

Examination

Food Technology
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Section	Part	Question Number
1V		29

Date

20/11/11
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Number of booklets  
used for this question

1/1
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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.
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Start here.

Q29:

Over the last fifty years Australia's population has changed considerably. In response to ~~these~~ societal changes, food manufacturers and food product developers have also climatised and adapted. Society has changed in such ways as there is more consumer awareness of health and diet-related diseases, single parent families are evolving, larger families are more equipped, longer working hours have been put in place, and longer life expectancies and newly developed technologies have increased.

Therefore, the population are looking for such qualities as convenience, health and products well suited to family structure, and the food manufacturers and food product developers have been taking it in their stride to take advantage of these changing populations in Australia.

When it comes to convenience, single parents Mothers/cooks of large families and hard workers are looking for nothing more than instant meals, Home Meal replacements

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single servings / dinners for single people who live independently etc. ~~Companies~~ <sup>Australian</sup> companies such as McCain are making it possible for consumers to have single portions of frozen vegetables that are steamed/microwaved, that way they can measure out meals without wastage of food products.

For older individuals, health is becoming a more important factor in lifestyle and diet choices, and in response to the prevalence of diet-related disorders such as heart failure the Government has put forward the "Heart Foundation Tick of Approval" logo strategy. Manufacturers pay the Government in order to adopt this logo on their brand after it has been assessed for its nutrient content. The elderly community in Australia ~~is~~ <sup>are</sup> most likely to purchase these products as the outbreak of heart disease is becoming more common.

In terms of growing families and the younger populations, since they are more technologically

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Knowledgeable and equipped and are therefore more interested in innovative foods that serve more of a novelty factor than a nutritious one. Food product developers and food manufacturers research into the trends of these populations, and whether there are already pre-existing food products that are popular. If so, manufacturers/developers acknowledge these products and produce one similar to its function/taste these are identified in the industry as 'me too' products, for instance Nestle' produced the chocolate powder 'Milo<sup>®</sup>', however Nesquik<sup>®</sup> produced one similar, Nestle' have produced 'Sippak<sup>®</sup>' straws that flavour the milk as it passes through the straw these are 'New to the World' products, along with line extensions of 'Aeroplane Jelly create your own colour' Kit, which is thereby a 'line extension' aiming to please the younger population with newer inventions.

As a result of changing lifestyles, changing consumer demands are allowing food product developers/manufacturers to expand their businesses.

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