

Examination

FOODTECH

Section	Part	Question Number
IV		29

Date

10.11.11

Number of booklets used for this question

1

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.)
- You may ask for an extra Writing Booklet if you need more space.
- **You may NOT take any Writing Booklets, used or unused, from the examination room.**

Start here.

lifestyle - more sedentary, less activity etc

Household - smaller less bulk, avg. 4 pple.

Diet - Diabetes etc. healthier foods - diabetic jam.

* Jenny Craig, single serve, nutrition needs.

PLANNING

Societal changes in Australia have included an ageing population, a more sedentary lifestyle, smaller households & many diet-related problems, which food manufacturers & product developers have greatly responded to.

The ageing Australian population has resulted in ~~more~~ an increase in pre-manufactured meals in various forms. Food product developers found a market for single-serve meals & items & so development such produce for retail outlets. It is now common place to find ^{sauces} pre-made TV dinners in smaller portions targeted at males who are living on their own. These meals are nutritionally acceptable, easy to prepare & require no more than cooking them in the oven or heating them in the microwave. This male population who may have lost their wives & may never have had a need to know nutrition or cooking skills have now been provided with these convenience meals.

Consumer & societal changes influenced the food manufacturers & developers who respond with positive products aimed at the niche market.

Not only is the population ageing however, lifestyles have also become more sedentary, through work choices, hobbies &

technology generations, resulting in ~~malnourished~~ malnourished individuals often with overnutrition complications. Fifty years ago children walked or rode their bikes for transport, while today the majority use the car. This led to an increase in obesity for children & therefore consumer pressure from mothers led to the food industry responding with nutritional, low fat, low GI products. Advertising of fast food in children's viewer times has been mostly stopped & replaced with 'get active' campaigns such as "Two & Five" - two fruit, five veg in the shape of fruit people, an appearance even by a "fruity" Benn Edna. Also a government campaign of bubble people who "swap it, don't stop it." Along with these campaigns aimed to increase knowledge & health awareness manufacturers are now required to provide nutritional panels on all packaged goods. A trend began by Kellogg's since their establishment, it can be seen that food manufacturers are indeed responding to societal changes for the better.

Household structures have also changed over the past fifty years, beginning with families commonly having four children to now only having two. This has resulted in the need ~~for~~ for consumers to purchase bulk goods. For instance many family pre boxes have been cut down from ~~eight~~ eight pre's to six or four. Also families now often eat at different times due to commitments such as work, sport & leisure, which has been influenced by technological developments such as the microwave. Therefore the food industry has had to respond with microwave

Additional writing space on back page.

safe packaging of food products. Examples of this include convenience foods such as microwarable plastic contained meals, easy to heat vegies in sealed plastic bags & individually wrapped items of meat such as chicken mignons.

Food manufacturers & developers have therefore had to invest much time & money due to ~~the~~ household structure alterations of smaller families & individual eating times.

Finally it can be noted that consumers today are much more aware of health & diet related problems such as diabetes & food intolerances for example. ~~Although they are aware however people suffering these conditions require many~~ The market for many niche markets such as these ~~are~~ ^{are} being developed presently.

Diabetic ~~jam~~ jams & preservative free bread are two big trends that food manufacturers developed successfully for people suffer these conditions. Therefore the responses to diet-related diseases & issues is a contemporary movement of manufacturers & developers in the food industry.

The response of food manufacturers ^{product} & developers over the last fifty years has been of great significance in relation to societal changes. From an ageing population & the introduction of single serve meals, to more sedentary lifestyle & the need for more nutritionally viable products & info. through nutritional label laws. Or the change to smaller households & convenience foods and many diet related diseases & niche market products, the food industry (manufacturer & developer) have made many responses to a changing society. You may ask for an extra Writing Booklet if you need more space.