

Functions, Standardizations, and Humanity Management: An Inventory Study of Chinese Green Food Culture and Industry

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Abstract

Through an in-depth exploration of knowledge of Chinese green food culture and industry, this paper attempts to offer insight into the functions, standardizations, and humanity management in contemporary China's time-honored catering enterprises. It employs a vertical and horizontal study methodology to demonstrate the panoramic history and perceptual present. The study finds out that the popular way to enhance functions, standardizations, and humanity management in Chinese catering enterprises is to spread the knowledge of Chinese green food culture and industry so that Chinese cuisine could better associate past, present, and future, as well as self and others, addressing the predicament of food, culture, industry, and its sustainability. Food cultural knowledge can broaden the visions of humanity management studies and enlighten scholars vertically and horizontally. Integrating food culture and humanity management will boost the spread of Chinese green food culture and redound to Chinese catering enterprises' functions, standardizations, and humanity management. The knowledge of Chinese green food culture and industry demonstrates its inheritance situation among some China Time-Honored restaurants, standardization production of food and its life-nourishing function in the catering industry studies on one hand. This paper is a tentative exploration to expound the understanding of Chinese green food culture and industry and its contribution to catering enterprises in humanity management studies, such as product design, staff management, and entrepreneurship in the Chinese context.

Keywords: *Functions, Standardizations, Humanity Management, Knowledge, Chinese Green Food Culture.*

Introduction

Hunger breeds discontent, which has been the core value in Chinese culture of all ages. Chinese scholars are no longer solely content with the study of expounding Chinese food production. They expect to contribute to China's catering enterprises' functions, standardizations, and humane management. This study has revealed that Chinese green food, based on its naturally growing conditions and richly-endowed history, is closely related to its political, economic, and cultural background and the knowledge expected to be shared and beneficial to human beings. Furthermore, China has accumulated sufficient practical experience in human management, which has enlightened people about managing global financial risks. Both require food culture researchers to contemplate and explore humanistic approaches to humanity management in catering enterprises. To a large extent, rhetorical methods of objective laws may differ in Chinese and Western cultures. Nevertheless, culinary activities are highly coordinated as bridges between heaven and the land, life and death, and nature and society (Claude Lévi-Strauss, 1977).

This paper, based on a review of the relationship between the development of a green food economy and Chinese governmental supportive policy, elaborates on humanity management and catering development, stating that the standardization of healthy food relies on innovative practices in cooking, distribution theory of color, flavor, and taste, thus pulling up the consumption curve. Further discussion of the necessity for additional understanding of a cultivation path directly to mind is offered. It also points out that the outlet for management development lies in exploring flexible reward and punishment systems combining inclusiveness with encouragement and strictness with caring when implementing management education for the staff. Ultimately, the research summarizes the contribution to the sustainable development of knowledge of Chinese food culture, stressing the groundbreaking effect of Chinese green food culture in the humanity management of catering industries.

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The Specific Function of the Green Food Industry

China's food industry is responsible for providing 133.9 million people with safe, nutritious, and healthy food, so it is the pillar industry in the national economy and a significant sector in people's livelihood. To guarantee the supply of green food in the market is becoming increasingly important, especially when the environment is gradually becoming more and more damaged.

Development of Green Food Economy in China

In many places in China, catering enterprises with "China Time-honored Brands," like Yuebin House, kept their flags flying for decades. The primary cause was not only the extraordinary vitality of those time-honored enterprises, but it was also beneficial to the national and regional economy, which developed fast in China after the Open and Reform Policy. The Chinese food industry increased during the Eleventh Five-Year Plan (2006-2010) period. In 2010, the industry attained a total industrial value of 6.1 trillion RMB *yuan*, taking up 8.8% of total industrial output value, effectively stimulating the farming, distribution, and related manufacturing industries to develop. This was crucial in "boosting domestic demand, facilitating income growth, ensuring stability."

Gansu province lies in the geometric center of Chinese territory, and it also achieved impressive performance in economic development during the Eleventh Five-Year Plan (2006-2010). What should be mentioned is that the planting acreage and output of green vegetables increased. Green veggie is the collective name for pollution-free, safe, high-quality, and nutritious plants cultivated in the right ecological environment in original places, following specific quality standards and the sustainable development principle. Then, they can use the green food sign to authenticate professional agencies. In 2011, the vegetable planting acreage was 43,900 hectares in the spring and summer in Gansu, which increased 6,000 hectares compared with last year. There were 6,700-hectare planted vegetables in the open air, including cabbages, kale borecole, caraway, spinach, and so on, and 42,600-hectare plantation of plants was mainly elephants pepper, tomatoes, cucumbers, etc. The public enjoyed this substantial proportion of green plants. Tianshui City is the central vegetable cultivation area in Gansu province. In the first quarter of 2017, Tianshui vegetable planting areas were 9,840 hectares, with a year-on-year growth of 3.89%. Among them, the facility planting area was 8,693 hectares, the vegetable production of 230,200 tons, an increase of 8.55%, and achieved a vegetable output value of 990 million RMB *yuan*, accounting for 51.2% of the total output (Tianshui Development and Reform Commission, 2017).

The Guanzhong-Tianshui Economic Zone was a crucial construction area in China from 2011 to 2019, and it was a strategic deployment to stimulate the rapid development of the western region. Wushan County, Tianshui City, grasped the significant opportunity of the economic zone construction in China, entirely making use of the precious environmental resources in the Shandan River, Bangsha River, and other places in the Zhanghe drainage basin to build a green vegetable base. During these years, the county government spent 5 million RMB *yuan* yearly on rewarding or subsidizing ordinary vegetable houses. These vegetable houses are built intensively, with solar greenhouses and multiple cropping vegetables and green beans as leading crops, with 500 RMB *yuan* per acre, 2,000 RMB *yuan* each, and 40 RMB *yuan* per acre.

Meanwhile, the county government positively propelled the transfer of land use rights in the countryside. It took away from subcontracting to break groups of villagers and the boundary between lands, a unifying plan implemented in every household, which promoted large-scale development of the green vegetable industry. In 2011, vegetable planting acreage in Wushan County achieved 20 thousand hectares, and the total output was 816,000 tons, with a total value of 0.76 billion RMB *yuan* (Staff, 2012). The vegetable planting area in the county reached 39,000 hectares, the total output was 1.22 million tons, and there was an overall value of 2.25 billion RMB *yuan* in 2016. Staff in the vegetable quality inspection center have a strict examination of the plants. Several well-known vegetables have been registered as national geographic symbols to prove trademarks, such as brand vegetables "Wushan leek," "Wushan garlic sprout," etc., and Wushan vegetables now have been sold to 24 domestic provinces and cities, to Southeast Asia and the European Union also (Wu and Li, 2015). There are national-level vegetable wholesale markets in Luomen town, Wushan County, and Tianshui City, where you can see various vegetables everywhere in cars and

baskets produced in Wushan. Then, the greens would be packed into auto trucks and endlessly transported to Chinese and international markets.

Every meal made of green food materials produces and enriches knowledge of Chinese food culture (Ye, 2011). So many Green agricultural primary commodities are continuously supplied to the market, laying the foundation for promoting various nutritious, elegant, and universally praised dishes in the catering industry. The catering industry has developed further in this way and has made signature dishes innovatively. Customers go to restaurants to enjoy natural, green, and environmental food in a relaxing and pleasant environment to enjoy, in a way, the achievement of the reform and opening policy.

Policy to Support Green Food Industry Development in China

Food safety indicates that food should be non-toxic, harmless, conforming to nutrition requirements, without acute, subacute, or chronic danger to people's health. According to the World Health Organization (WHO), food safety should resolve public health problems, including food poisoning and hazardous substances that influence people's health. Food safety is also an interdisciplinary area where food processing, storage, and selling are professionally studied to ensure food sanitation, edible safety, decreased health risks, and prevent people from food poisoning. Food safety involves a wide range of issues related to people's livelihood. According to the law, strictly managing food safety is the priority of work for the Chinese Communist Party and the government.

Government Policy for Food Safety

"*Food Safety Law of the People's Republic of China*" and its ordinances came into force on June 1, 2009, which means that food safety work in China stepped into a new stage. The food safety work of the domestic market and export trade was again strengthened regarding organization and leadership. In September 2010, the State Council Food Safety Commission was established in China, which consisted of the Ministry of Health, Ministry of Agriculture, AQSIQ (State Administration for Quality Supervision and Inspection and Quarantine), and State Administration of Industry and Commerce. Because of these laws and the professional system operations of agencies, the food safety situation in China remained positive; the quality of products improved gradually with an increasing overall product qualification rate and remained stable. For example, the sampling qualification rate of 23 categories, 3,800 kinds of processed foods in national supervision and inspection batches, kept climbing, rising from 80.1% in 2005 to 94.6% in 2010, increasing by 14.5%. The qualification rate for food exports remained above 99%. Until the end of 2010, China has improved more than 1,800 national and 2,500 industrial standards and more than 7,000 regional and enterprise standards (National Development and Reform Commission et al., 2011). With the implementation of these laws, the foundation for guaranteeing food safety would be laid.

Strategy for Green Food Development

Karl Heinrich Marx pointed out that "production performance is the starting point and consumption capability is the focus" because any "product has to prove itself as a product to be a product" (Marx, 1857). Consumption is a necessary part of the circulation of reproduction and has gradually become a powerful engine for the national economy. The catering industry has made undeniable contributions to the robust growth of the total retail value in society, which has kept increasing over the years. It is integral to China's policy, primarily for people's livelihood, providing high-quality catering foods and satisfying customers.

National Bureau of Statistics released a report on January 17, 2012, that the urban population in China achieved 690 million at the end of 2011, with an increased proportion of 51.27% in the total population. The population of people aged 60 or above came to 184.99 million, making up 13.7% of the total population. The population of people aged 65 or above was 122.88 million, which comprised 9.1%. In 2017, there was a population of 2409 million aged 60 and above in China, accounting for 17.3 percent of the total population. 158.31 million people aged 65 and above, accounting for 11.4% of the total population (National Bureau of Statistics, 2018). International opinion usually is, when a country or a region, elderly people aged 60 years old over constituting 10% of the total population, or elderly people aged 65 years old

over representing 7% of the total population, the country or region's population tends into the midst of an aging society. No doubt, China's aging population is becoming more and more risky.

From the perspective of Chinese national conditions, the Central Party Committee and State Council formulated a series of policies to support the development of green food to serve the people with heart and soul and help people get safe food. The Food Safety Commission of State Council, Ministry of Commerce and Ministry of Agriculture issued the document in different working channels. It formulated policies to focus on urban and rural residents' daily consumption to develop nutritious food for various groups. For example, with the current aging society in China, every place needs to vigorously develop food for older people, especially using scientific research as a guide.

These researches include studying and developing new food resources, deeply understanding biological activators and their functions, the composition of their active components and does-effect relationship, exploring biological availability and metabolic effect mechanism, etc. This way, the old's nutritious and healthy food should be developed based on physical characteristics. Older people are weak in metabolic functions, and their material compositions and organic services are also changed, so they have special requirements for food nutrition. However, food for older people should be nutritious and adjust the development of physiological functions in more ways. Thus, elderly food should improve brain capability, prevent cerebral arteriosclerosis, beautify skin, and so on, which could accord with the physical characteristics of older people and meet multiple needs for the elderly's food. The old have worked hard for their family and contributed to society for their whole life, so it is necessary to make the quantity and quality of older adults' food meet a high standard to give them better twilight years with health and longevity.

At the same time, China has requirements for food made for pregnant infants, children, and patients through formulating strict laws, regulations, and policies that must be followed in the manufacturing process. For instance, infants need a considerable amount of milk and milk food in most cases, which should be added to some edible fungus species to use the natural biological activity. To guarantee food safety, the Ministry of Health issued the "List of Fungus Species Used in Infantile Food" on October 24, 2011, which includes lactobacillus acidophilus, Bifidobacterium lactic and lactobacillus rhamnosus, etc. This notice demonstrates the Latin name and strain number for every fungus species. Furthermore, there is a limitation of use for lactobacillus acidophilus, saying that "it could be only used in the food for infants aged over 1" (Ministry of Health, 2011). Infants and children are the motherland's flowers and hope for the nation's future development. Environmentalism, nutrition, and safety should all be valued during their critical growth stage.

Time-Honored Brands Inherit Knowledge of Food Culture as Leaders

With support from national green food policies, some enterprises with "China Time-Honored Brand," like Yuebin House, grasped the opportunity and motivated the employees to compete for excellence, attempting to learn more about how and why the Chinese food cultures and American food cultures differ from one another (Tian, 2001: 129). Meanwhile, a capable and powerful professional staff team keeps growing and strengthening.

Cooking Skills and Nutritious Preservation

An ancient Chinese sage named Confucius said that diners would not be tired of eating delicate food and chefs would not be too tired to cook in a fancy way (Confucius' Disciple. about 540 BC—400 BC), which indicates that thousands of years ago, Chinese ancestors extraordinarily value high-quality food. Nowadays, all people require high quality, nutrition, and delicacy. It is well known that the production of delicate dishes lies in skillful cooks. Therefore, if a restaurant has an excellent reputation among people, the most crucial factor is that there are tidy and orderly chefs and service teams. Restaurants with skilled staff teams are always full of customers, and there are delicious dishes on every table, with the fragrance overflowing everywhere. The reason is that the meals are tasteful, the price is reasonable, and the service staff is amiable in the restaurant. Enterprises with "China Time-Honored Brand" have qualified human resources with good command over excellent cooking skills. The Yuebin House that we mentioned before has such a staff

team. There is a staff with exceptional cooking skills who conduct scientific and ordered management with thoughtful consideration and regular operations. One of the features of its business is that it pays attention to maintaining natural nutrition in the food materials — the nutrients in vegetables commonly run away in diverse ways during the cooking process.

Lanzhou Lily, a typical vegetable in Lanzhou, is also the signature dish in Yuebin House. The best Lanzhou Lily is produced in the hilly area of the Qilihe district of Lanzhou because a unique ecological environment is most suitable for Lily's growth. Mountain ranges are 2,000-2,600 meters above sea level, with ravines and gullies crisscrossed and drought. The natural environment is so adverse that it is difficult for conventional corn and wheat to grow there. However, deep soil layers on the Loess Mountains have a loose texture. The temperature varies widely between day and night; local people call it the Two Lower Orifices district, where Lanzhou Lily was made by nature. Lily is named Galic Potato Brain or Horn, which belongs to the perennial herbaceous plant in the Lily family. Its bulbs underground present a ball shape with white squamae and layer after layer of tens of tightly embraced squamae, so it got the name "hundreds of pieces synthetic." *Shen Nong's Herbal Classic*, written in ancient China during the Three Kingdoms Dynasty (220—280), which is the earliest pharmacological treatise in history existing in the world nowadays, recorded that Lily "mainly cure flatulence and cardialgia and it is good for urination, invigorating spleen-stomach and replenishing" (Wu et al., 220-266).

It is proved by modern studies that Lily is rich in protein, fat, starch, sugar, vitamin B1, vitamin B2, and vitamin C. Thus, it has high nutritional value and is a welcome tonic for keeping healthy. People in Lanzhou have a long history of eating Lily, and food made up of Lily is widely spread. Lily produced in the hills area of Qilihe district of Lanzhou city has a jade color and sweet fragrance, with little fiber and no taste of bitterness. It is not only well known in China but also around the world for its high grade. State Administration for Industry and Commerce in China has already granted Qilihe district the certification and trademark of "Lanzhou Lily." The General Administration of Quality Supervision in China would take measures to protect the original place of Lily in the long term. Lily Industrialization in Lanzhou was listed as the "Demonstration Project of Agricultural Industrialization Experimental Unit in Rural Areas." Chinese ancient people have said, "A tangerine grown in Huainan is an orange" (Liu, 6 B.C.), an objective law manifested in Lanzhou Lily in some ways.

The first floor of the "China Time-Honored Brand" enterprise, Yuebin House, is a consumer place opened to mass people, and it supplies a series of Lily cuisine, including hot fried food, sautéed lily bulbs, and celery as well as cold desserts, honey lily with other tens of dishes. They are very popular with customers. Thus, chefs have found some simple and effective ways to do this through heritage and innovation. They keep the lily properly, cut it after washing, stir-fry it on an active fire, and add a little salt and others for seasoning to diminish the nutrition loss rate of the lily, which could quickly lose vegetable vitamins in the cooking process. When customers come into Yuebin House, the first dish they would order is Lily cuisine. The reputation of Lily cuisine attracts them, and they would always leave with great satisfaction.

Benefits from Intergenerational Inheritance

Inheritance is a characteristic of delicious food. The critical factor for food to win universal praise is that it has been handed down from generation to generation. Many restaurants with "China Time-Honored Brand" have their signature dishes, with a high proportion of meals having a significant inheritance background. Yuebin House's dishes have an excellent reputation among people, which could not be done without the skills passed from generation to generation. A department manager in the first-floor canteen named Duan Xuekun got the honorary title of "China Cooking Master" and the professional title of "Special Chef." He is middle-aged, energetic, has a distinct personality, a decisive work style, and is flexible.

Dishes cooked by Mr. Duan Xuekun come in the best colors, flavors, and tastes, which are very popular with customers. The meals are tasty food, as well as Chinese art. His mother is Ms. Zhou Xinping, a senior chef at Yuebin House, and now she has retired. At work, she was an operation and management staff in Yuebin House, having a stunt of making delicious food, especially good at making pastries. She cooked some delicate and tasty cakes. Ms. Zhou Xinping has taught Mr. Duan Xuekun's professional skills, good

manners, and behavior through her actions as much as her words. Mr. Duan Xuekun does the same teaching as his mother taught him to cultivate some young persons of his apprentices. This intergenerational inheritance relationship is relatively common in China for the staff with traditional characteristics of intangible cultural heritage. Cheers could better demonstrate the characteristics of Chinese cooking during practice because of the inherited skills, and there would be more inspiration for operations and management.

There is an intergenerational flaky pastry in Yuebin House, with a golden flour wrapper on the surface and various layers inside. It is crisp, soft, nutritious, and full of taste. Its taste activates people's appetite, engenders liquid and is beneficial for the stomach. Therefore, it is the favorite food for customers who eat in the restaurant and bring it to their relatives and friends. One of the mysteries chefs pass from Ms. Zhou Xinping to Mr. Duan Xuekun and Mr. Duan Xuekun's apprentices, generation and generation, is sweetness and fragrance. These older and younger chefs choose fresh materials, put them in cool, well-ventilated places, and then cook them into delicate, flaky pastries and other food effectively and elaborately in the ways concluded from years of working experience. This way, it keeps natural nutrients within fresh materials and decreases the loss of nutrients in the cooking process. Chefs in earlier times broke the bondage of the old idea that "the church's apprentices starved the master," passing these skills to later generations without reservation. The young learn modestly from predecessors, who carry traditional Chinese cooking skills.

Employees of service working in Yuebin House discovered that it is no longer merely a way to feed the people. Still, while cooking to serve customers from various places with different requirements and tastes, they would simultaneously make customers perceive Chinese humanity and history when they enjoy the bite of food. The employees, led by Ms. Zhou, Mr. Duan and other managers, would introduce distinctive Chinese traditional knowledge of food culture to everyone who visits the restaurant with considerate service. A field survey illustrates that among all factors considered by customers eating in Yuebin House, 47.8% of customers chose "taste," which is related to traditional knowledge of food culture, so customers should obtain good experiences of vision, smell, comfort, and happiness besides taste. In the rooms full of flavor in Yuebin House, the staff serves the customers softly to make them feel at home. Customers would feel comfortable entering the restaurant, happy while eating, and joyful after leaving. All these make up a picture of happiness and warmth, which makes people cherish.

Centuries-old restaurants are the first choice for "Old brand; New fashion" in consumers' minds. The younger and older generations are based on the food industry to serve the people, which comes from Mao Zedong's thoughts (Mao,1944). They would participate in the transition of the catering industry to provide delicious food and healthy life to consumers in China and abroad.

Standardization of Healthy Food

There is a traditional Chinese concept that "Eating well could keep people healthy," which indicates laboring people's emotions of elaborative cultivation and enthusiasm towards life. In modern society, people always consider whether it is balanced for their diet and nutrition and how they can make nutritious food for themselves and their family's health. Therefore, restaurants with "China Time-Honored Brand" are more popular with various people, where people of all ages and sexes can taste the delicacies they like, and food is cooked per strict standards.

Innovative Practices in Cooking

Nothing could be accomplished without norms and standards. In "China Time-Honored Brands" restaurants across the country, customers can always see the information following the principle of serving mass people. There are pictures of typical dishes suggested and made by super chefs to settle down some food standards working criteria and proactively explore and produce green food. In these ways, it effectively guarantees the quality of green food and has significant educational functions for newcomers in the catering industry (Wang & Wang, 2016).

After people are no longer worried about how to feed themselves and when people pursue eco-friendly food, they are most concerned about what is the most nutritious and safe to eat. On December 15, 2004,

the National Standardization Administration, the National Development and Reform Commission of China, the Ministry of Agriculture in China and six other ministries and commissions jointly published *Suggestions to Strengthen Construction of Food Safety Standard System 2004* (hereafter referred to as *Suggestions*), which was to carry out an essential strategy for implementing the *Decision of the State Council on further strengthen Food Safety Work (File of State Council No.23 Of 2004)*, hereafter referred to as *Decision*, to enhance food safety work. Following the *Decision* spirit of “specifying sanitary standards related to food safety and building up food safety standard system as soon as possible,” *Suggestions* proposed to “implement *Decision* systematically and take effective measures to strengthen food safety and satisfy the people’s need” (National Standardization Administration et al., 2004). Standardized and normalized process management should be realized from the field to the table to ensure agricultural products and food safety.

For example, the quality of food raw materials, types of ingredients, components, content, and functions of food nutrition are basic standards to instruct and examine whether the food is eligible or not. Foods to be eligible should achieve the standards. According to the departments making the standards, food safety standards are divided into national, industry, regional, and enterprise standards. To strengthen standardization, the Standardization Commission of China, the National Development and Reform Commission of China, the Ministry of Agriculture in China and six other ministries as well as departments issued *Suggestions to Strengthen Standardization of Agriculture and Food Safety* on May 15, 2011, which indicated a series of suggestions related to significance, principles, and patterns of standardization development implementation in the catering industry. For example, the tenth plank demands “improve the standardization of the catering industry.” The targets are to build a harmonious society, adapt to the rapid development of the service industry, improve people’s living standards, and protect consumers’ rights. The emphases are catering to environmental hygiene requirements, catering terms, operating standards of catering enterprises, quality requirements for catering services, and providing distribution services. A focused, well-defined, and coordinated catering service standard system with basic service standards, quality standards, competency standards, information standards, environmental hygiene control standards, and consumer protection standards should be established to guarantee food safety and health, decline foodborne diseases and provide a technical safeguard for adequate protection of physical fitness.

Various foods in the catering industry cannot be adequately described in words. On the one hand, words could not describe food vividly and in detail. On the other hand, employees could not learn the working essentials with terms. Therefore, different restaurants set up standardized pictures of their dishes to demonstrate the characteristics of various foods. In Yuebin House, a “China Time-Honored Brand” restaurant in Lanzhou, employees passed on from generation to generation like Ms. Zhou and Mr. Duan and other chefs set up standardized pictures of its dishes with words and photos of super chefs. When a compelling and well-printed picture is put on the table, it tells consumers much about green, nutrition, and safety. These standardized pictures help consumers understand the forms, colors, and components of dishes and feel the glamour of green food. They can purchase green food rationally to guarantee consumers’ safety and physical health. The pictures can also help new employees intuitively attain the appearances and characteristics of dishes, learn the food quality standards in images, understand basic concepts of green food quickly, and have a command of cooking essentials. A standardized picture of the dish seems simple, but it virtually contains sincerity from super chefs to standard staves to serve the people high-quality meals.

Distribution Theory of Color, Flavor, and Taste in Chinese Cuisine

With all living things and different tastes in the world, people frequently consider whether food is balanced for their diet and nutrition and how they can make some food for their family and friends. Employees in China’s time-honored restaurants diligently think and actively explore this aspect to provide the best customer service. On the one hand, super chefs in Yuebin House accumulated rich experience in practice. On the other hand, they gradually refined a distribution theory of color, flavor, and taste based on advanced Chinese culture, which reflected the new idea of making the past serve the present. It is divided into two parts, Miraculous Pivot and Plain Questions, which is well known worldwide for containing extensive knowledge. From the Spring and Autumn Period (770 B.C.—476 B.C.) to the Qin and Han dynasties (221 B.C.—220 A.D.), some wise redacted and published the medical classics of *Huangdi’s Inner Classic* in the name of the Yellow Emperor.

Huangdi's Inner Classic (Chinese pronunciation: *huáng dì nèi jīng*) concluded food experience from ancient Chinese people and abstractly made scientific and systematic knowledge indicated that cereals help to keep healthy; fruits are for the benefit, and vegetables could be a supplement. When their odors are coordinated, people eat them. It suits people's spirit and breath (Miao and Zhang edited, 2013). The smell of food has the durable power to drive people to eat, and it can be divided into faint scents, aromas, and intense fragrances. A saying goes that when cereals, fruits, and meat are mixed, they retain nutrients to keep people healthy and active and are delicious and tempting to people after being heated and cooked. Duan family's configurative cuisine theory of color, flavor, and taste extended and developed Chinese culture, emphasized distribution when cooking dishes, and paid attention to retaining nutrition. In his opinion, ensuring the bright "color" is the first step when cooking because color primarily influences people's appetite and psychology. Beautiful and bright colors make people excited and stimulate their appetite. On the other hand, the most beautiful color for a dish is the natural color, so green food should retain its green color to achieve the best pleasing effect.

All these fragrances should achieve a pure flavor and shades of affordable smell. With exquisite fragrance all around, it not only increases or decreases the taste of dishes to make them less fishy and greasy, but it also changes or improves the first flavor of recipes, which could make them better to enjoy. "Taste" means that a specific taste for every meal should be retained, and a peculiar smell should be eliminated using usual condiments to make the dish delicious, which enhances digestibility and absorptivity. "Shape" means that more attention should be paid to the modeling of the meal because elegant modeling could promote the level of flour, which could add more fun when tasted by people and give them aesthetic pleasure. Yuebin House's staff, including super chefs and managers, thought that the restaurant should display knowledge of food culture roundly, introduce more green and healthy food and turn the restaurant into the window of Chinese culture to make customers in China and abroad enjoy happiness of harmonious society and allow foreign visitors to observe and experience by themselves, for anthropological methods are truly effective and reliable (Tian et al., 2015: 226).

Standardization Pulls Up the Consumption Curve

The honesty and self-discipline displayed by catering enterprises with "China Time-Honored Brands" mean that quality is the standard enterprises depend on, and standardization is an effective way to guarantee quality. To serve delicious dishes, the first thing to be concerned about is quality, and the most important is health, with dedicated service. All this is the consistent goal for restaurants and is the standard for restaurant staff service to customers. We can learn from popular restaurants that cooking operations should follow standardization principles, and restaurants should deliver genuine, aromatic, and delicious dishes to customers, which is conscientiousness and a basis for the survival of enterprises. Otherwise, any enterprise could not develop further or grow more robust. Yuebin House's employees deeply understand that they operate strictly according to scientific standards and try to show the natural color of dishes to integrate environmentalism and nutrition. "Beijing Roast Duck," a specialty from Yuebin House, is a popular dish with customers. There has been a long history of cooking ducks, so ancient Chinese people are fond of this dish. *Compendium of Materia Medical* (Chinese pronunciation: *běn cǎo gāng mù*) (1596), officially published during the Ming Dynasty (1368—1644), a work of Chinese herbalism written by Li Shizhen (1518—1593), was one of the most exceptional Chinese physicians, polymaths, scientists, herbalists and acupuncturists in history.

Guide to Live and Diet is a famous book of nutritional supplements illustrating 331 kinds of food, which was finished in the Qing Xianfeng Eleventh Year (1861). As recorded in the *Compendium of Materia Medical*, duck mainly cures consumptive disease. It is the best way for people to remove heat toxicity, is beneficial for diuresis and viscera, and is proper for eliminating swelling, vanishing furuncles, and stabilizing epilepsy (Li, 1578). This book also indicates that ducks are beneficial to people's internal organs. It can decrease consumptive disease, enhance blood circulation, and have health care for the stomach (Wang, 1861). Modern scientific experiments show that duck contains more vitamins B and E than other meat, which could effectively prevent beriberi, neuritis, and inflammation with resistance to aging. Yuebin House made a delicacy called "Beijing Roast Duck" using the traditional remedy, and super chefs maintained a strict roast

standard, making it taste delicious. Other dishes in the restaurant are also delicate signature dishes, elaborately made by the scientific, ingenious, and unique combination of various food materials. They are a perfect combination of color, aroma, and taste, displaying miracles and elaboration, demonstrating the glamour of Chinese culinary art.

Green and nutritious food can increase income for the catering industry. Because of high-quality service, customers in the restaurant have a firm willingness to consume. Random searches of Yuebin House show that most customers say they do not consider the promotion activity factor, which is very popular nowadays when they come to Yuebin House to eat. As illustrated by classic statistics, 85% of customers like Yuebin House's dishes, so they order lots of food without consideration of price. 68% of customers say they usually eat in the restaurant or take out at the appropriate time. There are only 15% of customers said that they spend less in Yuebin House than in other restaurants because they want to save expenses (Author's note: in the social research conducted during 2010—2011, we did field research in Yuebin House, where we mainly enquired customers in-crowd, at the door of the restaurant and the table). When we used the two-dimensional economic plan to illustrate what we got in the random research, it was found that both curves of consumption and turnover climbed up from left to right in the program. The continuously growing curves show a positive correlation between consumption amount and quality of dishes. More customers and more consumption would be there with a wider variety of meals and better service. Otherwise, the consumption amount would decline.

Chinese Food Keeps One's Health

In modern China, with highly developed real life, food functions have changed from feeding people well to providing them with a healthy diet and green food. People are required not only to taste good but also to benefit their physical health. People attach immense importance to keeping healthy in the new time with a novel life. Nowadays, Chinese traditional healthcare food, imperial food, and herbal cuisine restaurants gradually appear in cities around China, and they are popular among citizens. The theory of Chinese traditional medicine emphasizes that food and medicine are homologies. Eating in restaurants is not eating and drinking too much but supplementing stamina. To conduct standardization for the catering industry is to achieve the best effect of health care.

Healthcare Implication of Food

Food's fundamental role and function should be health care and fitness first, and then it satisfies the need for enjoyment. There is a traditional concept of "dietetic life-nourishing" in Chinese culture, which indicates that Chinese people elaborate cultivation and love to live. *Huangdi's Inner Classic*, published more than 2,300 years ago, is one of the most important classics of traditional Chinese medicine (TCM). "Plain Questions-Five Political Theories" of *Huangdi's Inner Classic* put forward the idea of "dietetic life-nourishing" for the first time. It says that eating cereals, meat, fruits, and vegetables could help people remove diseases; it systematically discusses dietetic life-nourishing and dietary therapy, emphasizing that people should eat abstemiously as "five tastes reconcile." It also indicates that violating compatibility and diet incompatibility would harm people's health.

Though there were continuous wars after the Qin Dynasty (221 B.C.—207 B.C.), dietetic life-nourishing and dietetic therapy theories were passed through the generations without interruption. Still, content and form need to be improved and updated. For example, poisonous and harmful food could not circulate, and people who broke the law would be punished. According to the *Codes of Tang Criminal Criterion* was issued in 653 during the Tang Dynasty (618—907), once food goes wrong, it is harmful to people's health, so the food should be incinerated right away, or owners of food would suffer ninety strokes of a rod. If the unhealthy food is not destroyed and sent to others to sell so that someone becomes ill, the food owner would be sentenced to one year of imprisonment (Qian, 2007). The famous Chinese book *Compendium of Materia Medical* records thousands of medicines. There are more than 200 types of food with a healthcare nature and hundreds of dietetic therapy prescriptions (Gao, 2009).

In recent years, "China Time-Honored Brand" restaurants launched a series of healthcare food to develop

and expand the Chinese historical and characteristic food tradition. This kind of food should be green food firstly, without pollution, to meet the current needs of people towards nature. At the same time, this food should be enriched with nutrients, which could nourish people and positively influence people's physical health. There are some nourishing dishes in Yuebin House, some of which are expensive healthcare food and are seen in luxury banquets. However, this restaurant pays more attention to service for mass people. Ordinary people can afford these food materials. For instance, their dishes are always served with black fungus, which is popular among customers. Black fungus is a nutritious edible mushroom known as a famous and precious dish. People in China are never tired of eating it, but it is never expensive. Black fungus has an excellent reputation as an "element of the meat," it is known worldwide as the "Black Treasure of Chinese Dish," so it is a traditional healthcare food and export commodity in China. Foreign customers in the restaurant are in favor of this side dish. This long-lasting business purpose meets the requirements of most customers.

Operation Analysis of Super Chefs' Healthcare Dishes

The life-nourishing diet has thousands of years of history in China. There are thousands of life-nourishing food materials, with thousands of meals launched and hundreds of cuisine styles. There could be diet nourishing every day, but it isn't easy to achieve the high-level effect of diet feeding. Ancient Chinese people had a profound discussion about this. *Huangdi's Inner Classic* used "five things" to conclude various healthcare food and dishes, which refers to different "five bowls of cereal," "five fruits," "five vegetables," "five livestock," and so on. Appropriate-fitting foods can provide nutrition, activate people, and tune up their blood.

On the other hand, the *Miraculous Pivot—the Sixty-Third of Five Flavors Theory* emphasizes that "when people take in different five tastes of food, they penetrate in various parts of the human body and they would cause different diseases," which reminds people not to overeat to prevent diseases. It clearly warns that "salt is harmful to people's blood, and if people overeat salt, it will make them thirsty." Both modern scientific experiments and medical practices prove that too salty food causes blood vessels, atherosclerosis and high blood pressure for people, aggravates heart burden and even leads to heart failure. Therefore, cooking life-nourishing dishes with rational food matches and appropriate seasoning will maintain food's natural, delicious, and nutritional characteristics, which requires a high level of techniques.

National super chef Mr. Duan Xuekun and his colleagues played an essential role in the booming business of Yuebin House. They have dedicated themselves to cooking for years and love their work. They are good at observation and consideration. They thought most about how to develop an excellent and profound knowledge of Chinese food culture, provide customers with food of better quality and better taste, meet the specific needs of young customers, and launch popular and fashionable cuisine. They practice and continuously explore to create a practical restaurant management model, which could be summarized as "Three Emphases: Brand, Service, and Technique" (Wang & Tian, 2012). These super chefs instruct the cooks to cook dishes and understand consumer psychology deeply, using well-selected materials and a balanced diet to achieve standardized operations and techniques. Yuebin House's meals they prepared have unique tastes and are delicious and soft with an attractive smell. Customers feel at home with enthusiastic service. They satisfy customers in flavor and benefit customers' physical health. Young people enhance their physical condition, and older people strengthen their metabolism and prolong life.

Delicacies Are Widely Spread Around the World

Customers recognize standardized cooking operations, life-nourishing food materials, and hospitality in service. No matter the dominant form or invisible form of characteristics for the work, they strongly reflect the soft power of "China's Time-Honored Brand." This power is sustainable and worthy of development.

Soft Power Competition in the Catering Industry

Knowledge of Chinese food culture has a long history, resulting from thousands of years of Chinese cooking and is an essential part of Chinese culture. The ancient Chinese Zhou Dynasty is a critical historical

development transition period in the overall formation of Chinese culture. The dynasty mainly existed from 1046 B.C.—249 B.C., whose system of enfeoffment, patriarchy, and operation of rites and music significantly influenced later generations. *The Rites of Zhou* (Chinese pronunciation: zhōu lǐ) is a Confucian classic. *The Rites of Zhou – Royal Finance Chancellor* has recorded that “dieticians control food, drink, meals, dishes, sauce and dainties of the King.”

Meanwhile, there were detailed regulations of activities while eating, such as “music,” “preparation for the fete,” or “fete.” In the Zhou Dynasty, the chancellor was the master of the imperial palace. He oversaw the emperor’s family’s finances and officers working on secret palace affairs, so he was named “Officer of the Heaven.” The Chinese classic *Confucian Analects – Xian Wen* indicates that “when the King is dead, hundreds of officers in the central palace should perform their functions as usual and follow the minister for three years.” There is no doubt that the upper class in the Zhou Dynasty enjoyed delicious food (Wang, 2010) and established a food medical institution with the expectation of prolonging life. They even adopted eating to administrate society, making a specific system long-lasting for thousands of years. Knowledge of Chinese food culture was handed down from age to age for thousands of years. Enjoying food is no longer ordinary in daily life; it is an inclusive social and cultural institution closely related to business operations, economic intercourse, and national culture.

There is intense competition among various restaurants in the Chinese catering industry: green food, life-nourishing food, national food, and different cuisines display distinct characteristics and styles. Based on the superb skills passed from age to age over hundreds of years, the central staff in Yuebin House combines their daily diet carefully with knowledge of Chinese food culture, learning from others and innovating by themselves. Depending on regional styles and tastes, they launch copious, delicious, and characteristic cuisine, which adds many new dishes that emit a full-bodied breath of the native and have essence from other kitchens. The menu of Yuebin House changes as the season changes, and it has distinct environmental features. Food in winter has a strong taste, while in summer, it is light. Most food is simmered or braised in winter, while most is cold and made into a salad. The features of some dishes are that they are mellow, fresh, and pure, with characteristics of imperial palace cuisine.

Some dishes emit a full-bodied breath of the native, spicy, and variegated. Some recipes use living materials to make fresh, soft and light soups. Some other methods are innovative to have beautiful colors. From an academic cooking perspective, these different dishes can be sorted into the “Eight Cuisines,” such as Lu Cuisines, Chuan Cuisines, Yue Cuisines, Min Cuisines, Su Cuisines, etc., in China. Lu Cuisines are the cooked dishes representing the local flavor of Shandong Province, eastern China. Chuan Cuisine is the cooked dishes that show the regional character of Sichuan Province, southwestern China. They have abundant connotations. Thus, some customers use personification to describe dishes in the restaurant, and some food tastes strong, like simple and stout men in Northern China. In contrast, some light-tasting and delicate foods are like beauties in Southern China, with hot, spicy, and vinegar foods like those of a skillful celebrity. Yuebin House, a small restaurant, makes daily food for customers, contains different environmental features of various parts of great China, and has inherited and developed various Chinese national traditions for thousands of years, integrating the micro-entrepreneur and the firm with the broader political economy of Chinese society (Tian et al., 2018: 61).

Efficiency Analysis in China and Abroad

With a farewell to the traditional idea of “eating at home for three meals,” restaurants have become a place with increasing personal consumption faced by households. Philip J. Romano, the famous entrepreneur in the American catering industry, said, “When customers are entering my restaurants, they could not help themselves saying ‘WOW!’. They would be surprised at what they see first, then amazed by the food. Otherwise, they would not come back. My restaurant and cuisine should make customers smile and be surprised!” (Romano, 1996). Therefore, if a restaurant has its characteristic kitchen, it is food and a carrier of history and culture. Some cuisines with a history of centuries that have been cooked elaborately by national chefs in Yuebin House are fresh and delicious and have a widespread good reputation. They have become competitive products, a concentration of Chinese geographical features and historical and national

traditions, with a high commercial level and processing of Chinese cultural characteristics. This restaurant has active national traits, and it has been examined and decided by government agencies to be the restaurant that entertains foreign customers. When international customers see dishes in Yuebin House, they would exclaim, “Wow, that’s so beautiful!” The food’s styles, colors, and smells are attractive and regarded as artworks. Customers from abroad take photos without a break and enjoy the delicious food. More customers than ever thank the sincere Ms. Zhou, Mr. Duan, and the worthy employees. Their excellent cooking skills and enthusiastic service attitude show the Chinese nation’s spirit of inheritance of special privileges system and the traditions of the aristocracy (Tian et al., 2018:11). A crowd of customers enjoy the beautiful, tasty, fresh food and experience the glamour of Chinese cuisine. Yuebin House’s turnover keeps climbing continuously, achieving the best economic and social efficiency.

Humanity Management and Catering Development

The success of an enterprise largely depends on organization management. Management could not only improve performance but also cultivate outstanding employees. A China Time-Honored restaurant is a model of excellent management. The fresh and delicious dishes restaurants provide display ecological vitality, and the warm and thoughtful service shows the glamour of harmony. Meanwhile, many outstanding young people in the industry can be trained. People create everything in this world. Improving employees’ awareness and giving them spiritual care is the foundation of an enterprise’s success.

A Cultivation Path Directly to Mind

Chinese governing strategy and management policy in the catering industry are both people-oriented. In contemporary China, where the market economy has been established, most of the time, we see in business operations that selling products is not as good as service of sale. Business management is not as good as humanitarian management. Only attentive people can realize who is more critical in an incredibly crowded city. Even a hug is not sincere enough; the one will be driven to the precipice by competition.

Further, only by cultivating and educating the employees in the catering industry can an excellent service be made available (China Employment Training Technical Guidance Center, 2010). The enterprises cultivate and inform employees to improve people’s awareness, enhance people’s skills, and manage people well. As for the Chinese food cultural values reflected in a particular food service, it depends on the server (Tian & Tian, 2011: 60).

Meanwhile, it also aims to make people abandon those stale ideas, learn knowledge, and create a sense of public service. For this purpose, the most critical path is to open people’s psychological windows. The transformation of mental states and flashing thoughts will lead to knowledge convergence. Yuebin House usually recruits numerous new employees every two to three years, aggravating cultivating new young staff. Training the news crews, especially for the essential personnel, conducts the traditional model of one master working with one apprentice to have a better understanding of their service organizational cultures and their ethnic food culture as well (Tian & Wang, 2010: 69).

Sigmund Freud (1856-1939) was the world-famous founder of psychoanalysis school. Sigmund Freud’s theory of personality structure has always been a social idea that the academic community and the social elites attach significant importance to research. He thought that the spiritual driving force that affects people’s actions is made up of three parts, such as “Id,” “Ego,” and “Super-ego.” “Id” is an instinctive oneself, “Ego” is oneself who faces reality, and “Super-ego” is oneself who is moralized (Freud, 2011). One-to-one training seems to be strict. However, apprentices seem to be obedient in a disadvantaged position, and they often feel injustice. There are always conflicts between the minds and actions of two “selves” because of the fierce competition in the catering market. Masters usually take responsibility for expanding the business and improving profits.

They are very stressed that they will supervise their apprentices to learn well; meanwhile, they also profoundly feel the harshness of business competition and the difficulty of enterprise survival from daily learning and working (Wang & Tian, 2012). They understand the true meaning of the proverb “spare the

rod and spoil the child,” which is passed on by the craftsmen from generation to generation. The “Ego” of apprentices gradually knows the benefit of following a strict master worker, and the “Ego” of master workers also improves the teaching methods in many aspects. As the results of teaching and learning get better and better, the interaction between them in life becomes more and more profound. When there is a figure of warmth between the masters and their apprentices, then the “Super-ego” becomes the mainstream of consciousness and behavior.

Apprentices feel grateful to their masters; their masters appreciate them simultaneously. They understand and support each other, and the restaurant’s business improves. At Yuebin House, a “China Time-Honored Brand,” the staff rewarded as the national level chef must learn cooking skills from the master workers in the initial period. The effect and glamour of this traditional Chinese teaching and learning method cannot be replaced so far. The great masters who take responsibility for cooking use the scientific concept of development to instruct, inherit, and sublime traditional teaching and learning methods. Therefore, the service staff has made rapid progress in professional skills learning. They summarized a series of training approaches with practices based on actual business operations in the catering industry, according to the objective regulation of hotel and catering service management, which is used to improve employees’ skills (Yang, 2010).

Flexible Reward and Punishment System

The scientific management system is necessary for catering enterprises to support and guarantee their success from the beginning to the end. Many young employees working in Yuebin House come from the countryside; they have an unforgettable memory of the blue sky, clear water, green hills, and fragrant grain in their hometown. These young people actively resist fake commodities and severely contaminated food from the bottom of their hearts; and readily accept training in green food (Wang & Tian, 2012). Therefore, according to the practice, Yuebin House creates a flexible reward and punishment system to reward diligence and punish laziness, inspiring young people to preserve environmental protection awareness. It has excellent effects to pay those employees who consciously apply their environment-friendly mentality to work at a suitable time. Young people will compete for progress with full of vitality and enthusiasm.

Some staff are always blundering after they are engaged in business work and the fantasy of sudden wealth. For this kind of extreme fantasy, the manager of Yuebin House thinks that this phenomenon is caused by the blundering atmosphere in society, which should be treated objectively. On the other hand, this awareness should be amended gradually, and it is impossible to be wiped out suddenly. Young people are dreamy. To deny some concepts is the same as eliminating their dream of life. However, many facts show that some innovation comes from thoughts. The master-worker educates a newly entered apprentice to do his job well. The “Id” of the master worker cannot be the same as the “the other” of an apprentice. The “Id” of someone is not necessarily equal to others because the existence of ‘the other’ is a kind of social objectivity. Facing objectivity, an “Id” wants to replace “the other.” On the contrary, it goes against the rule of natural evolution. It should combine inclusiveness with encouragement and strictness with caring when implementing management education for the staff, which achieves superior results.

Sustainable Development of Knowledge of Chinese Food Culture

Ancient Chinese *The Book of Rites*, published in the West-Han Dynasty (202 B.C.—8 A.D.), is a vital data compilation of Confucianism. *The Book of Rites* said that a man’s life could not live without food. For food, men, and women, the former is a life issue; the latter is a sexual issue (Zhu & Lin, 2011). The concept of development supported by a politician is that food has been the paramount necessity of the people since ancient times in China. In China, the diet started by merely satisfying people’s needs for food; then, it developed into a knowledge of food culture and became an essential branch of the Chinese cultural system, which needs further rescue and excavation (Tian et al., 2023: 137). Any feudal dynasty regime that set up this national policy will flourish and invigorate; otherwise, it will be destroyed.

Since 1978, with more than 30 years of reforming and opening, the Chinese economy has continuously developed, which solved a severe substance problem in China. At the beginning of new China, increasing

grain production and guaranteeing food supply are the top priorities for the central government. Civilians who endured hunger in the old high society started to enter the restaurants and eat the steamed bread, rice, and fried meat they never dreamed of. As restaurants in the streets increase, like a snowball growing stronger and stronger without stopping, the catering service industry gradually grows into large-scale production, becoming essential in the tertiary sector in modern China.

Since the second decade of the 21st century, expanding domestic consumption and advancing modernization have become a new development strategy for China. At the same time, China has implemented a series of preferential policies on financial support, commercial loans, business tax, and so on. Individuals and groups develop catering restaurants to satisfy the requirements of people in society. Moreover, ordinary people can widely enjoy the worldly success of the reform and opening policy. The citizens in urban areas or villages in the countryside become more productive. The catering industry is faced with an unprecedented opportunity to develop under this favorable economic condition (Wang, Tian, & Ma, 2018). Various restaurants are set up. Green health food, regional snacks, and overseas dishes appear on the table, attracting customers and increasing profits for enterprises.

Knowledge of Chinese food culture is domestically widespread but is also highly recognized by people abroad. Foreigners are fond of tasting Chinese food, and Chinese restaurants can be seen worldwide. In Washington, New York, Philadelphia, Boston, San Francisco, Atlanta, Chicago, and many other famous cities in America, people can see Chinese restaurants everywhere. More than 4000 restaurants and shops sell Chinese food only in New York. There are always vacant seats in typical American restaurants, but Chinese restaurants are still full of customers, so people need to queue up. Chinese food is so popular with people. As of 2015, the United States had 46,700 Chinese restaurants (Passy, 2015). What American people think in common is that it is a pleasure to enjoy Chinese food and a way to perceive great and profound Chinese food by having fresh, tasty dishes on the table in a pleasing environment. Meanwhile, adapting Chinese cooking techniques to local produce and tastes has led to the development of American Chinese cuisine.

People would not stop pursuing affluence and civilization. People have a stronger desire for green, delicious, and healthy food. People are jointly enjoying the wealth and happiness of the reform and opening policy. The deepening reform promotes the sustainable development of the national economy. Low-carbon, environmental, and tasteful food will never be out of date. A happy life is coming.

Conclusion

Food is necessary for humans to be alive. All human activities are based on acquiring enough food and other staff for survival. Throughout history, the Chinese people created a culture in their daily diet which is long-standing and well-established. In modern China, green food is the primary industry that guarantees people's livelihood and is a pillar of the national economy. This paper states that a pleasant environment plays a vital role in producing green food whose demand exceeds supply in the market. The Chinese government has implemented a green food industry policy, certification, and other "China Time-Honored Brand measures." They guarantee food safety and food requirements.

Additionally, this paper illustrates the inheritance of knowledge of Chinese food culture in detail in a China Time-Honored restaurant and the standardization of food and its life-nourishing function. It discusses how "China Time-Honored Brand" restaurants responded to global financial risks in recent years and developed a spirit of harmony in knowledge of Chinese food culture. It emphasizes psychological communication to staff management in the catering industry, indicating its sustainable function in Chinese food development.

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