

## Exam Preparation

### Section A - Multiple Choice Questions (5 marks)

#### Question 1

Which statement supports manufacturers in marketing their packaged food as 'healthy'?

- a. People are becoming more interested in environmental and ethical food products.
- b. There may be an increase in the number of people seeking convenient food products who are health conscious.
- c. An increasing number of women in paid employment are looking for quick and easy meals to prepare.
- d. People are cooking less and seeking packaged food.

The answer is not A. People's interest in environmental and ethical food products is irrelevant to the question.

The answer is B. More people seeking convenient food products and who are health conscious are likely to influence food manufacturers to make healthy packaged foods.

The answer is not C. This statement is irrelevant to the question.

The answer is not D. This statement is irrelevant to the question as it does not mention healthy food.

#### Question 2

A popular and credible television series, Landline, published a news article stating, "A survey of more than 900 cafes found a quarter of Australians chose plant milk in 2021 and that the most popular option was almond, followed by soy and oat."

This expanding market could be due to:

- a. Café owners catering to consumers who do not believe animals should be killed for food.
- b. Consumers who have an allergy to nuts ordering more plant-based milk.
- c. A rise in the number of people seeking dairy alternatives.
- d. The promotion of plant-based meats in magazines.

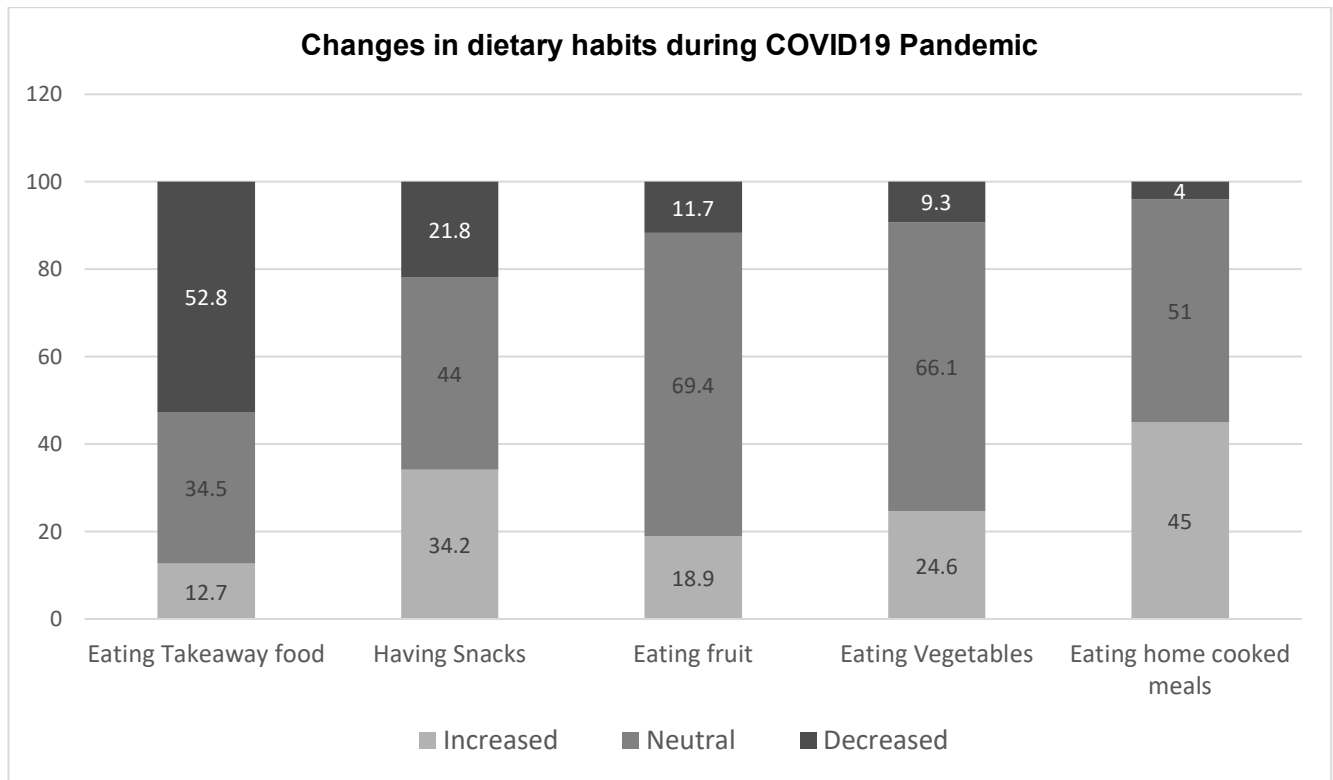
The answer is not A. Animals are not killed during the production of cow's milk.

The answer is not B. The article mentions almond milk being the most popular. Consumers who have an allergy to nuts are unlikely to be able to consume almond milk.

The answer is C. More people may be seeking dairy alternatives.

The answer is not D. The question asks about plant-based milk, not plant-based meat.

Refer to the graph below to answer Questions 3, 4 and 5



Source: CSIRO, 2020. CSIRO study reveals COVID-19's impact on weight and emotional wellbeing. [Online]  
 Available at: <https://www.csiro.au/en/news/news-releases/2020/csiro-study-reveals-covid-19s-impact-on-weight-and-emotional-wellbeing>, [Accessed 11 September 2022].

### Question 3

Identify the incorrect statement:

- A significant number of people reduced their vegetable intake during the COVID19 pandemic.
- Fewer people consumed takeaway food during this period time.
- Everyone ate the same amount of fruit they usually ate during this time.
- Around half the population surveyed continued to eat about the same number of home-cooked meals.

The answer is not A. Only 9.3% of people reduced their vegetable intake.

The answer is B. 52.8% of people reduced the amount of takeaway food they consumed at the start of the pandemic.

The answer is not C. Not everyone ate the same amount of fruit.

The answer is not D. The number of people who ate home-cooked meals increased significantly.

**Question 4**

The data in this graph supports the theory that:

- a. More people were shopping locally.
- b. Everyone was snacking more throughout the day.
- c. People may have snacked on food for comfort during the pandemic.
- d. People cooked a lot of snack food during the pandemic.

The answer is not A. The data in the graph does not relate to shopping locally.

The answer is not B. Not everyone increased their consumption of snack foods.

The answer is C. The consumption of snack food increased during this time.

The answer is not D. The graph does not mention people cooking snack foods.

**Question 5**

If Australian eating patterns continue in this trend, then it is likely that:

- a. People may purchase and consume more vegetables than they did before the pandemic.
- b. People may be more inclined to prepare a meal from scratch than buy takeaway meals for dinner.
- c. There may be more healthy snack products for sale at the supermarket.
- d. All of the above.

The answer is D. All responses are accurate.

**Section B – Short Answer Responses** (10 marks)**Question 1** (4 marks)

According to the National Retail Association, more than 50 per cent of Australian shoppers want to buy locally sourced and produced products.

This figure demonstrates a change in the pattern of purchasing and consumption behaviour of Australian consumers.

Describe two reasons that could explain the increase in Australian shoppers wanting to buy locally sourced and produced products.

Reason One

For two x 2 marks, the student needed to provide two reasons why more shoppers want to buy locally sourced and produced products.

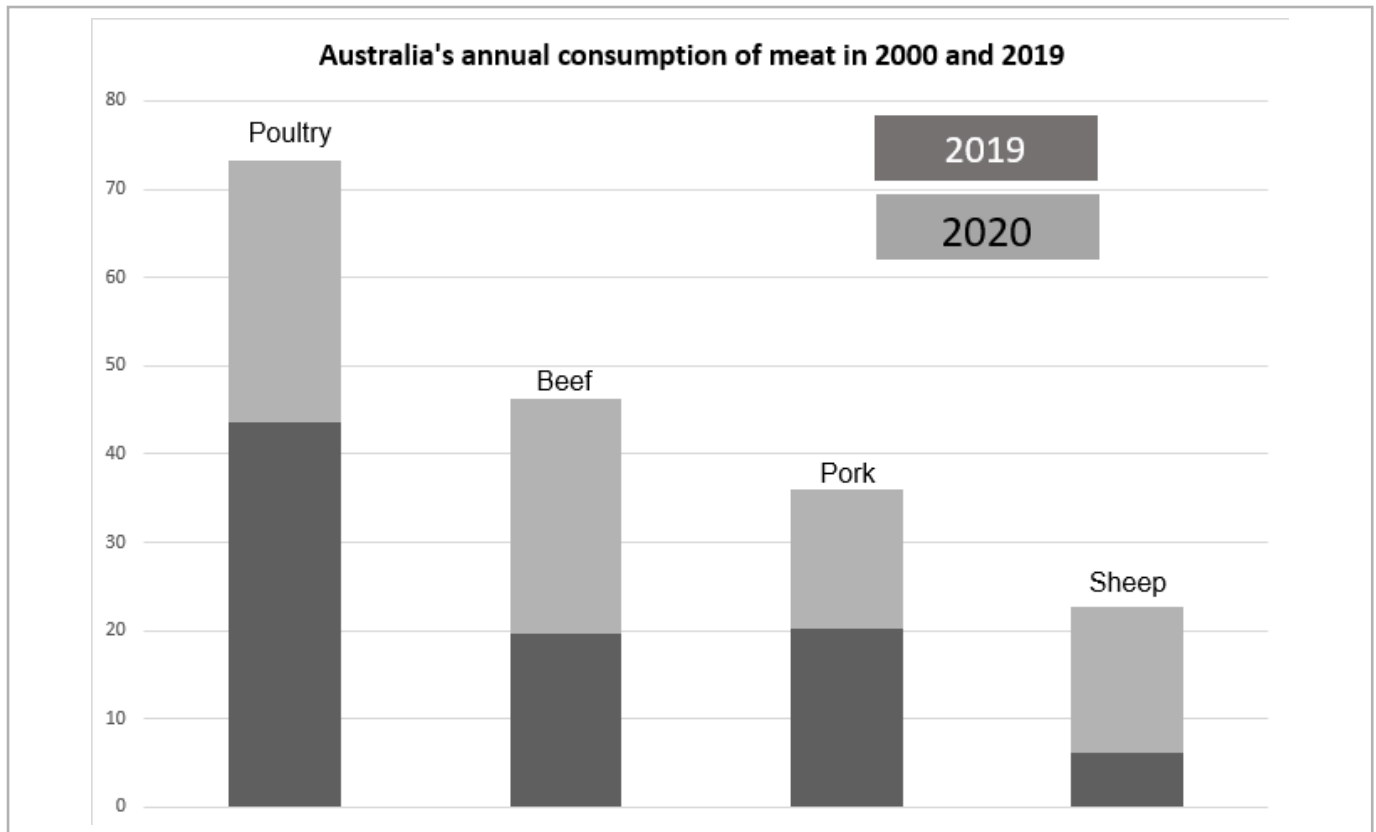
A suitable response could have included any two of the following:

- Consumers might be concerned about the distance food travels and how this impacts the environment. Buying locally sourced and produced products reduces carbon emissions released when transporting goods.
- Consumers may want to support local businesses sourcing and producing products.
- People may want to buy locally to stimulate the economy in their local area.
- People may want to promote food sovereignty where they support producers, farmers, and small businesses more than large corporate companies.

Reason Two

**Question 4** (6 marks)

Study the graph below.



Source: Bogueva, D., Whitton, C., Phillips, C. & Marinova, D., 2021. *The Conversation*, How much meat do we eat? New figures show 6 countries have hit their peak. [Online]

Available at: <https://theconversation.com/how-much-meat-do-we-eat-new-figures-show-6-countries-have-hit-their-peak-172507>

[Accessed 12 September 2022].

- In the table below, use the data to identify two trends in this graph. (2 marks)
- Discuss a possible reason for each trend identified. (4 marks)

Trends	Possible Reasons
For 1 x 2 marks, the student must identify two trends. The student <b>must</b> refer to the data in the table.  No marks will be awarded for students who do not refer to the data.	For 2 x 2 marks, the student needed to discuss possible reasons for each trend.
Australians decreased their beef consumption by 1.4kg from 2000 to 2019.	Australians may be becoming more ethically and/or environmentally conscious and might be concerned about how cows are treated when they are raised or their impact on the environment. Thus, they might be decreasing the amount of beef they consume.
	Some Australians with high blood pressure may have been advised to decrease their consumption of red meat. This may account for a decrease in beef consumption from 2000 to 2019.

Australians increased their poultry intake by approximately 10.5 kg from 2000 to 2019.	More convenience food products containing poultry might be available at retail shops like supermarkets. This may be contributing to more people buying and consuming poultry.
	Poultry might not have been as popular in 2000 compared to 2019 because people in 2000 might have been concerned about animal welfare issues and not bought poultry. Free-range poultry might be more readily available in 2019 compared to 2000. Therefore, sales may have increased.
On average, Australians ate around 5kg more pork in 2019 than in 2000.	An increased amount of advertising in the media may have accounted for the increase in pork consumption from 2000 to 2019.
	Around the 2000s, people may have been concerned with the ethical production of pork in Australia. Many food products are now labeled as free-range. This may have resulted in more consumers buying pork.
The consumption of sheep decreased significantly from 2000 to 2019, with around 10kg less being consumed on average.	Due to a drought, fewer sheep may have been available to eat in 2019 compared to 2000. This would have decreased the amount of lamb available to eat in 2019.