

Written Activity One

10 Quick Questions

Read the online text at this link: <https://foodstudies.com.au/courses/unit-2-1-5/>

Answer these questions:

1. What are the different areas that comprise the food system?

The different areas that comprise the food system are primary production, processing and packaging, distribution and access, media and marketing, consumption, and waste management of food.

2. What are the two sections of the food service sector?

The two sections of the food service sector are the commercial food service sector and the institutional (welfare) food service sector.

3. What are some examples of commercial food service settings?

Some examples of commercial food service settings include fast-food and takeaway outlets, hotels and motels, industrial and institutional caterers, meal kit companies, private caterers, pubs and bars, restaurants and cafes, and shopping centre food courts.

4. What is industrial catering, and who is it aimed at?

Industrial catering is the provision of meals at a business location, and it is aimed at factory employees or a large organization. The primary purpose of industrial catering is to provide food for employees at reduced rates, with the goal of ensuring that employees are well-fed, satisfied, and more productive.

5. What is institutional catering, and where is it typically provided?

Institutional catering is the feeding of people who cannot cook or feed themselves, typically due to a physical inability or lack of accommodation and resources. This type of catering occurs in places where very little profit is expected to be made, and diners do not pay for the food. Examples of welfare settings where institutional catering may be provided include dining halls, canteens, hospitals, aged-care facilities, military bases, and correctional facilities.

6. What are some of the major food retailers in Australia?

Some of the major food retailers in Australia include Coles Group, Woolworths Group, and ALDI.

7. What are some roles in the food service and retail sector besides preparing and selling food?

Roles in the food service and retail sector besides preparing and selling food include baristas, function managers, kitchen hands, sommeliers, menu planners, checkout operators, stock fillers, bakers, butchers, store managers, produce workers, accountants, website developers, social media managers, merchandisers, and office workers.

8. What are some of the challenges faced by the food service and retail sector?

Challenges faced by the food service and retail sector include skill shortages, employee pay rates and working hours, and exploitation. The COVID-19 pandemic has also negatively impacted the industry, with many businesses closing and a shortage of skilled workers due to the loss of international workers.

9. What opportunities exist in the food service and retail sector?

Opportunities in the food service and retail sector include alternative grocery shopping methods such as online grocery shopping and warehouse-style supermarkets. There is also an increasing interest in sustainability and environmentally-friendly products among consumers.

10. How has the popularity of private-label or "home brand" products changed in recent years?

The popularity of private-label or "home brand" products has increased in recent years, with 61% of shoppers saying private-label products can be an excellent alternative to well-known brands. Private-label products' quality and value have improved, and they are now embraced by many consumers.

Written Activity Two

Food Business Insights

In this activity, you will have the opportunity to interview a small food business owner or manager to gain insights into the opportunities and challenges facing the Australian food service and food retailing industries. You will learn about the relationships between food businesses, their suppliers, customers, and competitors, and how these relationships impact the success of these businesses.

Step 1

Identify a small food business in your local area that you would like to interview. This could be a café, restaurant, food truck, or food retailer.

Step 2

Contact the business owner or manager and request an interview.

Explain that you are a student and that you are interested in learning about the opportunities and challenges facing the Australian food service and food retailing industries.

Step 3

Prepare a list of questions to ask during the interview.

See the sample questions below for some ideas.

Step 4

Conduct the interview with the business owner or manager. Make sure to take notes during the interview so that you can refer to them later when you write up your findings.

Step 5

Write up your findings in a brief report.

This report should include an analysis of the opportunities and challenges facing the Australian food service and food retailing industries, as well as insights into the relationships between food businesses, suppliers, customers, and competitors.

Sample Questions:

- What inspired you to start your food business, and what have been some of the biggest challenges you have faced?
- How do you source your ingredients, and what factors do you consider when selecting suppliers?
- How do you market your business, and what strategies have been most successful for you?
- How do you compete with other food businesses in your local area, and what sets your business apart?
- What trends do you see in the Australian food service and food retailing industries, and how do you think these trends will impact your business in the future?

Written Activity Two: Sample Response

Food Business Insights

Sweet Treats Bakery

I interviewed the owner of Sweet Treats Bakery, a small bakery located in the suburb of Newtown in Sydney, Australia. The owner, Samantha, has been running the business for four years and has faced several challenges during that time.

Opportunities:

- According to Samantha, one of the biggest opportunities for small food businesses like hers is the growing demand for artisanal and handmade food products. She believes that customers are becoming more discerning in their tastes and are willing to pay a premium for high-quality, locally-sourced products.
- Samantha has also identified the rise of online ordering and delivery services as an opportunity for her business. She has recently started offering online ordering through her website, which has helped her to reach a wider audience and increase her sales.

Challenges:

- One of the biggest challenges that Samantha has faced is competition from larger food retailers and chains. She believes that larger businesses have more resources to invest in marketing and advertising, which can make it difficult for small businesses like hers to compete.
- Another challenge that Samantha has faced is finding reliable suppliers for her ingredients. She sources many of her ingredients locally, but has had difficulty finding suppliers that can consistently provide high-quality products at a reasonable price.

Relationships:

- Samantha has built strong relationships with her customers by offering personalized service and high-quality products. She believes that building trust with her customers is essential to the success of her business.
- Samantha also has a good relationship with her suppliers, many of whom are local farmers and producers. She believes that building strong relationships with suppliers is important for securing reliable and consistent sources of ingredients.

Insights:

Through my interview with Samantha, I gained several insights into the opportunities and challenges facing the Australian food service and food retailing industries.

- Sweet Treats Bakery can compete with larger businesses by focusing on high-quality, locally-sourced products and personalised service.
- Online ordering and delivery services are becoming increasingly important for small food businesses to reach a wider audience and increase sales.
- Building strong relationships with customers and suppliers is essential for the success of any food business.

Written Activity Three

Discovering Opportunities and Challenges in Food Service and Retail Down Under

Watch this video: https://youtu.be/U_kKk47GyR8

Observe the reactions of the people in the video.

After the video, think about or discuss the different foods that were tasted and to identify any patterns or trends.

Complete the SWOT analysis below to analyse the opportunities, challenges, and relationships within the Australian food service and food retailing industries focusing on the Australian foods provided in the video.

Food Item:	
<p>Strengths</p> <p>What are the core competencies or strengths of the businesses that produce these foods?</p>	<p>Weaknesses</p> <p>What are the limitations or challenges that the businesses producing these foods face in terms of resources, skills, or expertise?</p>
<p>Opportunities</p> <p>What are the emerging trends or changes in the market that the businesses can take advantage of or create new business opportunities?</p>	<p>Threats</p> <p>What are the external factors that could negatively impact the sales or popularity of these foods, such as changes in regulations or health concerns?</p> <p>What are the potential substitutes or alternative products that could replace these foods?</p>
<p>What are the key takeaways from the SWOT analysis, and what are the implications for the business or industry moving forward?</p>	

Written Activity Three: Sample Responses

Discovering Opportunities and Challenges in Food Service and Retail Down Under

Food Item: Vegemite	
<p>Strengths</p> <p>What are the core competencies or strengths of the businesses that produce these foods</p> <ul style="list-style-type: none">• <i>Iconic Australian spread with a long history and loyal fan base.</i>• <i>High in vitamins and minerals, particularly Vitamin B12.</i>• <i>Can be used in a variety of ways such as on toast, in sandwiches, or as a seasoning in cooking.</i>	<p>Weaknesses</p> <p>What are the limitations or challenges that the businesses producing these foods face in terms of resources, skills, or expertise?</p> <ul style="list-style-type: none">• <i>Strong taste may not appeal to everyone.</i>• <i>Limited market outside of Australia and New Zealand.</i>• <i>Competition from other spreads such as peanut butter and Nutella.</i>
<p>Opportunities</p> <p>What are the emerging trends or changes in the market that the businesses can take advantage of or create new business opportunities?</p> <ul style="list-style-type: none">• <i>Growing interest in plant-based and vegan diets, which Vegemite is suitable for.</i>• <i>Expansion into new markets through international distribution and partnerships.</i>	<p>Threats</p> <p>What are the external factors that could negatively impact the sales or popularity of these foods, such as changes in regulations or health concerns?</p> <p>What are the potential substitutes or alternative products that could replace these foods?</p> <ul style="list-style-type: none">• <i>Increased demand for natural and minimally processed foods, which aligns with Vegemite's ingredients and production process.</i>• <i>Health concerns over high salt content in Vegemite may lead to decreased sales or regulatory changes.</i>• <i>Competition from new or emerging spreads and condiments.</i>
<p>What are the key takeaways from the SWOT analysis, and what are the implications for the business or industry moving forward?</p> <p><i>Vegemite has a lot of loyal fans and is really healthy because it has lots of vitamins. But some people don't like the taste and it's only really popular in Australia and New Zealand. The company could make more money by selling Vegemite to people who like plant-based and healthy food. They need to fix some things though, like the salt content, so they can keep up with what people want.</i></p>	

Written Activity Three: Sample Responses

Discovering Opportunities and Challenges in Food Service and Retail Down Under

Food Item: Tim Tams	
<p>Strengths</p> <p>What are the core competencies or strengths of the businesses that produce these foods?</p> <ul style="list-style-type: none">• <i>Iconic Australian biscuit with a loyal fan base</i>• <i>Available in a variety of flavours and formats, such as double-coated and dark chocolate.</i>• <i>Can be used as a treat or a dessert component in a variety of recipes.</i>	<p>Weaknesses</p> <p>What are the limitations or challenges that the businesses producing these foods face in terms of resources, skills, or expertise?</p> <ul style="list-style-type: none">• <i>Limited market outside of Australia and New Zealand.</i>• <i>Competition from other biscuits and treats.</i>• <i>Dependence on a few key flavours and lack of innovation in product development.</i>
<p>Opportunities</p> <p>What are the emerging trends or changes in the market that the businesses can take advantage of or create new business opportunities?</p> <ul style="list-style-type: none">• <i>Growing interest in plant-based and vegan diets, which Tim Tams can cater to with new flavor and ingredient options.</i>• <i>Increasing demand for healthy and natural snack options, which can be addressed through the development of healthier versions of Tim Tams.</i>	<p>Threats</p> <p>What are the external factors that could negatively impact the sales or popularity of these foods, such as changes in regulations or health concerns?</p> <p>What are the potential substitutes or alternative products that could replace these foods?</p> <ul style="list-style-type: none">• <i>Health concerns over high sugar and calorie content may lead to decreased sales or regulatory changes.</i>• <i>Increasing competition from other snack options and health-focused brands.</i>• <i>Potential substitutes or alternative products that could replace Tim Tams include other biscuits and treats such as Oreos or Chips Ahoy, as well as healthier snack options such as fruit or nuts.</i>
<p>What are the key takeaways from the SWOT analysis, and what are the implications for the business or industry moving forward?</p> <p><i>Overall, Tim Tams has a strong brand presence and a variety of flavours to offer, but needs to address weaknesses such as lack of innovation and high sugar content to remain competitive in the market. The business can take advantage of emerging trends such as plant-based diets and healthy snacking to expand into new markets and appeal to health-conscious consumers.</i></p>	

Written Activity Four

Seaside Café

Read the case study below:

You are the proud owner of a charming beachside café, situated in a picturesque seaside town. For years, your café was a bustling hub for holidaymakers, locals, families with young children, and even the early morning commuters rushing to work. Your patrons would linger for hours, savoring the mouth-watering dishes while soaking up the breathtaking view.

However, the tables have turned, and your once-thriving business has hit a major slump. The hustle and bustle have dwindled, and patrons are no longer willing to spend hours in your café. The morning commuters, who used to stop by for a quick coffee or a delicious breakfast, are no longer interested. It's a bit of a blessing in disguise as you are finding it hard to attract new staff to work in your café, and you're now juggling the duties of many workers, which is affecting the quality of service. The wait times for coffee and meals are longer, and you're starting to fear that you're losing customers because of it.

If you don't find a way to revive your business soon, you may find it challenging to pay the bills next month. The situation is dire, and you know you must act fast to restore your café to its former glory.

It is essential to identify the opportunities and challenges within the Australian food service and food retailing industries that may be influencing the food patterns in Australia if you are to run a successful café business.

Complete the following tasks in small groups or independently:

Task 1

Research and analyze the current trends in the Australian food service and food retailing industries by answering these questions:

- What are the current food trends in Australia?
- What are the most popular types of cafes and restaurants in Australia?
- How have the COVID-19 pandemic and social distancing restrictions affected the food industry in Australia?

Task 2

Identify the opportunities and challenges that your café is facing by answering the following questions:

- Why do you think your café is struggling to attract customers?
- What are the opportunities for your café to improve its business?
- What are the challenges that your café needs to overcome?

Task 3

Evaluate the influence of the Australian food service and food retailing industries on your café's food patterns.

- How have the food patterns in Australia changed over time?
- How do these changes affect your café's menu and dishes?
- What changes can you make to your menu to attract more customers?

Task 4

Develop a plan to revive your café's business by answering the following questions:

- Based on your research and analysis, what steps can you take to improve your café's business?
- What changes can you make to your café's menu, services, and pricing to attract more customers?
- How can you market your café to attract new customers?

Task 5

Present your plan to the class.

- a. Develop a presentation that outlines your plan to revive your café's business.
- b. Explain the opportunities and challenges that your café is facing and how you plan to address them.
- c. Discuss the changes you will make to your menu, services, and pricing and how these changes will attract more customers.
- d. Discuss how you will market your café to attract new customers.

Written Activity Four: Sample Responses

Seaside Café

Read the case study below:

You are the proud owner of a charming beachside café, situated in a picturesque seaside town. For years, your café was a bustling hub for holidaymakers, locals, families with young children, and even the early morning commuters rushing to work. Your patrons would linger for hours, savoring the mouth-watering dishes while soaking up the breathtaking view.

However, the tables have turned, and your once-thriving business has hit a major slump. The hustle and bustle have dwindled, and patrons are no longer willing to spend hours in your café. The morning commuters, who used to stop by for a quick coffee or a delicious breakfast, are no longer interested. It's a bit of a blessing in disguise as you are finding it hard to attract new staff to work in your café, and you're now juggling the duties of many workers, which is affecting the quality of service. The wait times for coffee and meals are longer, and you're starting to fear that you're losing customers because of it.

If you don't find a way to revive your business soon, you may find it challenging to pay the bills next month. The situation is dire, and you know you must act fast to restore your café to its former glory.

It is essential to identify the opportunities and challenges within the Australian food service and food retailing industries that may be influencing the food patterns in Australia if you are to run a successful café business.

Complete the following tasks in small groups or independently:

Task 1

Research and analyze the current trends in the Australian food service and food retailing industries by answering these questions:

- a. What are the current food trends in Australia?

Current food trends in Australia include plant-based and sustainable options, locally sourced produce, and global cuisine.

- b. What are the most popular types of cafes and restaurants in Australia?

Cafes and restaurants that offer healthy and fresh food, unique dining experiences, and convenience are popular in Australia.

- c. How have the COVID-19 pandemic and social distancing restrictions affected the food industry in Australia?

The COVID-19 pandemic and social distancing restrictions have caused a shift towards takeaway and delivery services, as well as contactless payment options.

Task 2

Identify the opportunities and challenges that your café is facing by answering the following questions:

- a. Why do you think your café is struggling to attract customers?

The café may be struggling to attract customers due to the longer wait times, lack of new and exciting menu options, or increased competition from other cafes and restaurants in the area.

- b. What are the opportunities for your café to improve its business?

Opportunities for the café to improve its business could include introducing new menu items, enhancing the customer experience, or offering discounts or promotions.

- c. What are the challenges that your café needs to overcome?

Challenges that the café needs to overcome may include staffing shortages, supply chain disruptions, or changing customer preferences.

Task 3

Evaluate the influence of the Australian food service and food retailing industries on your café's food patterns.

- a. How have the food patterns in Australia changed over time?

There may be more people wanting plant-based and sustainable options.

- b. How do these changes affect your café's menu and dishes?

This might inspire the café to include more of these options.

- c. What changes can you make to your menu to attract more customers?

The shift towards takeaway and delivery services may prompt the café to enhance its online ordering platform and improve the quality of its to-go containers.

Task 4

Develop a plan to revive your café's business by answering the following questions:

- a. Based on your research and analysis, what steps can you take to improve your café's business?

The café could introduce new menu items that appeal to the current food trends in Australia, such as plant-based and sustainable options.

- b. What changes can you make to your café's menu, services, and pricing to attract more customers?

To enhance the customer experience, the café could offer promotions or discounts, update its décor or seating arrangements, or provide free Wi-Fi.

- c. How can you market your café to attract new customers?

The café could market itself on social media platforms or by partnering with local tourism organizations to attract new customers.

Task 5

Develop a presentation that outlines your plan to revive your café's business and present this to the class:

- a. Explain the opportunities and challenges that your café is facing and how you plan to address them.

Opportunities	Challenges
<i>Location - being situated in a picturesque seaside town can attract tourists, locals, and passersby.</i> <i>Community - developing relationships with the local community can bring in regular customers and positive word-of-mouth.</i>	<i>Staffing - difficulty in attracting new staff to work at the café can affect the quality of service and wait times.</i> <i>Competition - there may be many other cafes and restaurants in the area that can draw customers away from the café.</i> Discuss the changes you will make to your menu, services, and pricing and how these changes will attract more customers. The marketing strategies used to attract new customers are explained, such as social media campaigns, email marketing, or partnering with local businesses.

Addressing Opportunities and Challenges:

- Addressing the staffing challenge can involve offering competitive wages and benefits, implementing flexible schedules, and providing on-the-job training.
- Developing relationships with the local community can involve sponsoring local events or charities, participating in community outreach, and creating a loyalty program for regular customers.
- To address the competition challenge, the café could differentiate itself by offering unique menu items, hosting special events, or providing exceptional customer service.

- b. Discuss how you will market your café to attract new customers.

Changes to Menu, Services, and Pricing:

- Changes to the menu can involve introducing new and exciting dishes, offering seasonal or local ingredients, and incorporating healthy and sustainable options.
- Improving services can include offering takeout or delivery options, updating the café décor or ambiance, and creating a mobile app for ordering and payment.
- Pricing changes can include offering meal deals or packages, providing loyalty discounts, and adjusting prices to be more competitive with other cafes and restaurants in the area.

Marketing Strategies:

- Creating a social media presence can involve posting regular updates, behind-the-scenes photos, and promotions to attract new customers.
- Hosting events such as live music or trivia nights can bring in customers and create a buzz around the café.
- Partnering with local tourism organizations can help attract tourists and increase visibility in the community.

Practical Activity One

Freakshakes at the Seaside Café

Read the case study below:

You are the proud owner of a charming beachside café, situated in a picturesque seaside town. For years, your café was a bustling hub for holidaymakers, locals, families with young children, and even the early morning commuters rushing to work. Your patrons would linger for hours, savoring the mouth-watering dishes while soaking up the breathtaking view.

However, the tables have turned, and your once-thriving business has hit a major slump. The hustle and bustle have dwindled, and patrons are no longer willing to spend hours in your café. The morning commuters, who used to stop by for a quick coffee or a delicious breakfast, are no longer interested. It's a bit of a blessing in disguise as you are finding it hard to attract new staff to work in your café, and you're now juggling the duties of many workers, which is affecting the quality of service. The wait times for coffee and meals are longer, and you're starting to fear that you're losing customers because of it.

If you don't find a way to revive your business soon, you may find it challenging to pay the bills next month. The situation is dire, and you know you must act fast to restore your café to its former glory.

In order to attract customers, the Seaside Café have decided to sell freak shake that meets one of the trends listed below:

- Vegan or plant-based foods
- Superfood
- Indigenous foods
- Health and wellness (avoid added sugars, smaller portion size or higher protein content)
- Exotic flavours

Let's Research

Conduct some research by:

- Gather and summarise information about the chosen food trend. Make sure you use reputable sources to learn more about the trend and the different ingredients and flavours associated with it.
- Look for recipes for freak shakes that include a variety of ingredients and flavours. Take note of the ingredients used, the amounts, and the preparation methods.

Present your information using a written report, infographic, moodboard or brainstorm diagram.

Let's Design

Come up with three different design ideas for a freak shake that incorporate your chosen food trend . The ideas should be unique, creative, and visually appealing.

- Sketch your ideas using annotations to describe each design in detail. Annotations could include notes about the ingredients, presentation, and any special features or techniques used. Some templates for your design ideas have been provided.
- Answer the following questions:
 1. Which of your three design ideas did you select as your final choice, and why did you choose it over the other two?
 2. What makes your selected design idea unique and visually appealing?
 3. How does your selected design idea incorporate the chosen food trend (vegan or plant-based foods, superfoods, indigenous foods, health and wellness, or exotic flavours)?
 4. What special features or techniques did you use in your selected design idea to make it stand out?
 5. How do you think customers will respond to your selected design idea, and what marketing strategies would you use to promote it in your café?

Let's Plan

Complete the recipe template below:

Student Name:		
Recipe Name:		
Source/ Weblink:		
Serves:		
Preparation Time:		
Cooking Time:		
Specialised Equipment:		
Ingredients: (include the quantities required for one or two serves only)		
Method:		
Process/ Term and Definition:		
Principles of safe and hygienic food handling practices:		

Let's Make

Make the freakshake.

Consider the presentation of the freak shake, making it look visually appealing and appetising.

Let's Evaluate

Answer the following **product evaluation** questions:

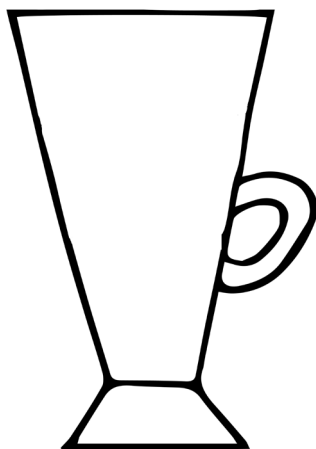
1. How well did the ingredients work together in the freakshake? Was there a good balance of flavours?
2. How did the texture of the freakshake affect the overall experience? Was it too thick or too thin?
3. Did the freakshake look appealing? Was the presentation visually pleasing?
4. How do you think customers would respond to the freakshake?
5. What was the most successful aspect of the freakshake? What made it stand out?
6. What could be improved in the recipe or presentation to make the freakshake better?
7. Did the freakshake successfully incorporate the chosen food trend?

Answer the following **reflection** questions:

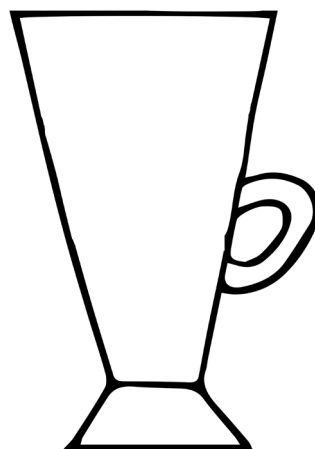
1. What was the most challenging part of the process, and how did you overcome it?
2. How did your research and planning affect the final product? Did you feel well-prepared to make the freak shake?
3. Did your initial design ideas translate well into the final product? Were there any unexpected changes or improvements along the way?
4. What could you do differently in the future to improve the process and outcome of their freak shake?
5. In the future, how could you incorporate feedback from customers and peers into the process of designing, planning, making, and evaluating the freak shake in the future?
6. How could you use the knowledge and skills they gained through this experience to create other unique and appealing products in the future?

Freak shake templates

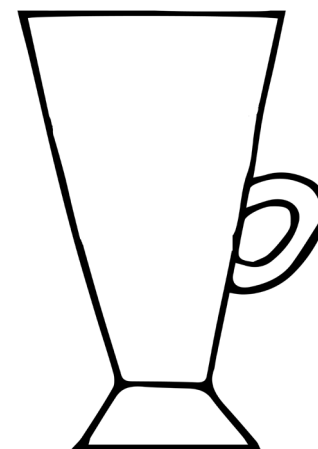
Design One



Design Two



Design Three



Practical Activity Two

Brand Battle: Home brand versus Branded Products

Home brand supermarket foods are products that are manufactured and sold by supermarkets under their own brand name. These products are often cheaper than branded products because they don't have the same marketing and advertising costs associated with them. The availability, affordability, and marketing of home brand products can influence food patterns in Australia by shaping consumer preferences and choices.

For example, if a supermarket only stocks home brand products for certain food items such as canned vegetables, it may be more likely that people will purchase and consume these types of vegetables. Similarly, if a home brand product is marketed as being just as good as a branded product, people may be more likely to choose it over the more expensive branded version. This can have an impact on the types of food people consume, as well as the overall quality and nutritional value of their diet.

It's important to note that there are pros and cons to both home brand and branded products. Home brand products are generally cheaper and more widely available, but they may not always be of the same quality as branded products. On the other hand, branded products may be more expensive, but they may have higher quality ingredients and better nutritional value.

In this activity, we'll be comparing home brand and branded products to raise awareness about their differences and encourage you to make informed choices when purchasing food.

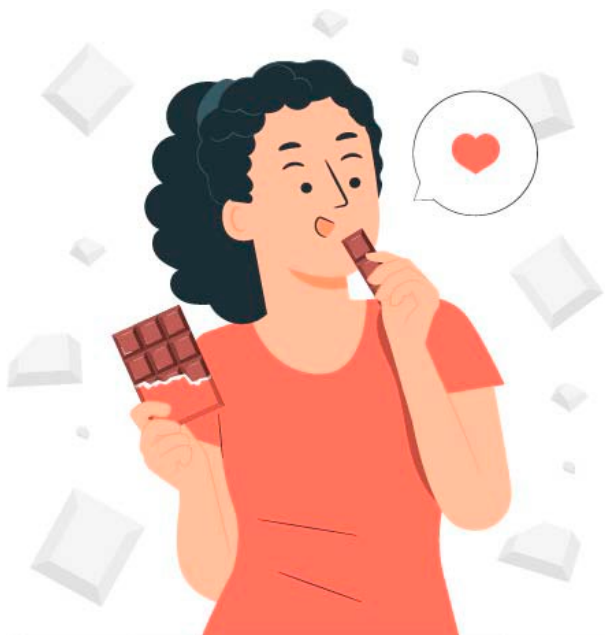
Sensory Test

Objective: To raise awareness among participants about the influence of home brand supermarket foods on food patterns in Australia, and to encourage them to make informed choices when purchasing food.

Sensory Test Instructions

In small groups or as a class, conduct a sensory test on each product and record a rating out of 5 (1 = poor and 5 = excellent) on the appearance, texture, aroma and taste of each products. You might like to use a blind-fold for this and you could cleanse your palate with a drink of water in between each tasting.

After conducting a sensory test on all the items, take some notes about the packaging, price and nutritional value of each of the food products provided. To assess the nutritional value you could compare which product has the most carbohydrate sugars per 100g, the most saturated fat per 100g and the most sodium per 100g.



Source: https://www.freepik.com/free-vector/eating-chocolateconcept-illustration_28430529.htm#query=lick%20sweet&position=12&from_view=search&track=ais

Sensory Test Instructions

Product	Appearance	Texture	Aroma	Taste	Total	Packaging	Price	Nutritional Value
Ice-cream A								
Ice-cream B								
Muesli Bar A								
Muesli Bar B								
Chocolate A								
Chocolate B								

Class Discussion:

1. How do home brand supermarket foods compare to branded products in terms of sensory properties and quality?
2. Are home brand products of lower quality than branded products?
3. Why do you think supermarkets sell home brand products?
4. Do you think home brand products are more or less healthy than branded products? Why?
5. How does the packaging of home brand compared to branded products influence consumer food choices?
6. How might the availability of home brand products influence food choices for low-income households?
7. What are the overall benefits and drawbacks of buying home brand products compared to branded products?

Summary Activity

Complete the following tasks.

What are the components of the food system?		
Write two or three sentences in your own words.		
What are the two sections of the food service sector?		
What are the types of food service settings in the commercial sector?		
What is institutional catering? Provide examples.		
What are some roles in the food service and retail sector?		
Food Service	Food Retail	
What are some challenges facing the food service and retail sector?		
What are some grocery shopping trends?		
Name two trends in the food service and food retail sectors.	Identify some challenges and opportunities for food businesses that relate to these trends.	
Trend	Challenges	Opportunities

Summary Activity

Complete the following tasks.

What are the components of the food system?	
<p>Write two or three sentences in your own words.</p> <p>The components of the food system are primary production, processing and packaging, distribution and access, media and marketing, consumption, and waste management of food.</p>	
What are the two sections of the food service sector?	
The two sections of the food service sector.	The institutional (welfare) food service sector.
What are the types of food service settings in the commercial sector?	
<p>Types of food service settings in the commercial sector include fast-food and takeaway outlets, hotels and motels, industrial and institutional caterers, meal kit companies, private caterers, pubs and bars, restaurants and cafes, and shopping centre food courts.</p>	
What is institutional catering? Provide examples.	
<p>Institutional catering is feeding people who cannot cook or feed themselves, such as in dining halls, canteens, hospitals, aged-care facilities, military bases, and correctional facilities.</p>	
What are some roles in the food service and retail sector?	
<p>Some roles in the food service and retail sector include chefs, dishwashing, waiting staff, baristas, function managers, kitchen hands, sommeliers, menu planners, checkout operators, stock fillers, bakers, butchers, store managers, produce workers, accountants, website developers, social media managers, merchandisers, and office workers.</p>	
What are some challenges facing the food service and retail sector?	
<p>Challenges facing the food service and retail sector include skill shortages, employee pay rates and working hours, exploitation, and the impact of COVID-19.</p>	

What are some grocery shopping trends?		
Alternative grocery shopping methods include online grocery shopping and warehouse-style supermarkets.		
What is the current trend in private-label products?		
The current trend in private-label products is that consumers welcome and embrace these products, with 61% of shoppers saying private-label products can be an excellent alternative to well-known brands.		
Name two trends in the food service and food retail sectors.	Identify some challenges and opportunities for food businesses that relate to these trends.	
Trend	Challenges	Opportunities
Plant-based or vegan food	<p>Limited awareness among consumers about plant-based foods.</p> <p>High cost of some plant-based food ingredients, making it difficult to price products competitively.</p>	<p>Increasing demand for plant-based options due to growing awareness about the environmental and health benefits.</p> <p>Opportunity to differentiate from competitors and attract a new customer base.</p>
Gluten-free or other special dietary needs	<p>The need for specialised ingredients that can be more expensive than traditional ingredients.</p> <p>Limited awareness and understanding among consumers about special dietary needs.</p> <p>The need for an environment with no gluten present.</p>	<p>Increasing demand for gluten-free and other special dietary options due to growing awareness and diagnosis of conditions like celiac disease and gluten intolerance.</p> <p>Opportunity to attract a loyal customer base that is often willing to pay more for specialised products.</p>
Locally-sourced or farm-to-table ingredients	<p>Difficulty in sourcing local and seasonal ingredients year-round.</p> <p>Higher costs associated with sourcing from smaller-scale local producers.</p>	<p>Increasing demand for locally-sourced and farm-to-table options due to growing interest in sustainability and supporting local businesses.</p> <p>Opportunity to differentiate from competitors by offering unique and high-quality ingredients.</p>
Meal kit or delivery services	<p>Need for specialised packaging and handling to ensure food safety during transit.</p> <p>Difficulty in ensuring consistent quality and freshness of ingredients during delivery.</p>	<p>Increasing demand for convenience and time-saving options among busy consumers.</p> <p>Opportunity to reach new customers who may not have time to shop for groceries or prepare meals themselves.</p>
Ecofriendly products	<p>Higher costs associated with using eco-friendly packaging and reducing waste.</p> <p>Limited availability of eco-friendly products and technologies.</p>	<p>Increasing demand for sustainable and eco-friendly options due to growing concern about the environment and climate change.</p> <p>Opportunity to differentiate from competitors and attract customers who prioritize sustainability.</p>

Health and wellness focused options	<p>Need to carefully balance taste and health benefits, which can be difficult to achieve.</p> <p>Limited understanding and awareness among consumers about the health benefits of certain ingredients.</p>	<p>Increasing demand for healthier options due to growing interest in fitness and wellness.</p> <p>Opportunity to attract a loyal customer base that values health and wellness.</p>
Fusion or multicultural cuisine	<p>Difficulty in sourcing specialized ingredients from different cuisines.</p> <p>Limited understanding and awareness among consumers about different types of fusion cuisine.</p>	<p>Increasing interest in diverse and multicultural cuisines among consumers.</p> <p>Opportunity to offer unique and exciting flavor combinations that can differentiate from competitors.</p>

Exam Preparation

Multiple-Choice Questions (5 marks)

Choose the response that is correct or that **best answers** the question.

Question 1

What is the difference between institutional catering and commercial catering?

- a. Institutional catering is provided to people at work, while commercial catering is provided to people in schools and universities.
- b. Institutional catering is non-profit driven, while commercial catering aims to make a small profit.
- c. Institutional catering occurs in welfare settings, while commercial catering occurs in retail settings.
- d. Institutional catering provides partially or fully cooked meals, while commercial catering only provides raw ingredients.

The correct answer is B.

Institutional catering is non-profit driven, while commercial catering aims to make a profit.

Question 2

Why has there been a shortage of skilled people to work in the hospitality industry post-COVID-19?

- a. Many restaurants had to close due to COVID-19, resulting in a loss of jobs.
- b. People in Australia are not interested in pursuing careers in the hospitality industry.
- c. Most workers from overseas on working visas and international students returned to their home countries at the onset of COVID-19. Tomatoes, avocados and potatoes.
- d. Food service and retail businesses have reduced their workforce due to a decrease in demand for their services.

The correct answer is C.

This answer is correct because the passage states that many restaurants had to close because many of their employees were from overseas on working visas, and some were international students, and most of these people returned to their home countries at the onset of COVID-19.

Question 3

What are the six areas that the food system comprises of?

- a. Agriculture, Transportation, Packaging, Sales, Consumption, and Waste Management
- b. Primary Production, Processing and Packaging, Distribution and Access, Media and Marketing, Consumption, and Waste Management
- c. Farming, Manufacturing, Advertising, Retailing, Consumption, and Recycling
- d. Production, Distribution, Advertising, Consumption, and Disposal

The correct answer is B.

Question 4

Food service establishments are important to the Australian economy because:

- a. These establishments employ many people.
- b. They help educate consumers about nutrition, meaning consumers are less likely to need to go to the hospital due to diet-related diseases.
- c. People who come to Australia will work in these establishments if they run out of money.
- e. Consumers spend lots of money in food service establishments.

The correct answer is A.

Question 5

"Cash-in-hand" refers to the payment of wages or services in cash without any formal record or tax documentation. It is often used as a means to avoid paying taxes or complying with labour laws.

Being paid "cash-in-hand" for hospitality workers:

- a. will result in food poisoning due to staff handling food and cash.
- b. can lead to staff being underpaid.
- c. is a legal and common practice that is encouraged by the government.
- d. is widely accepted practice that is recognized and regulated by the labor laws of all countries.

The correct answer is B. Being paid in cash can lead to being underpaid because there is no official record or documentation of the payment, which can make it difficult to prove that the agreed-upon amount was not paid in full. Additionally, being paid in cash often means that the employer is not deducting taxes or making contributions to superannuation, which can result in the worker being underpaid in the long run.

Short Answer Questions (10 marks)**Question 1** (2 marks)

In the table below, list some examples of food service settings and food retailers.

Food Service	Food Retailers

Question 2

Outline the difference between a commercial food service setting and institutional food service setting. (2 marks)

Sample response:

Commercial food service settings prioritise the quality of the dining experience and competition in the industry, while institutional food service settings prioritize meeting the nutritional needs of a specific group and operating within a budget.

Some differences between commercial food service settings and institutional food service settings that could have been discussed include:

Commercial food service settings:

- Typically serve the general public or a specific customer base (e.g. restaurants, cafes, food trucks)
- Focus on providing high-quality food and a positive dining experience
- May offer a wide range of menu options and price points
- Often aim to turn a profit and compete with other businesses in the industry
- Tend to have more flexible hours of operation

Institutional food service settings:

- Serve a specific group of people, such as students, patients, or employees of a particular organization (e.g. school cafeterias, hospital cafeterias, corporate dining facilities)
- Focus on providing nutritious meals that meet certain dietary requirements or restrictions
- May have limited menu options or a set rotation of meals
- Typically do not aim to make a profit and operate within a budget
- Tend to have more set hours of operation that align with the needs of the group they serve

Question 3

Explain how the COVID-19 pandemic impacted the food service and retail industry in Australia. (4 marks)

Sample Response

Lockdowns and dining restrictions caused a sharp decline in customers and revenue for many food service businesses, leading to a shift towards take-away and delivery services. Panic buying and stockpiling caused temporary shortages of some products in retail food businesses. Border closures and travel restrictions affected the supply chain, resulting in delays and ingredient sourcing challenges. Businesses had to quickly adapt to survive.

Question 4

a. Select one of the food trends below.

- Plant-based or vegan food
- Gluten-free or other special dietary needs
- Locally-sourced or farm-to-table ingredients
- Meal kit or delivery services
- Sustainable or eco-friendly food practices
- Health and wellness focused options

- Fusion or multicultural cuisine

b. Identify one challenge and one opportunity for food retail businesses that are selling food products that address the trend selected.

Sample responses for each of the food trends are provided below:	
Selected food trend	Plant-based or vegan food
Challenge	<p>The student needed to identify one of the following challenges:</p> <ul style="list-style-type: none"> • Limited awareness among consumers about plant-based foods. • High cost of some plant-based food ingredients, making it difficult to price products competitively.
Opportunity	<p>The student needed to identify one of the following opportunities:</p> <ul style="list-style-type: none"> • Increasing demand for plant-based options due to growing awareness about the environmental and health benefits. • Opportunity to differentiate from competitors and attract a new customer base.
Selected food trend	Gluten-free or other special dietary needs
Challenge	<p>The student needed to identify one of the following challenges:</p> <ul style="list-style-type: none"> • The need for specialised ingredients that can be more expensive than traditional ingredients. • Limited awareness and understanding among consumers about special dietary needs. • The need for an environment with no gluten present.
Opportunity	<p>The student needed to identify one of the following opportunities:</p> <ul style="list-style-type: none"> • Increasing demand for gluten-free and other special dietary options due to growing awareness and diagnosis of conditions like celiac disease and gluten intolerance. • Opportunity to attract a loyal customer base that is often willing to pay more for specialised products.
Selected food trend	Locally-sourced or farm-to-table ingredients
Challenge	<p>The student needed to identify one of the following challenges:</p> <ul style="list-style-type: none"> • Difficulty in sourcing local and seasonal ingredients year-round. • Higher costs associated with sourcing from smaller-scale local producers.
Opportunity	<p>The student needed to identify one of the following opportunities:</p> <ul style="list-style-type: none"> • Increasing demand for locally-sourced and farm-to-table options due to growing interest in sustainability and supporting local businesses. • Opportunity to differentiate from competitors by offering unique and high-quality ingredients.
Selected food trend	Meal kit or delivery services
Challenge	<p>The student needed to identify one of the following challenges:</p> <ul style="list-style-type: none"> • Need for specialised packaging and handling to ensure food safety during transit. • Difficulty in ensuring consistent quality and freshness of ingredients during delivery.

Opportunity	<p>The student needed to identify one of the following opportunities:</p> <ul style="list-style-type: none"> Increasing demand for convenience and time-saving options among busy consumers. Opportunity to reach new customers who may not have time to shop for groceries or prepare meals themselves.
Selected food trend	Ecofriendly products
Challenge	<p>The student needed to identify one of the following challenges:</p> <ul style="list-style-type: none"> Higher costs associated with using eco-friendly packaging and reducing waste. Limited availability of eco-friendly products and technologies.
Opportunity	<p>The student needed to identify one of the following opportunities:</p> <ul style="list-style-type: none"> Increasing demand for sustainable and eco-friendly options due to growing concern about the environment and climate change. Opportunity to differentiate from competitors and attract customers who prioritize sustainability.
Selected food trend	Health and wellness focused options
Challenge	<p>The student needed to identify one of the following challenges:</p> <ul style="list-style-type: none"> Need to carefully balance taste and health benefits, which can be difficult to achieve. Limited understanding and awareness among consumers about the health benefits of certain ingredients.
Opportunity	<p>The student needed to identify one of the following opportunities:</p> <ul style="list-style-type: none"> Increasing demand for healthier options due to growing interest in fitness and wellness. Opportunity to attract a loyal customer base that values health and wellness.
Selected food trend	Fusion or multicultural cuisine
Challenge	<p>The student needed to identify one of the following challenges:</p> <ul style="list-style-type: none"> Difficulty in sourcing specialized ingredients from different cuisines. Limited understanding and awareness among consumers about different types of fusion cuisine.
Opportunity	<p>The student needed to identify one of the following opportunities:</p> <ul style="list-style-type: none"> Increasing interest in diverse and multicultural cuisines among consumers. Opportunity to offer unique and exciting flavor combinations that can differentiate from competitors.