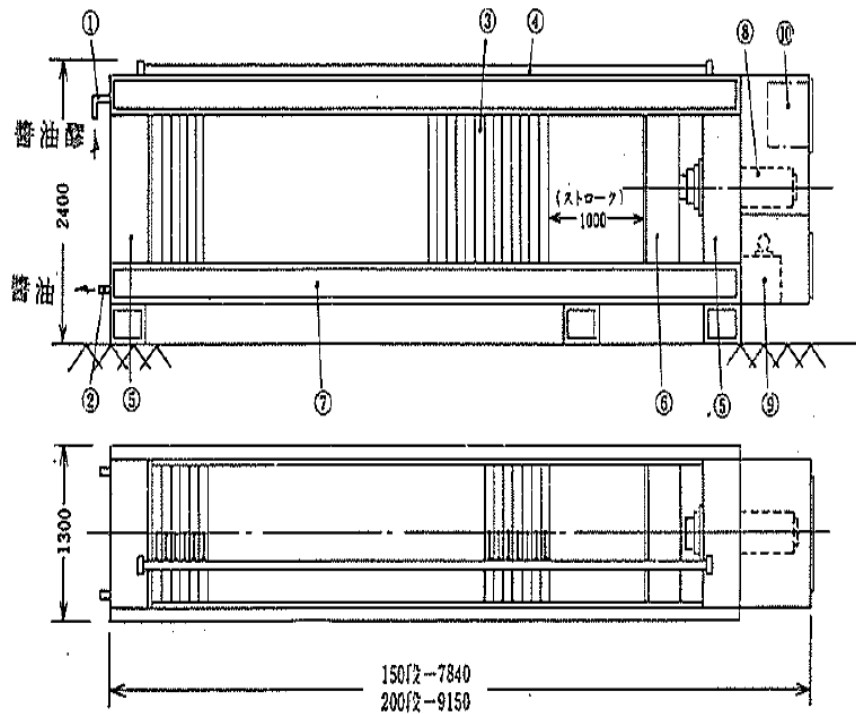
- In the special issue, the invited Japanese experts emphasized the modernization of brewing methods, environmental sanitation and automatic production in major food factories. Applying new technology will increase the annual yield of soy bean sauce yield and is capable to satisfy the increasing demand of the Taiwanese (《黃豆與製油十週年特刊：醬油製造專輯》，1979)
- Modern soy sauce factory are “equipped with brewing machines of latest model, great efficiency and clean, which middle and small factory could never imagine ”

Technology: Management and control

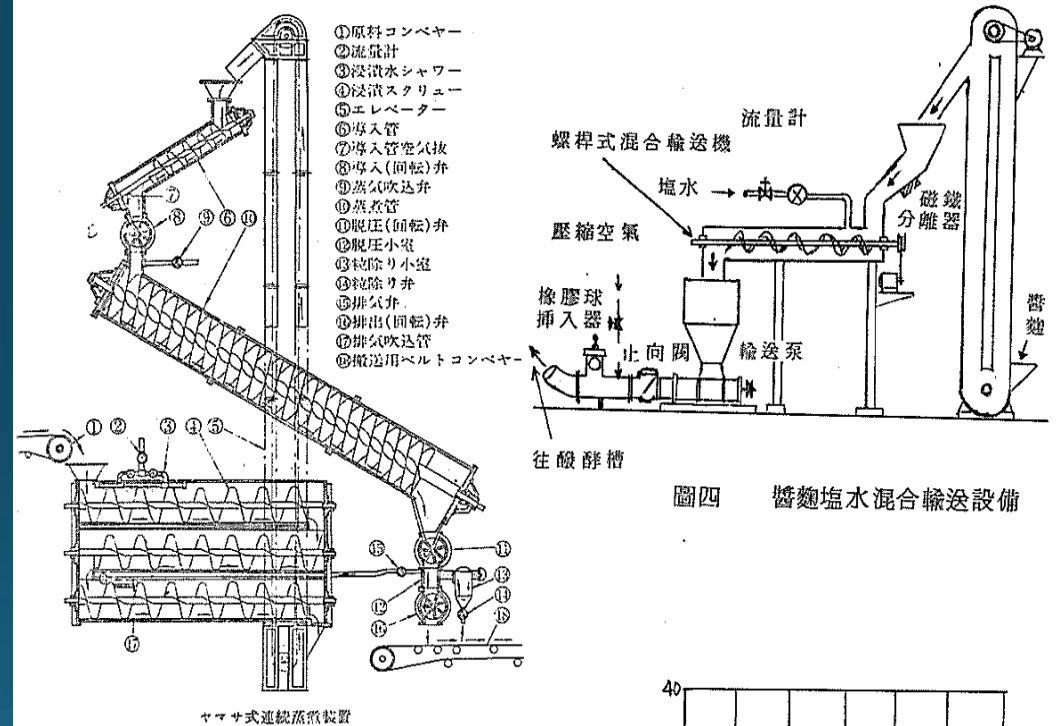
- The new technology can help to quality control that is used to rely heavily on human experience and is expected to resolve the problems caused by **traditional brewing** process. The industrial production method requires the standardization of soy beans, size, steaming time, liquid content, protein content and so on.....
- Management by “numbers” and new control technology : it also requires temperature management, soy sauce ripening and pollution control during the production, exploitation and low temperature sterilization (〈醬油製造管理〉篇)

Modern technology in the 1980s'

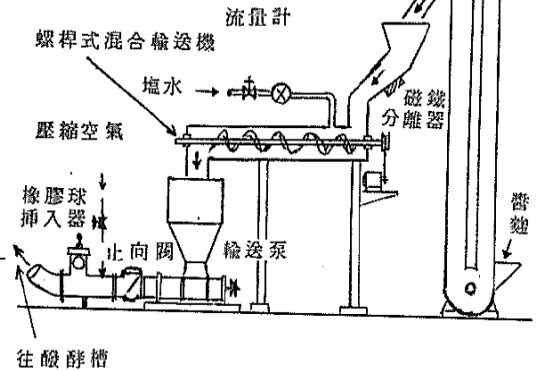
戴田 (yabuta) 式自動醬油醪壓榨機



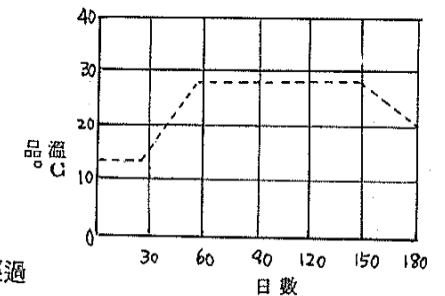
- | | | |
|--------------------|------------------|---------------------------------|
| ① 醪注入口 50φ (2') | ⑤ 固定盤 (前後) | ⑨ 油圧ユニット 300 kg/cm ² |
| ② 汁過液出口 50φ (2') | ⑥ 締付可動盤 | ⑩ 制御計器盤 (容量) 3.7 kW |
| ③ 汁 枠 50~200段 | ⑦ サイドフレームバー | |
| ④ エアー分配管 40φ (1½') | ⑧ シリンダー .200 ton | |



図三 螺桿型連続式蒸釜機



圖四 醬麵塩水混合輸送設備



圖六 室外醱酵槽醬油醪品温經過

Pursuit of technology and mass production

- Patents on soy sauce production on using soy flour and “soy slice after oil exploitation”(黃豆片) its high quality and flavor is emphasized. (〈醬油及味噌專利製造法〉)(US patent 3764708)。
- (Hirose Yoshio's talk 廣瀨嘉夫訪台演講紀錄)
“The 20% lipid content of soy bean has nothing to do with the fermentation and we shall not use the whole bean for production. The most economic way is to take advantage of skin- peeled and defatted soy bean.....Because of the texture of beans not suitable for fermentation, black beans used in production shall be avoided. Plus, the fragrance of black bean soy sauce is not as good as soy bean sauce, its production is fine if we can keep it as a local flavor. “
- Modern soy sauce brewing “Clean, automatic production, efficiency”
《黃豆與製油十週年特刊：醬油製造專輯》





Tourism factory in Xilou

Emphasis on black bean (non soy-bean) and traditional (non-chemical brewing)

Soy sauce in food tourism factory : body that connects memory and soy sauce

- To smell
- To listen (the guided tour)
- To touch (the hair of beans, the texture)
- To taste (the base of soy sauce 醃)
- To view/witness
- To shake (the bottle to feel “the chemical”)
- To make (risk-controlled adventure/
brewing DIY)



- Long-lasting 2 hour experience (normally 30 minutes at most)
- Soy sauce brewing Step by Step: From washing the black beans, rubbing sticky bean skin, adding salt, instilling water, checking frequently for 2-4 months
- To emphasizing local difference (Terrior: the climate differs therefore extra attention is required, to act like a craftsman)
- To experience “the magic of time” in person/ the concept of handmade becomes concret

Experiencing Soy Sauce Brewing

- Similar to Suzuki Shiichi's (鈴木鎮一) violin pedagogy:
- Using colorful tapes to mark the correct finger positions to let beginners enjoy violin-playing
- Criticism on this pedagogy helps nothing to develop playing skills.

(Richard Sennet, *The Craftsman*, pp. 190-6)

- For the brewing DIY, this pedagogy works perfectly to assist amateur participants to experience the craftsmanship as well as the inyo brewing, “the magic of time.”



New projects on Japan's modern brewing



Conclusion

- Black bean soy sauce and soy bean soy sauce have been constructed as the tradition and the modern
- Concerns on Food safety issue help to create nostalgia for “the imagined past” and drive the Taiwanese to purchase products that emphasize traditional production process.
- “Sauce” can be the important index to measure the current food culture.

- Thank you for your listening

A	丸莊 A 家為知名品牌，位於西螺，為了因應大量出貨的需求，已將主要的製造工廠遷徙到其他較為寬敞、具有現代化釀造設備的地方。所留下的舊址，已全面改造為觀光工廠，觀光工廠的外觀仍保留日治時期所留下的早期台灣建築的樣貌，導覽人員的導覽介紹工作及醬油釀造體驗都在建物及後方空地進行。觀光工廠後方，仍有保留有少數釀造作業進行。
B	瑞春 B 亦為台灣知名品牌，位於西螺，相對於 A 家， B 家展現出更為現代化生產的樣貌，以挑高、明亮的廠房、巨大的釀造槽的規劃為特徵，兩側廠房皆可透過大片玻璃看到自動化操作的生產過程，在貫穿的中央走道上佈置了公司歷史、釀造過程、以及公司產品、各式創意展現等。由導覽人員帶領穿過中央走道後，來到後方的醬缸區，露天放置、數量驚人的醬缸所帶出來的印象，與廠房內展示大不相同。
C	高慶泉老牌釀造工廠，成立於 1939 年，位於南投南崗工業區，近年為維持生產一貫性及品質穩定性，所有的廠房早已規劃為具有電腦控制的自動化設備廠房，由於自動化的緣故，人員主要負責監控數據，雖有開放廠房參觀，但並無觀光工廠，預計在未來成立
D	金蘭位於北部，是台灣黃豆醬油釀造大廠之一，前身大同商業株式會社成立於日治時期（ 1936 年），因為品牌名稱與電器公司大同相同無法沿用原名。產品線最為完整、產量也最大，同時透過經營觀光工廠作為產品宣傳、促進地方觀光的途徑。場區的製程並不開放參觀，只有強調引進自動化技術的生產量、包裝與海內外出貨數，並強調廠區有九甲大小，廠中有巨大的 FP 釀造桶，由少量員工完成醬油及其他產品的製作、品管與出貨。
E	大同位於斗六，原名源發醬油，創立於 1911 年之前的西螺， 1911 年之後改名為大同醬油，為擴大廠房、採行新生產技術於 1993 年後遷徙斗六工業區的廠房現址， 2005 年於原址擴大生產規模。強調透過與政府的 OTOP 在地觀光合作案中成立觀光工廠「黑金釀造館」，已委請合作廠商製作企業商標與吉祥物完成，卻與導覽內容不相結合。為符合消防法規等限制，正在著手改善廠房與動線。屋外所陳列的數百個醬缸，成為醬油廠的特色，但並未特別解說。
F	龜甲萬創立於 1917 年，工廠位於日本千葉縣野田市，前身可追溯到 1630 年的茂木家的關東口味醬油之釀造，目前為世界最大的醬油公司。觀光博物館的解說與陳列方式主要在展現現代化、工業生產的優點，按拳清潔、品質穩定與種類選擇多為導覽強調特點，更以「活著、仍在呼吸的醬油」作為最近的招牌商品。