

Examination

Food technology

Section	Part	Question Number
4		29

Date

10<sup>th</sup> of Nov 2011

Number of booklets used for this question

1/2

### 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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- **You may NOT take any Writing Booklets, used or unused, from the examination room.**

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Due to the changes in Australian's population over the last fifty years food manufacturers and developers have been able to respond in many ways. This is seen to a large extent.

There is an increase in awareness of health and diet related issues, because of this products have been developed to cater for specific issues. This has occurred to a large extent. We now have spreads for toast to reduce cholesterol (e.g. *logirol*) which caters for heart disease. We have extra nutrients added to bread (e.g. fibre B omega 3) to cater for deficiencies that were emerging in society. They have also responded with creating line extensions of most commonly used products which claim to be healthy/diet versions of the original product. They

have increased their market share and profitability because of this. We have also seen the development of 'organic' food which were developed due to growing concerns about health and the environment

We have also see a large response to the societal changes in the last fifty years with the development of convenience items. This means it is easier to access foods and still get the required nutrients compared to before. This is seen with the manufacture of healthy frozen meals for companies such as weight watchers. This address the concerns for health while still providing an easy and quick meal. This is also very important due to the reduction in cooking skills. A lot of society is now unable (old age or illness) to cook a meal or is unable to due to lack of knowledge.

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Because of this products have been developed which require little to no preparation but rather just heating.

A further response seen is the production of single serve meals. Due to changes in household structure many families all eat at different times (compared to before when families all ate the same meal at the same time). This has allowed manufactures to create products which are portioned for one person rather than a whole family. This has occurred to a large extent, we see this because nearly every product can now be purchased in a smaller size.

We have also seen an increase in the range of money available for food. Due to this food product developers have produced

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cheaper options for people with less money. This can be seen through the production of 'home brand' products as well as things such as cheaper cuts of meat. This can be seen in most food retail shops.

Lifestyles have now become more focused around technology, this has allowed food manufacturers and developers to create products that can be ordered online and then delivered without spoilage. E.g. active packaging allows pre-cut salad to stay fresh for longer. We also have seen (due to technology) an increase in demand for exotic foods and more multicultural options. This has meant manufacturers are creating more products of this sort as well as developing ways to maintain the supply of seasonal

✓ foods throughout the entire year. ✓

As well as the above responses we have also seen an increase in research into new products which will better suit the changes within Australia's population. This can be seen by the new diet research which is being funded to help decrease the amount of obesity. This is occurring due to the general public's new found interest in these issues. This creates a need for information giving food product developers an opportunity to carry out research and then go on to create manufactured products based on the findings.

It is because of these many reasons that food manufacturers and food product developers have been able to respond to the societal changes to a large extent.

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