

2011 Section B Q3

(a) Give an account of the factors that affect a consumer's choice of food.

The cost of the food: People who have to stick to a small food budget will tend to buy own-branded foods e.g. SuperValu cereal – “Daily Basics”, as they are cheaper than branded foods e.g. Kellogg’s cereals.

Their diet: People may have allergies, intolerances or special conditions or diets that will affect their food choice. For example people may be vegetarian so they will only buy non-meat foods or meat alternatives. People allergic to nuts will only buy foods that don’t contain nuts.

The time of the year: Some of the foods are only available at certain times during the year or taste better at a certain period in the year because they have just been harvested e.g. strawberries in summer.

People’s lifestyles: People who exercise will generally buy more carbohydrates and/or protein. People who have busy lifestyles may buy more convenience foods as they don’t have much time to prepare and cook meals from start to finish.

Advertising of food: People may be influenced to buy foods if they see advertisements of special offers or television ads promoting the food. They may also receive loyalty deals from shops e.g. buy one get one free.

(b) Profile a food of your choice that has undergone extensive processing. Give details of each of the following: Stages of production, Packaging and labelling.

Flour – Milling Process: This is the process of turning wheat into flour.

Stages of production: Firstly, the grain is prepared by being cleaned, it is then conditioned, blended and sieved into flour.

Packaging: The flour is weighed into specific amounts e.g. 1kg and packaged into paper bags.

Labelling: The bag of flour will have the type of flour e.g. plain flour, as well as the brand, the weight and the best before date.

(c) Outline the protection provided to the consumer by the Sale of Food and Drugs Acts (1875, 1879, 1899 and 1936)

Protects the consumer against adulteration of food and fraud. It is an offense to colour, mix or stain food with ingredients that make it hazardous to the consumer's health e.g. addition of colouring to steak is illegal. It is also an offense to sell food that is not of the quality demanded by consumers e.g. injecting chicken breasts with brine to increase weights.