

## Unit 3.2.1

### Patterns of Eating in Australia

#### Key Knowledge and Key Skills

##### Key Knowledge 3.2.1

The patterns of eating in Australia, including recent developments, changes and trends in food purchasing and consumption behaviours.

##### Key Skill 3.2.1

Discuss recent changes and current trends in food behaviours.

##### Key Skill 3.2.5

Discuss links between food, behaviours and effects on health and wellbeing

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## Key Terms and Definitions

**Consumption** refers to using, buying, or eating something.

**Patterns of eating** refer to the quantities, proportions, variety, and combination of different foods and drinks that people eat and how often they eat them.

A **food fad** is merely 'fashionable' for a short time.

Any change in food purchasing or consumption becomes a **food trend** when it occurs over a long period of time.

## Food Consumption and Purchasing Behaviours

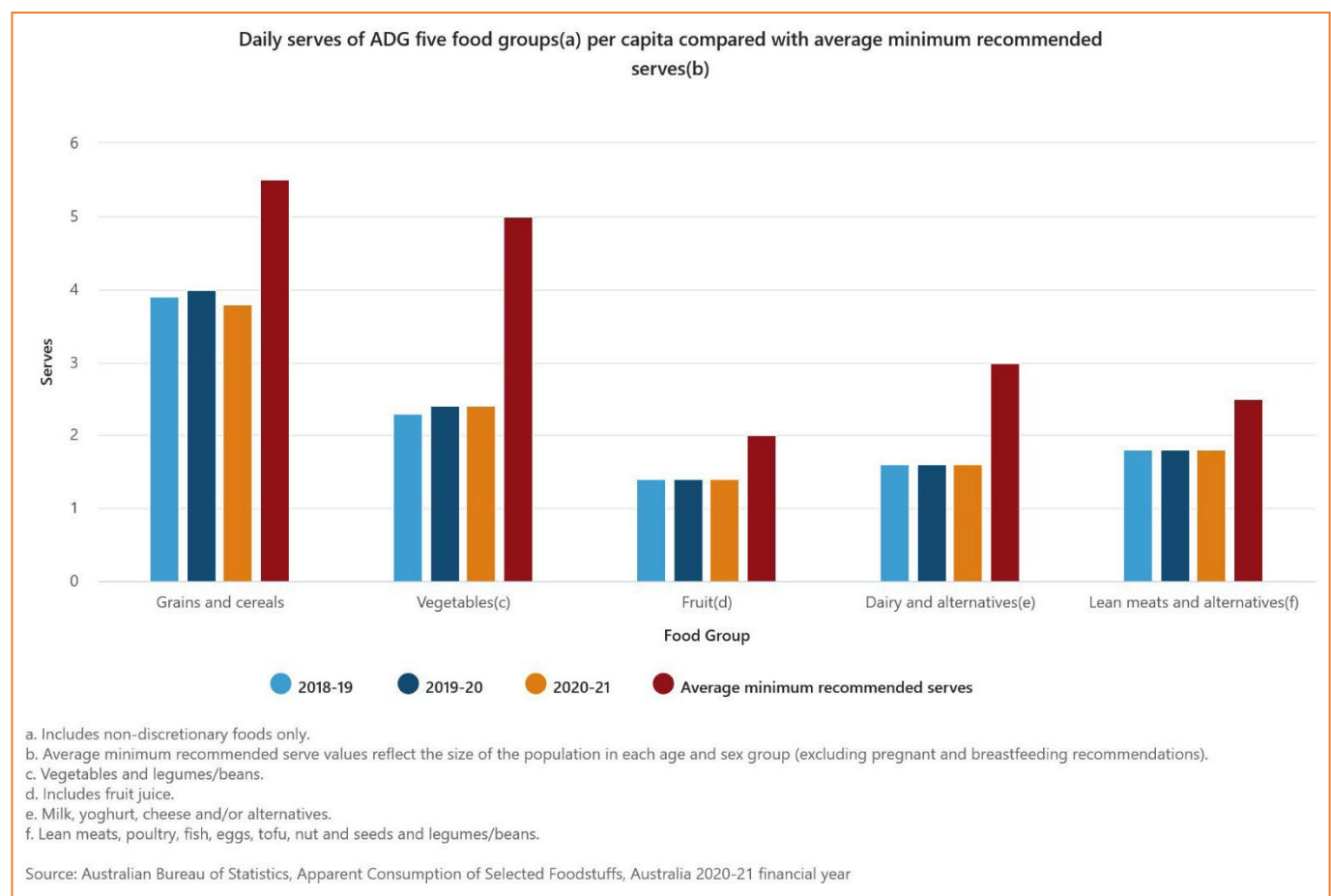
A range of factors influences food purchasing and consumption behaviours. Any change in food purchasing or consumption becomes a trend when it lasts a long period of time. It is important not to confuse a trend with a fad. A food fad is merely 'fashionable' for a short time; sometimes, food fads can develop into trends.

Over the years, Australia's buying and eating patterns have changed significantly.

### Consumption of the Five Food Groups

The number of foods from the five food groups that Australians consume has not changed much over the last few years. The Australian Bureau of Statistics has reported little change in Australians' consumption of the five food groups during the previous 4 years. This indicates that Australians ignore or find it challenging to understand and follow the *Australian Dietary Guidelines* and the *Australian Guide to Healthy Eating*.

The graph below indicates little change in the consumption of the five groups in Australia from 2018 to 2021. In addition, these data also reveal that, on average, Australians are not consuming the recommended serves of food from each of the five food groups.

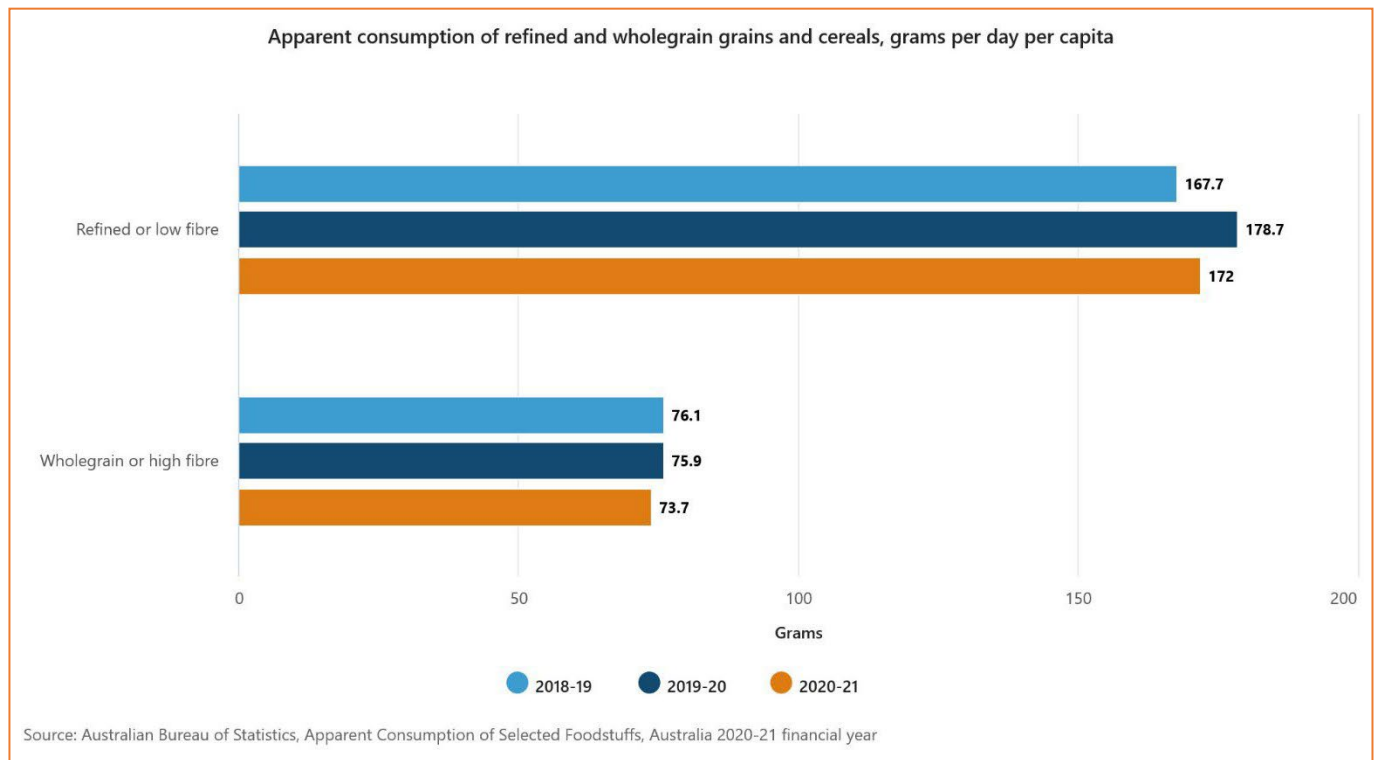


Source: Australian Bureau of Statistics (2020-2021) 'Daily serves of ADG five food groups(a) per capita compared with average minimum recommended serves(b)' Apparent consumption of Selected Foodstuffs, Australia, 11 September 2022.

### Refined or Low-fibre Cereal Products

Additional data revealed that Australians are decreasing the amount of refined or low-fibre cereal products and wholegrain cereal products they consume, with an overall drop in 2020–2021 compared with 2019–2020. This decrease in carbohydrates consumed could be attributed to the range of low carbohydrate fad diets promoted in the media.

The graph below indicates little change in the apparent consumption of refined and wholegrains and cereals in Australia from 2020 to 2021. In addition, these data also reveal that, on average, Australians are consuming less refined or low fibre food products, but more wholegrain or high fibre food products.



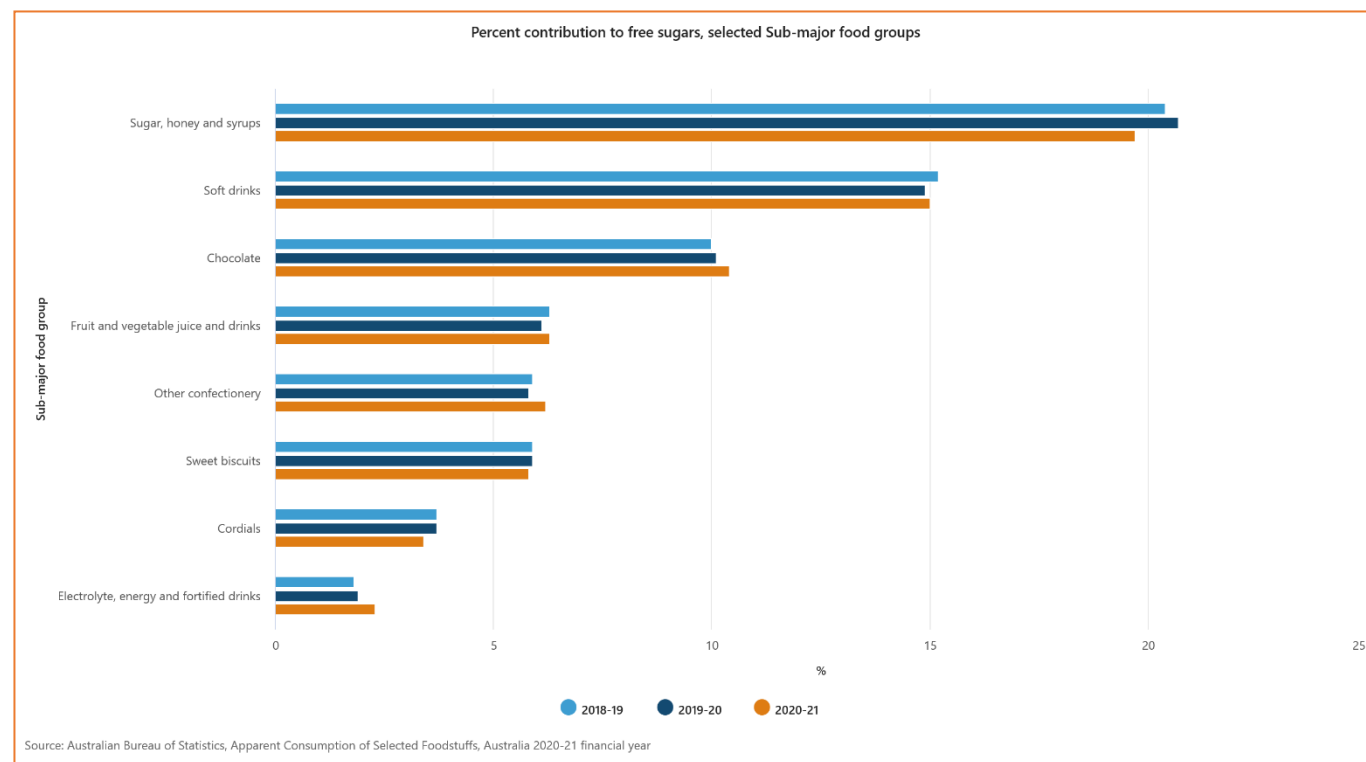
Source: Australian Bureau of Statistics (2020-2021) 'Apparent Consumption of Refined and Wholegrain Grains and Cereals, grams per day per capita' Apparent consumption of Selected Foodstuffs, Australia, 11 September 2022.

## Foods containing Sugar

Australians, on average, consume about half a kilo of sugar each week – an amount that would surprise most people because much of it is invisible. Large amounts of sugar are smuggled into our diets through sweetened products such as cakes, pies, lollies and sugary drinks (Health and Wellbeing Queensland, 2022).

The table below indicates that while our consumption of some foods containing sugar is declining, the consumption of other foods such as chocolate, confectionery, and soft drinks has increased. The amount of people consuming electrolyte energy and fortified beverages has increased significantly.

This is a concern as electrolyte drinks are designed to replenish glucose, fluids, and electrolytes during strenuous activity. It is unlikely that those consuming these drinks are undertaking this type of exercise. The added sugar results in a significant amount of the kilojoules consumed, which may contribute to weight gain.



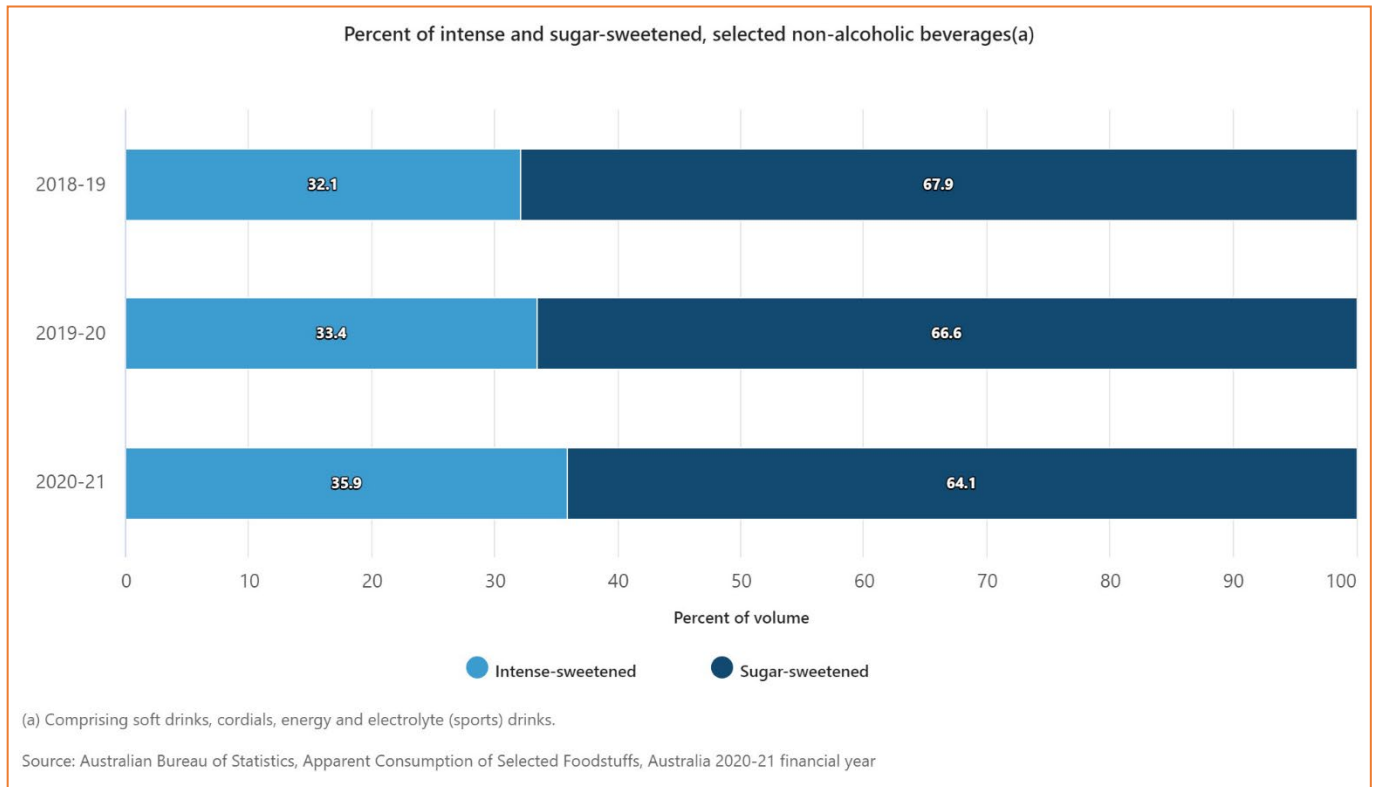
Source: Australian Bureau of Statistics (2020-2021) 'Percent Contribution to Free Sugars, selected Sub-major food groups', Apparent consumption of Selected Foodstuffs, Australia, 11 September 2022.

## Intensely Sweetened (Diet) Beverages

It also appears that people's consumption of intensely sweetened (including 'diet,' 'no sugar,' and 'low joule') beverages has increased. In contrast, the consumption of sugar-sweetened drinks has decreased.

Intensely sweetened beverages contain food additives added to drink or food to replace the sweet taste of sugar and lower its energy value. They are often promoted as diet, reduced-sugar, or low in sugar products. Some intensely sweetened beverages contain artificial sweeteners, including aspartame, saccharin, and sucralose. Others contain a highly concentrated extract found naturally in some plants, including stevia and monk fruit extract. Evidence of the health impact of these intensely sweetened beverages is limited.

The increase in diet drinks consumption can be attributed to more people trying to lose weight. Consumption tends to be high in young people, and women are more likely to consume them than men (Hoare, et al., 2017).



Source: Australian Bureau of Statistics (2020-2021) 'Percent of intense and sugar-sweetened, selected non-alcoholic beverages(a), Apparent consumption of Selected Foodstuffs, Australia, 11 September 2022.

### Packaged Convenience Foods Consumption

The 1990s are referred to as the 'Golden Age of the Lunchbox' due to the increased quantities of convenience foods produced and consumed. Since then, a steady increase of highly processed foods have appeared on our supermarket shelves. Over time, food products such as Lean Cuisine frozen meals, prepared curries and lasagnes, Chicken Tonight, and Tiny Teddies have become increasingly popular products to buy.

The reasons for the increasing rates of individually packaged and ready-made meals could include:

- an ageing population that lives on their own may be reluctant to prepare meals;
- working parents want to buy and make meals quickly; and
- the younger generation lacks the time and knowledge to prepare foods from scratch.

### Snack Foods

Recent studies have suggested that Australians have increased the number of snacks they purchase and consume over the last few years (Neo, 2021).

One factor that may influence this trend is that more people are working from home and maybe inclined to eat more food throughout the day. Or, perhaps convenience stores that sell snack foods have become more accessible.

[Click here](#) to find some more detailed information and statistics about recent snack food habits of Australians.

## Free-range Products Consumption

People are also thinking more about how ethical their food choices are and consider animal welfare when deciding what to eat and buy.

The National Peak Body, Egg Farmers of Australia, has announced that from 2006 to 2007, 71.4% of consumers purchased caged eggs compared with 23.4% purchasing free-range. From 2016 to 2017, 48.9% of consumers bought caged eggs and 41.3% purchased free-range eggs. This change in purchasing behaviour indicates that ethical issues influence Australians' food choices (New South Wales Farmers, 2018).



[Click here](#) to find out about the different terminology used to describe various ethical farming practices.

## Organic Foods

Official legislation regarding organic food certification was introduced in 1991. Since then, there has been a steady increase in people purchasing and consuming organic foods.

This increase is possibly related to people's desire to consume foods that do not contain any chemical residue and their concern for the environment. Research by Australia Organic Limited revealed that 62% of people that purchased organic food in 2021 did so because they were concerned about the chemicals used when growing fresh produce and rearing animals and the impact on their health. Whereas 45% indicated they purchased organic foods because they believed the production method was more sustainable, (Australian Organic, 2021).

The table below shows an increase in organic agriculture in Australia. The land used for organic farming grew from 336,000 in 1995 to 35,645,000 hectares in 2018.

Description	1995	2000	2005	2010	2018
Total organic area ('000 ha)	336,000	546,000	887,000	1,736,000	35,645,000

(Kondinin Group, 2000).

## Plant-based Meats

Plant-based food is made to replicate meat. It is produced to have the same sensory properties as animal-based foods. The foods are made to look, feel, smell, taste, and even sound like meat when it is cooked.

The range of plant-based foods on the market includes:

- cheese made from almonds, cashews, and macadamia nuts;
- dairy alternatives made from cereal grains like rice, legumes, and nuts; and
- meat alternatives produced from beans, mung beans, mushrooms, peas, and soy.

Many people consume plant-based meats because they are vegan or vegetarians and do not consume meat or meat products. However, plant-based meats are not just consumed by vegetarians. Some people think plant-based meats are healthier than eating meat and may decide to buy them for health reasons. Some plant-based foods may be beneficial; however, it is essential to read the list of ingredients and the nutritional information panel when selecting these foods. They can be highly processed and contain additives, fat, salt, and sugar.

Other people might buy and consume plant-based foods because they believe that purchasing plant-based meats is better for the environment than beef raised conventionally.

The CSIRO has reported that the plant-based meat industry could generate between \$3 and \$9 billion worth of sales by 2030, (Buxton, 2022).

As shown in the table below, the trend for buying and consuming plant-based meat products in Australia is increasing.

Year	Generated sales
2018–2019	A\$140 million
2019–2020	A\$185 million

(The Australian Trade and Investment Commission (Austrade), 2022)

## Purchasing Behaviours

### Buying Locally

The number of people buying from local or smaller businesses seems to be increasing. As indicated in the graph below, in 1 year, the number of people buying from fresh food stores increased by more than 1000. The increase in people buying from smaller businesses might be due to people's desire to support businesses in their local communities.

There has been a decline in people buying from two of Australia's leading supermarkets, Coles and Woolworths, and a slight rise in the number of people shopping at ALDI. More people might shop at ALDI for the cheaper food options or the number of new ALDI stores opening in different locations may be increasing. Having more ALDI stores available might mean consumers have more stores to shop at, resulting in increased sales.

The number of Farmers' markets in Australia is also increasing. In 2004, there were 70 Farmers' markets in Australia and by 2015, this figure had grown to 180. This growth indicates that Australians are looking to buy local produce. Perhaps, not just because they support local farmers but also because they believe the market produce is better quality and fresher than the produce at supermarkets. They may also connect with the producers at these markets, (Harrison, 2017).

### Use of Apps for Ordering Food

The development of technology has impacted how people purchase fast food (IbisWorld, 2022). Mobile phone applications, referred to as apps, enable users to order and pay for their food and track the delivery to their home address. In 2009, Dominos was the first fast-food chain to use apps for meal deliveries. A recent study revealed that COVID19 lockdowns accelerated the growth of meal delivery services and they have continued to increase

### Online Grocery Shopping

Studies have indicated that the number of people shopping for their groceries online has increased dramatically over the last few years. Online grocery shopping became the 'new' norm for many Australians in 2020 due to the shopping restrictions they faced during the COVID19 lockdowns and people's desire to stay at home. However, the demand for online shopping has continued beyond COVID lockdowns. Recent reports indicate that around 45% of people have reported shopping for online groceries more now than before the pandemic (Redman, 2021)

**Watch** this video about a digital supermarket opening: [https://youtu.be/OqmnKsD\\_99s](https://youtu.be/OqmnKsD_99s)



**Meal Kit Delivery Services**

A meal kit service delivers pre-measured ingredients along with a recipe to its customers. This is usually provided as a service until the consumer decides to no longer pay for and receive the meals.

Studies have revealed that meal kits have increased in popularity in Australia, particularly since 2020. People born between 1976 and 2005 make up 25% of the people purchasing meal kits, with people born before 1946 the least likely. In addition, women are more likely than men to pay for meal kit delivery services and city dwellers purchased more than those living in rural Victoria.

Some health professionals are concerned about the nutritional quality of the foods in meal kits. Recent research from Flinders University found that many of the recipes were high in salt, sugar, and saturated fat and low in dietary fibre (Newsdesk, 2020). Studies by the University of Sydney stated the portion sizes needed to be reduced and more wholegrains and leaner cuts of meats should be used (The University of Sydney, 2019).

**Watch** this video about the rise of the increasing popularity of meal kits: <https://youtu.be/pQ9ttyFO45E>

## Written Activity One

### Data Analysis

**Study** the data in the table below:

Percent contribution of selected Major food groups to total apparent consumption			
Major food groups	2018-19 (%)	2019-20 (%)	2020-21 (%)
Milk products	18.7	18.4	18
Vegetable products	12.4	12.7	12.6
Fruit products	9.6	9.3	9.3
Meat and poultry products	9.2	9	9
Cereals and cereal products	8.5	8.7	8.2
Cereal based products	4.2	4.2	4.2
Savoury sauces and condiments	2	2.1	2
Confectionery and bars	1.8	1.8	1.8

Source: Australian Bureau of Statistics (2020-2021) 'Percentage contribution of selected Major food groups to total apparent consumption,' Apparent consumption of Selected Foodstuffs, Australia, 11 September 2022.

These tasks could be completed as a class, in small groups, or individually.

The data in the table represents the patterns of eating in Australia, including recent developments, changes and trends in food purchasing and consumption.

1. **Brainstorm** the positive, minus, and negative recent developments, changes, and trends in this data.

**Record** your notes in the table below:

Positive	Minus	Interesting

2. **Identify** three key changes or trends in the data and **provide** possible reasons for each.

**Discuss** the possible impact of this change or trend on the health of Australians.

Change or Trend	Possible Reason	Possible Impact on Health

3. **Select** one of the changes or trends in the data.

**Describe** three new food products you could produce to address this change or trend in the data.

Product One	Product Two	Product Three

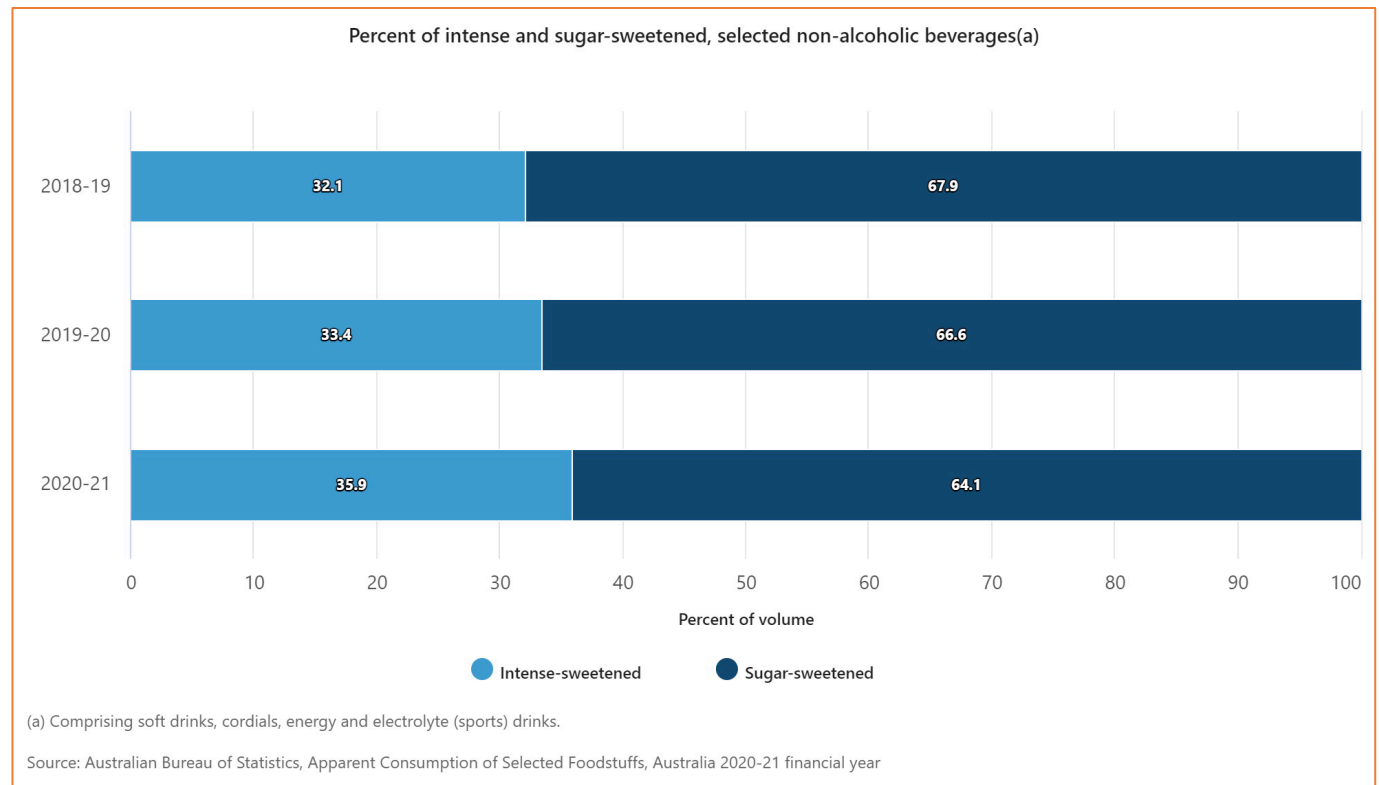
## Practical Activity One

### As Sweet as Sugar

Sugar-sweetened beverages include flavoured milk, fruit juices, soft drinks, cordials, meal replacement shakes, sports and energy drinks, water or flavoured water, and coffee or tea sweetened with sugar.

Intensely sweetened beverages contain food additives added to drinks or food to replace the sweet taste of sugar and lower its energy value. They are often promoted as diet, reduced-sugar, or low in sugar products. Some intensely sweetened beverages contain artificial sweeteners, including aspartame, saccharin, and sucralose. Others contain a highly concentrated extract found naturally in some plants, including stevia and monk fruit extract.

The graph below represents the consumption of selected sugar-sweetened and intense-sweetened beverages by month from July 2018 to June 2021.



Source: Australian Bureau of Statistics (2020-2021) 'Percent of intense and sugar-sweetened, selected non-alcoholic beverages(a), Apparent consumption of Selected Foodstuffs, Australia, 11 September 2022.

**Answer** the following questions:

- Using the data provided, **identify** any recent developments, changes, and trends in the consumption of intense-sweetened and sugar-sweetened beverages from 2018 to 2021.
- Provide a possible reason for these recent developments, changes, and trends.

## Bubble Challenge!

Bubble tea is an incredibly unique-looking Asian beverage made by blending a tea base with milk, fruit, and fruit juices, with added “bubbles.” Traditionally the bubbles are made using tapioca; however, a lot of sugar is used to make it this way. Another way of making these bubbles is from fruit juice. A local company would like you to design a drink with popping bubbles of fruit juice called ‘Popping Boba’ without added sugar. They have entrusted you with their secret recipe for popping bubbles of juice.

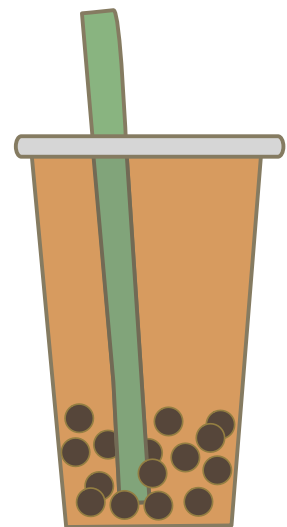
### Popping Boba Bubbles!

#### Ingredients:

1 cup fruit juice, no added sugar	1 cup water
½ teaspoon sodium alginate	1 teaspoon calcium lactate

#### Method:

1. **Collect** and **measure** ingredients.
2. **Mix** the fruit juice with sodium alginate, and **whisk** until thoroughly dissolved.  
Alternatively, you could mix in a blender, but you will need to leave it to stand for several hours in the fridge until the bubbles disperse.
3. **Mix** the water with the calcium lactate until it dissolves.
4. **Fill** a syringe with some of the fruit juice mixture.
5. Slowly **release** some of the fruit juice into the water mixture.  
Make sure they are covered with water.  
Make sure you are not too far from the water mixture, or the bubbles will turn out stringy; too close, and the bubbles will harden too quickly.
6. **Scoop** the bubbles of fruit juice out of the water using a sieve.
7. When making fruit or milk bubble drinks, **combine** your favourite fruits and/or tea into a smoothie drink and add the Popping Bobas.



## Order Form

Select the ingredients you want to use to make your Popping Boba drink.

#### Select 190ml of cold tea:

- ☐ Jasmine Green Tea
- ☐ Earl Grey Tea
- ☐ Green Tea
- ☐ Chamomile Tea

#### Select 65ml of milk:

- ☐ Low fat cow's milk
- ☐ Almond Milk
- ☐ Soy Milk
- ☐ Lactose-Free Milk

#### Select ¼ cup of two fruits:

- ☐ Strawberries
- ☐ Mango
- ☐ Banana
- ☐ Peaches
- ☐ Blueberries
- ☐ Pineapple

## Summary Activity

<b>What is the main idea about the key knowledge &amp; key skills?</b>	
<b>List recent developments, changes and trends in food purchasing and consumption patterns.</b>	<b>Provide some possible reasons for these recent developments, changes, and trends in food purchasing and consumption patterns.</b>

## 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.

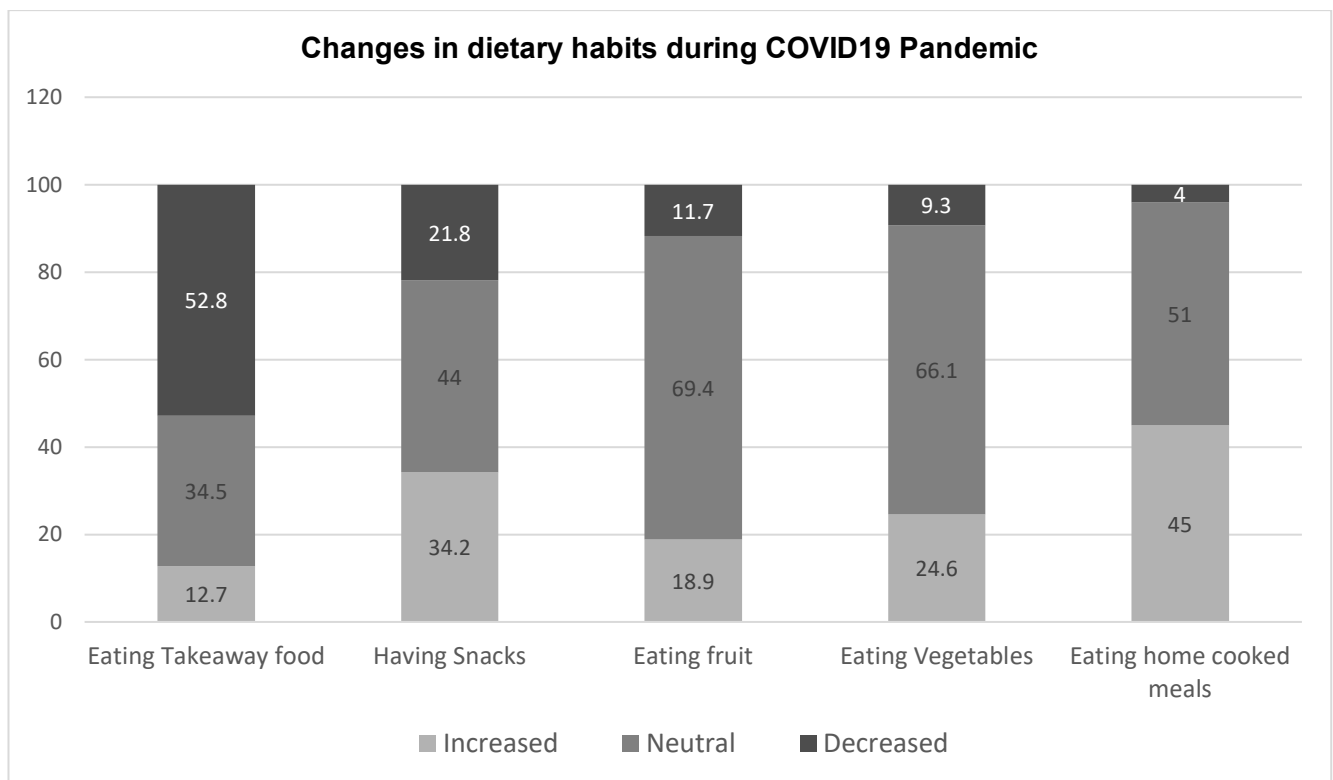
#### Question 2

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.

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

### 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.

### 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.



## 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.

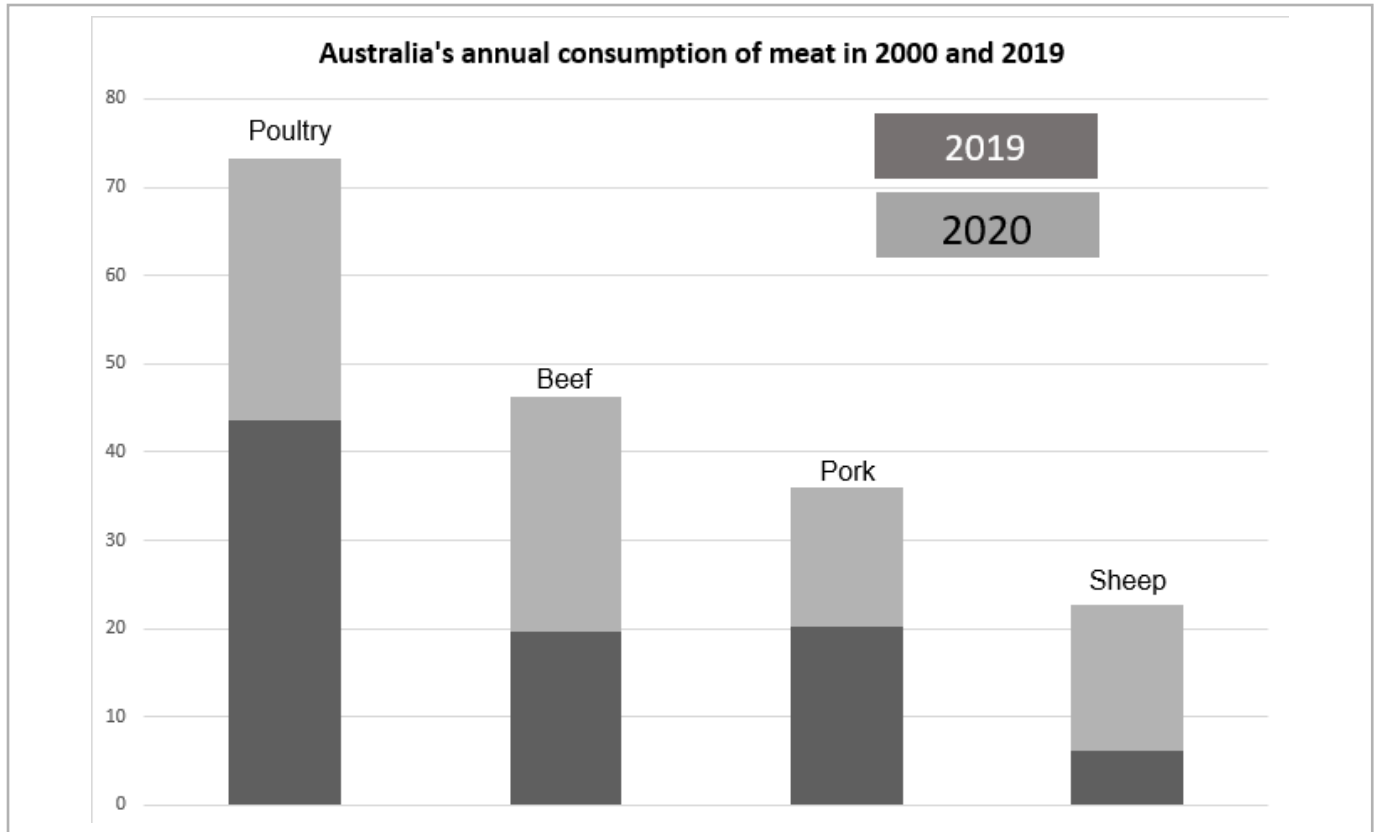
Describe two reasons that could explain the increase in Australian shoppers wanting to buy locally sourced and produced products.

Reason One

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

## 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.

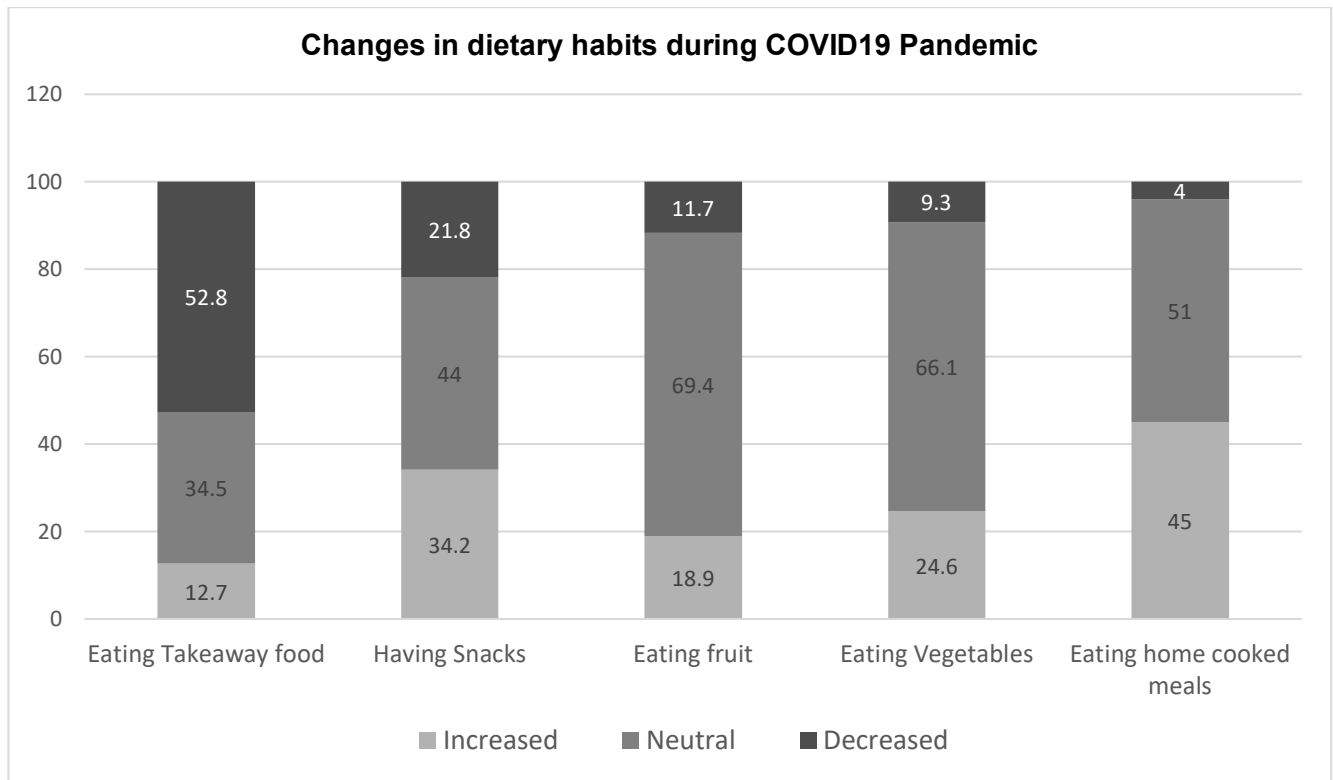
The answer is not A. Animals are not killed during the production of cow's milk.

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.

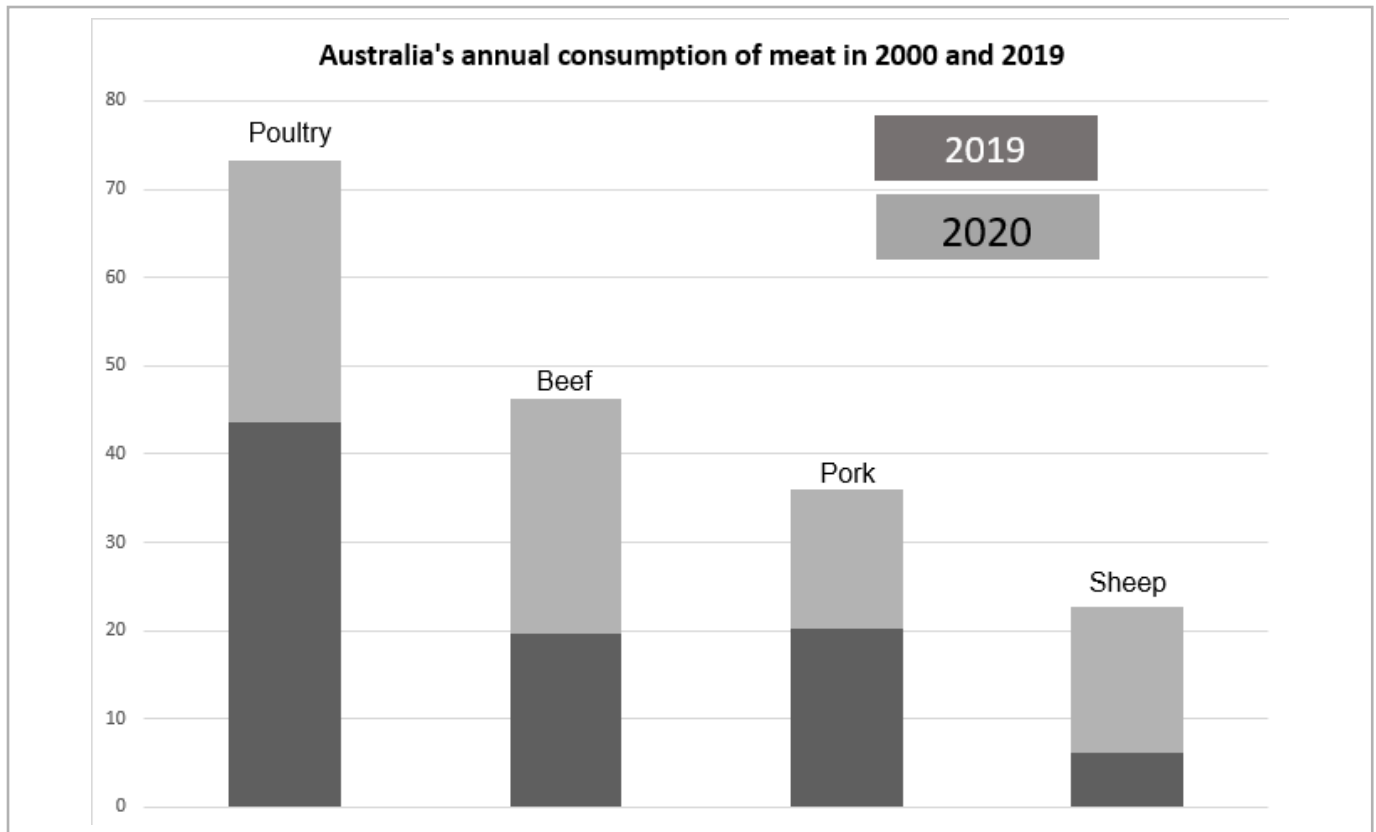
A suitable response could have included any two of the following:

- 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.



## Unit 3.2.1 - Patterns of Eating in Australia

### References

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