

**Hist 104, Lectures 06-07:  
Sweetness & Wealth & Power: Sugar and the Atlantic Slave Trade**

“I do not know if coffee and sugar are essential to the happiness of Europe, but I know well that these two products have accounted for the unhappiness of two great regions of the world: America has been depopulated so as to have land on which to plant them; Africa has been depopulated so as to have the people to cultivate them.”

— J.H. Bernardin de Saint Pierre (1773)

**0. Keywords**

Kongo, hogshead, diaspora, Middle Passage, mercantilism, triangular trade, *asiento*

**1. Contexts & Catalysts for Atlantic Slave Trade**

- a. Immediate precedents; the case of Kongo
- b. Political and technological dimensions
- c. Europe's sweet tooth: the role of consumption

**2. The Economic Logic of an Immoral Trade**

- a. Why in America and not in Africa?
- b. Parts to an Answer
- c. The Heart of the Answer

**3. Shift from Old to New World Sugar Production**

- a. Spanish & Portuguese initiatives
  - Canary Islands, Madeira, São Tomé in 15<sup>th</sup> c.; Brazil in the 16<sup>th</sup>
- b. French & (esp.) English systemization (w/ Dutch tech support & investment)
  - Martinique, Haiti; Barbados (1627), Antigua (1632), Jamaica (1655), etc.

**4. Sugar Rush: The Plantation System in World Historical Context**

- a. Model mercantilism
- b. Producing consumption, consuming production
- c. The plantation phenomenon as (agro-)industrial revolution?

**5. Anatomy of a Sugar Plantation**

- a. The land
- b. The structures
- c. The labor

**6. The Winners and Losers**