

Examination

..... <i>Food Technology</i> ..... .....
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Section	Part	Question Number
IV		29

Date

..... <i>Thurs. 10/11/2011</i> .....
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Number of booklets  
used for this question

..... <i>1</i> .....
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**Instructions**

- Write your Centre Number and Student Number at the top of this page.
- In the boxes provided write the name and date of this examination, and the number(s) of the question(s) attempted in this booklet.
- If you have not attempted the question, you must still hand in the Writing Booklet, with the words 'NOT ATTEMPTED' written clearly on the front cover.
- Write using black or blue pen. (Black pen is recommended.)
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Start here.

Food manufacturers and food developers have responded to many societal changes over the last fifty years by releasing more food products that would address these changes. These changes include busier lifestyles, less time to prepare home-meal foods, take-away food retail stores have increased and people have become more aware of health and diet-related issues. As we more health conscious, resulted in an increase of demand of healthier products.

Busier lifestyles is ~~the first~~<sup>a</sup> social change in Australia. People tend to have less time to prepare nutritious and healthy home-meal foods for themselves and their families. Food manufacturers and developers have responded to ~~the~~ this change by producing more convenience foods such as microwavable ~~meals~~<sup>hot</sup> meals. Food industries have also released a variety of microwavable food eg Chinese food and Italian food. At ~~in~~<sup>in</sup> today society ~~many~~<sup>many</sup> people know about the dangers of microwavable ~~meals~~ meals and the loss of nutrients in these products. Therefore, manufacturers have added nutrients to ~~the~~<sup>microwavable</sup> ~~meals~~<sup>meals</sup> to replace the nutrients that have ~~been~~ been lost during the processing. Manufacturers have also released many single-served portions for consumers who need quick-and-easy-to-prepare meals for their next breaks at work.

Another societal change ~~is the~~ is the increase of take-away and fast food stores in Australia. Many consumers have demanded for more healthier and nutritious products.

Food manufacturers and food developers of multi-national companies eg. McDonalds has provided a less fatty content products at their stores. Salads and apple-bags for children have been sold to consumers who are health conscious & more aware of the health & diet related diseases when consuming large amounts of fast-food takeaways.

Another societal change in the country is many are becoming aware of the health & diet related issues, resulting in an increasing demand for more nutritious, fresh and healthy products. Food manufacturer and food developer for the company Kellogg's released a new product called Be-Natural muesli bars which contains nuts, fruits and honey that meets a ~~few~~ <sup>more</sup> healthier snack than packet of chips. Many ~~parents~~ <sup>consumers</sup> also tend to buy cheaper products at a low price but at a good and acceptable quality. Therefore, manufacturers tend to change the pricing structures of their products for consumer acceptance.

Another societal change in the country is the increasing concern of many people on the environment. Food manufacturers respond to this change by producing products with less packaging materials and using biodegradable materials. Cardboard, plastic and metal has been reduced to ~~the fact~~ that will be able to meet its purpose, to protect the content from moisture, bacteria, pests & vermin, longer shelf-life and much more.

In conclusion, food manufacturers & food developers have responded to many societal

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changes in the country to maintain market share in stores,  
consumer acceptance and to attract more consumers in  
purchasing their products.

You may ask for an extra Writing Booklet if you need more space.

