

Introducing Food Choice



Working towards
HWB 3-34a / 4-34a

Learning Intentions:

- To identify and explain factors affecting food choice.

Success Criteria:

By the end of this lesson I will be able to...

- Identify & explain at least 3 factors which may affect a consumer's choice of food.
- Explain what Organic produce is and how this may influence a consumer's food choice.

Starter Task



- Think about what factors affect peoples food choices



- Now write your thoughts down in the box below.

Food Choice



How many food decisions do you think we make on average each day?

200+

Task 1

On the next few slides you will be presented with 2 items that you must choose 1 from to buy.

- Why did you choose that item?
- What are the differences/similarities between the items?
- Why do you think someone might choose the opposite item to you?

What choices will you make?

1

Heinz Tomato Ketchup



570g

£1.95

(£0.34 per 100g)

Tesco value Tomato Ketchup



570g

£0.22

(£0.04 per 100g)

What choices will you make?

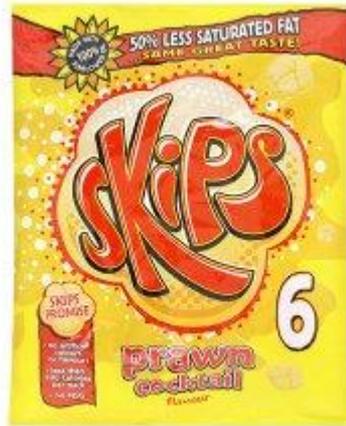
1

- Why did you choose that item?
- What are the differences/similarities between the items?
- Why do you think someone might choose the opposite item to you?

What choices will you make?

2

Skips multipack (BOGOF)



12 packets

£1.58

(£0.13 per packet)

Walkers baked multipack



6 packets

£1.62

(£0.26 per packet)

What choices will you make?

2

- Why did you choose that item?
- What are the differences/similarities between the items?
- Why do you think someone might choose the opposite item to you?

What choices will you make?

3

Organic Kiwi fruit (packaged)



4 kiwis

£1.20

(£0.30 each)

Kiwi fruit (loose)



4 kiwis

£1.00

(£0.25 each)

What choices will you make?

3

- Why did you choose that item?
- What are the differences/similarities between the items?
- Why do you think someone might choose the opposite item to you?

What choices will you make?

4

Family Lasagne



1.2kg (serves 4)

£3.75

(£3.13 per kg)

Single portion lasagne



400g (serves 1)

£1.80

(£4.50 per kg)

What choices will you make?

4

- Why did you choose that item?
- What are the differences/similarities between the items?
- Why do you think someone might choose the opposite item to you?

What choices will you make?

5

Chicken



£2.48 per kg

Organic Chicken

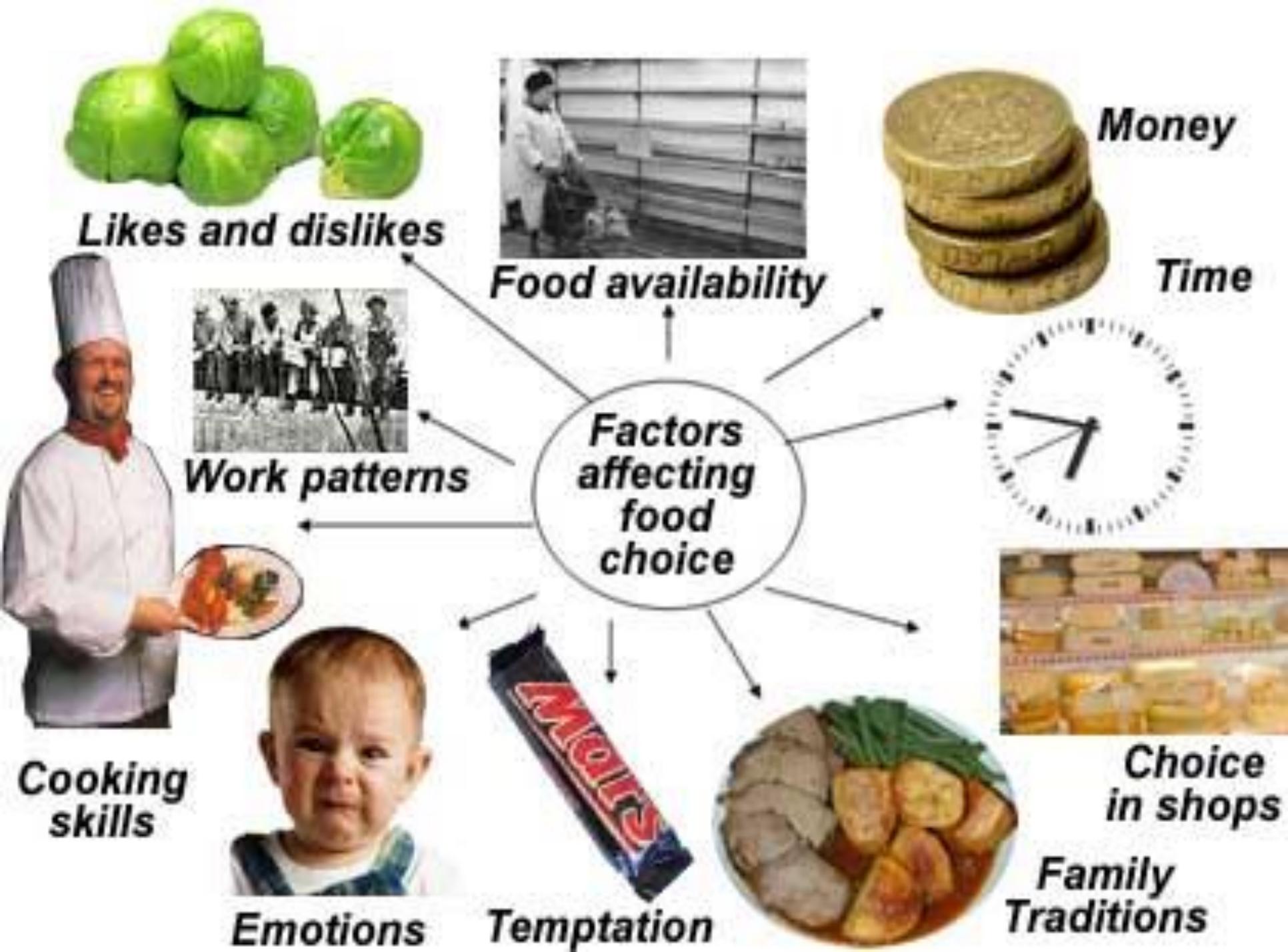


£6.50 per kg

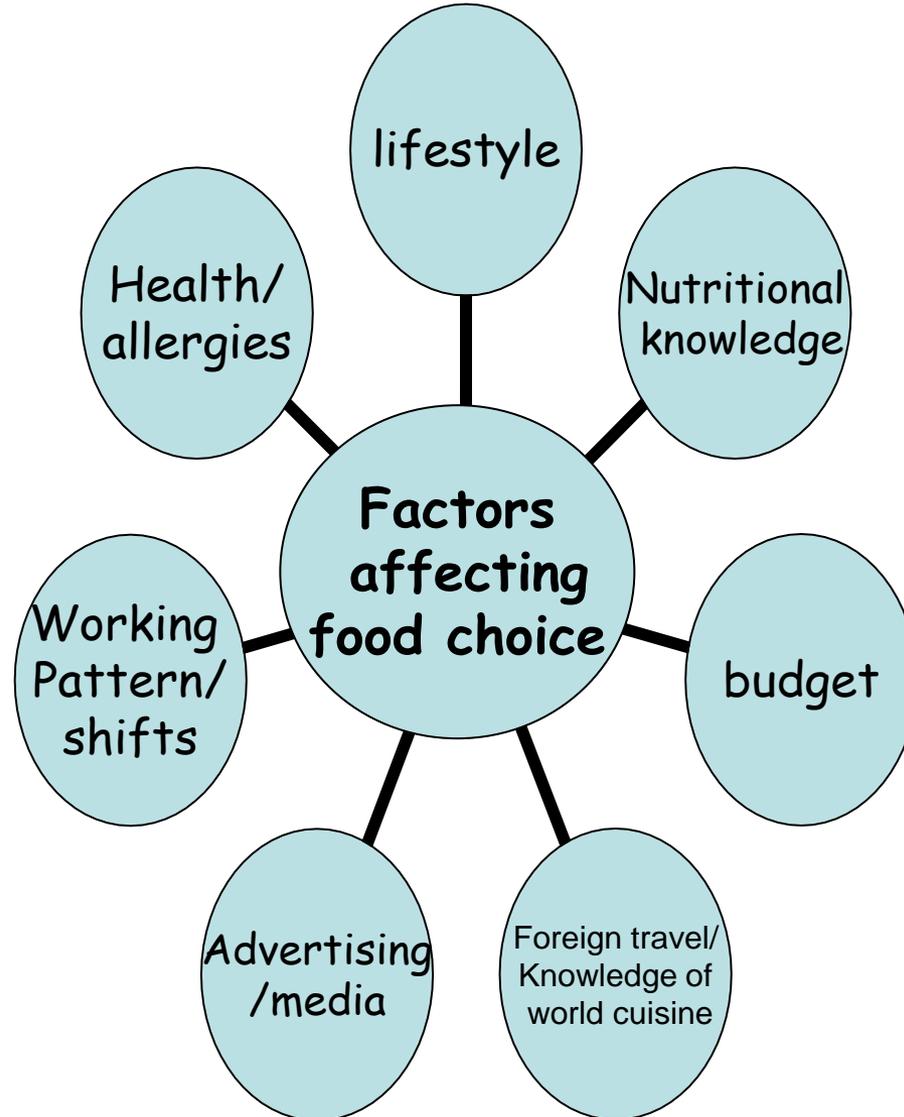
What choices will you make?

5

- Why did you choose that item?
- What are the differences/similarities between the items?
- Why do you think someone might choose the opposite item to you?



TO SUM UP:



TASK 2

A circular logo with a grid pattern, split into blue and green halves. The text "Test Your Knowledge" is written across the center in a bold, black, sans-serif font.

Test Your Knowledge



Explain 5 factors affecting consumers' choice of food

Factor	Explanation
<i>For example:</i> Allergies	If a consumer is allergic to an ingredient, they might avoid choosing food products containing that ingredient.

Organic Food



Organic is a sustainable farming method that follows specific protocols. Adding compost and manure are used to maintain soil fertility therefore no chemicals or pesticides are used to help crops grow.

The farming method applies to animals too and they are all given free-range which means that they are not kept in cramped dirty, small spaces but instead get to roam in a lot of free space. This means that giving drugs to animals to help them grow and speed up the food chain is not allowed. Organic farming focuses on animals having a happy fulfilled life first.

Organic Food



Consumers may choose to buy organically because it can make them feel happier that they are supporting animal welfare. These consumers often believe that organic food is richer in nutrient content. Normally no chemicals or pesticides are used when growing organic food, manure is used as a natural fertiliser instead. Organic produce is thought to be better for health and less likely to cause allergies.

On the other hand consumers can choose not to buy organic produce because scientific research has uncovered that there are few (if any) nutritional differences from eating organic food. Not all organic products are easy to access sometimes shoppers will need to visit specialised shops or markets. Therefore this can lead to a higher price for organic produce. Furthermore, Organic produce has a tendency to go off (spoil) quicker due to no pesticides prolonging the shelf life.



Organic Questions

- Q1. What does the term free-range mean?
- Q2. What do organic farmers use to fertilise the soil instead of using pesticides?
- Q3. State 2 reasons why a consumer would want to buy organic food?
- Q4. State 2 reasons why a consumer may not see the need to purchase organic produce?



Your Organic Answers

Always answer in sentences



Success Criteria:

- I have identified & explained at least 3 factors which may affect a consumer's choice of food.
- I can explain what Organic produce is and how this may influence a consumer's food choice.