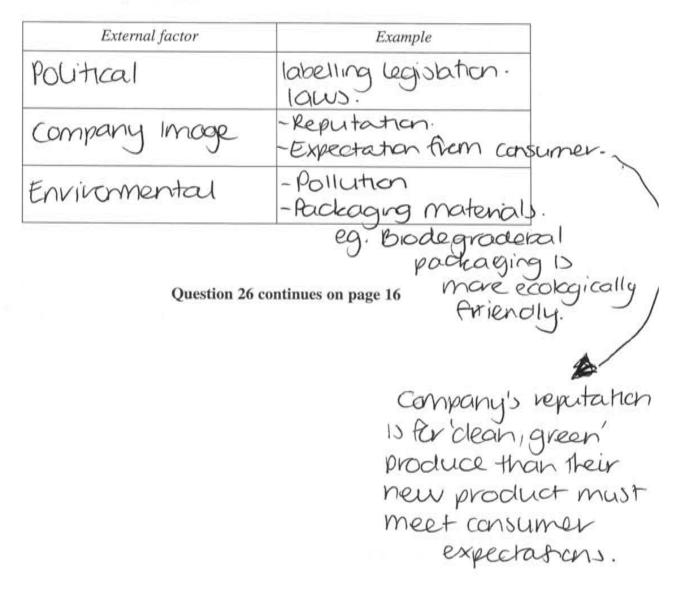
Question 26 (9 marks)

 (a) Identify THREE external factors that affect food product development, and give 3 a relevant example for each.



Question 26 (continued)

How does the food industry adjust its pricing structures in response to changes 6 (b) in the economy? in the food industry Businesses and Organisations develop pricing strategies that will benefit their company and give them the market edge over competitors, especially averseau competitors. Pricing strategies such as selective, and psychological strategies to can be utilized to nareaue The verenue of the organisations product. The Awarahan Food Industry ara whole is also nothered by the Australian economy in area such as taxation, Fluchiation and the arailability of produce which in

turn increases the price of products. The Australian dollar is influenced by overseas influences and markets either increasing and a decreasing the value of Australian products.

Taxation on food such as the 'Carbon Tax' and 'teltanifs' also add to the cost of ingredients in Australian produce. and air export market.

Farms produce is affected by the economy which in turn affects the Australian Food modulity. If farmens do not create enough verenue from their -16- product (controlled by Aus) @ Board of Studies NSW 2011 Them Formers dollar)