

Examination

Food Technology: 15 marker
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Section	Part	Question Number
IV	1/2	29

Date

10/11/11
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Number of booklets used for this question	2
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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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As our population has changed over the past 50 years due to the increase of technology for example, we now have an aging population after the baby boom, our lifestyle has changed making it more sedentary and fast paced, our household structure is more transient due to changed lifestyle and due to the increase of dietary related disorders ~~like~~, like obesity, we have now become increasingly more health conscious and aware. Because of these various population changes, consumer trends have impacted on new food product development to make the demands of our population through the creation of new products as well as food manufacturers introducing new packaging and processing methods to effectively match the wants and needs of the consumers.

Due to the baby boomer generation, Australia now faces an aging population. This population requires food that is easy to digest, chewable, high in fibre and energy as well as low in fat (especially saturated fat), sugar and salt to maintain optimum health standards. Food manufacturers have responded to this trend through the addition of 'easy twist and pull' ring lids that make can opening easy and requiring limited strength. Also the addition of single serve meals as many older people live alone and therefore this provides ~~convenient~~ convenient packaging for them to heat up or quick cook a meal for themselves without added wastes. Food product developers have responded to this societal change as they have introduced ~~deep~~ fibre enriched breads and high calcium milk like Dairy Farmers Heart Active milk.



~~Answer~~ Due to increase in jobs and business hours as women over the past 50 years have added significantly to the workforce, Australians now live busy and ~~fast~~ fast paced lives. This has led to new products being developed to allow on-the-go consumers to receive easy and nutritional products without the task of preparing and cooking whole meals, which is time wasting. The introduction of 'up and go' by Sanitarium allows on-the-go breakfast, ~~or~~ reheatable ~~meals~~ meals in 90 seconds are now on the market like Heinz Soups that also are in disposable bowls and contain a folk meaning food manufacturers have recognised this change and responded appropriately. This lack of 'time' also has led to a decrease in cooking skills in families leading to new products like McCain microwarable TV dinners that food manufacturers have packaged to withstand heat through PVC rigid plastic, and also in a variety of flavours like 'Roast Lamb' and ~~heat~~ Roast Chicken with gravy. These TV meals are not only responding to lifestyle changes but also changes in household structures. Families are now dual income as ^{most} ~~all~~ parents now ~~work~~ both work, and a current trend is of families eating at different times and having different choices due to ~~to~~ constant activities like soccer training, ~~or~~ casual work etc.

This constant lifestyle and family changes have led to an increase in not only microwarable meals like pizza pockets but also an increase in fast food consumption as 1 in 4 family meals are now consumed out of home. Food product developers have

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responded to this, especially in the food service and catering sector by introducing family friendly takeaways, for example 'McDonalds Dinner Boxes' an innovation by food manufacturers in packaging to provide a whole family meal in one handled box. Also due to exposure to different cultural foods due to Australia's fast multiculturalism how in food courts, food manufacturers and product developers have introduced new cultural foods for families to heat and try at home, eg butter chicken sauce in a can, or Mexican tortilla packs.

The largest extent to which food manufacturers and food product developers have responded to a societal change is in the consumer trend of healthy food options. Due to the increase in ~~food~~ dietary related disorders like obesity and hypertension (40% Australians have symptoms) and Australia being the fattest nation worldwide per capita, consumers are now more aware of their diet choices and how this affects their overall health in the future. Because of this food product developers have introduced functional foods, foods that are altered to provide additional nutritional benefits. These health helpful functional foods add vital nutrients to consumer foods to improve their overall health, for example 'fibre enriched bread', 'calcium added milk' and 'omega3 enriched margarine'. Other products have also had alterations and line extensions added to provide consumers with a healthier option.

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This includes low fat milk or skim milk, low fat yoghurt, sugar free loaves and multiple more across the food processing and manufacturing sector. Further health improving product developments now being manufactured include ~~these~~ products which target diet-related disorders which curative or preventative properties. An example of these products is 'Dairy Farmers' Heart Active milk which is proven to lower your cholesterol by up to 15% in 2 weeks. New processing is also used to make foods healthier including the restriction of fat use in food products and switching from olive oil to vegetable oil in fried products. An extent to how the health craze is available to consumers ~~is~~ is in the food retail industry where McDonalds has reduced the use of sodium in their crispy chicken by 70% allowing it to gain the heart ~~for~~ foundation tick of approval.

Not only is the health of the consumer a societal change but also the concern of the health of the environment has lead to changes in food manufacturers for a more 'clean and green' image. Examples of these response by food manufactures include organic farming, bio degradable packaging like corn starch trays, and restriction of water and energy use by new methods like ~~star~~ LED lighting in factories.

Overall food manufacturers and food product developers have responded to societal changes in a large extent as every change, like health or lifestyle changes, has

been responded to in both new products as well as a change in packaging and processing.

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