

Examination

Food Technology

Section	Part	Question Number
IV		29

Date

10 th November 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.
- Write using black or blue pen. (Black pen is recommended.)
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- **You may NOT take any Writing Booklets, used or unused, from the examination room.**

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In order for a company to gain market share and increase company profitability, they need to meet the demands of consumers. These demands include the changing lifestyle and household structures as well as the increasing awareness of health and diet-related issues.

Therefore, in order for companies to remain successful they have significantly responded to these societal changes by developing and manufacturing products that meet these demands. Nutritionally modified foods, the use of labelling, the use of packaging as well as weight-loss product ranges are only a sample of how food developers and manufacturers have responded to these changes.

Nutritionally modified foods have resulted in foods containing added health benefits, such as bread containing omega-3. This value-adding process not only improves the company image by promoting a good health vision, it adds to the financial position of the company as a result of satisfying many markets through line extensions. Nutritionally

modified foods have become increasingly popular and by creating line extensions of a product to suit every health issue, consumers demands on health issues are being met.

Manufacturers and developers promote their modified foods through labelling. Even if a food has not been nutritionally modified, it will emphasise any healthy aspect of the product so it comes across as a healthy product. Although legislative requirements state that a label product cannot claim to have health benefits, it can state that a product is '98% fat free' for example, so that the consumer subconsciously believes it to be better than a product that does not state this same information.

Even the nutrition information can be used to promote the health benefits of a product. By highlighting favourable nutrition information/content, it emphasises to the consumer that the product is meeting their demands.

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Changes in lifestyle and household structures has resulted in the development of new types of packaging. Many foods have been developed to come in single-serve 'ready-to-eat' packages, providing convenience to the busy lifestyle of many individuals.

Over the past 50 years, ~~the~~ family and household sizes have decreased. The average family is considered to be 2 parents and 2 children, a significant decrease from the five to seven children in families fifty years ago. Manufacturers and developers have responded to this by reducing the size of 'family value' packs to cater for the change and reduce the wastage that would occur as a result.

An increase in the awareness of diet-related issues has resulted in food manufacturers making products using healthier alternatives. This includes using healthier raw materials, such as olive oil or using cooking methods that reduce fat content such as baking instead of frying.

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Developing product ranges of low weight loss foods has also met consumer demands to diet-related issues. For example, weight watchers has an entire product range in supermarkets ranging from muesli bars to ice-cream to satisfy the demands of consumers. Protein shakes and weight loss drinks are also increasing as product developers seek to satisfy consumer demands on health issues as well as lifestyle changes such as always being on the go.

An increase in the awareness of food allergies has resulted in a dramatic increase of products being available to those with allergies or intolerances. With allergies increasing in society, it is important that they meet both the health and lifestyle demands of these people, something which developers and manufacturers have been trying to satisfy.

Today, food manufacturers and product developers are developing products that respond to health and diet-related issues whilst satisfying lifestyle and household structures at the same time. This results in consumer demands being met and company profitability increasing. #
Through these Product Developments, the Australian Society is provided with more choice and products that will satisfy their needs.

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