

# Written Activity One

## Text Analysis: Influence on Consumer Demand

Read the content at this link: <https://foodstudies.com.au/courses/unit-2-1-6/>

1. What is consumer demand and how does it influence the food supply?

Consumer demand refers to the preferences and needs of consumers that drive their purchasing decisions. Consumer demand has a significant influence on the food supply because companies must meet these demands in order to be successful and profitable. The types of food products available on the market are determined by consumer preferences and demands.

2. How has consumer demand for food products changed in recent years?

In recent years, consumers have become more interested in knowing where their food comes from and how it is produced. They want to make informed choices about their food, considering factors such as ethical and environmental considerations. There is also a growing demand for convenient, healthy, and plant-based food products.

3. How does the media influence consumer demand for food products?

The media plays a crucial role in shaping consumer demand for food products. Internet searches, social media, and influencers can all influence what types of foods consumers are interested in and demand. Data from search engines like Google can provide insights into consumer preferences and trends. Social media platforms, where people share their food experiences and recommendations, can influence others to try certain foods or visit specific restaurants.

4. Give an example of how social media has influenced consumer demand for a food product.

An example is the rise of the "freakshake" trend. A cafe in Canberra created a unique milkshake topped with various indulgent treats. Customers started taking photos of their freakshakes and sharing them on social media, leading to increased demand for the product. The trend quickly spread worldwide, with businesses in other countries fulfilling the consumer demand for freakshakes.

5. How do social influencers and reviews impact consumer demand for food products?

Social influencers, who have a large following on platforms like Instagram or YouTube, can persuade people to buy specific food products or follow certain diets. They are often paid by brands to promote their products. Reviews on websites and social media platforms also influence consumer demand, as people trust the opinions and experiences of others when making food-related decisions.

6. What is consumer activism, and how does it affect consumer demand for food products?

Consumer activism refers to individuals or groups who aim to change the way food products are produced or delivered. Activists use strategies such as boycotts, protests, social media campaigns, and petitions to influence consumer behaviors and demand. By raising awareness and advocating for specific changes, activists can shape consumer preferences and push for more sustainable and ethical food production practices.

7. Give an example of consumer activism in the food industry.

One example of consumer activism is when dairy farmers in Queensland called for a boycott of Coles supermarkets. This boycott was in response to Coles' refusal to apply a 10-cent drought levy on milk, which would have supported dairy farmers. By boycotting Coles, consumers aimed to show their disapproval and demand fair treatment of farmers.

## 8. What is food sovereignty, and how does it relate to consumer influence?

Food sovereignty refers to people's ability to choose the type of food they want to eat, where it comes from, and how it is produced. It empowers individuals and communities to control their own food systems. Consumer influence is closely linked to food sovereignty because when consumers demand certain types of food products, it can drive changes in the food system, promoting local and sustainable economies.

## 9. What is food citizenship about and how does it influence consumer influence?

Food citizenship is about individuals demonstrating behaviors that support an ethical and environmentally conscious food system. It involves considering the impact of food choices at each stage of the food system and actively promoting awareness of the ethical and environmental implications of those choices. Food citizenship recognizes that consumers are not just at the end of the food system but active participants who can influence change through their actions and choices.

## 10. What role do consumer rights organizations play in influencing the food industry?

Consumer rights organizations work to protect and promote consumers' interests and services. They provide information to the public, petition for laws to protect consumers, and advocate for changes in food production practices. They can impact the food industry by raising awareness about environmental and ethical issues, conducting product testing, supporting consumer complaints, and participating in activism such as boycotts and protests.

## 11. Give an example of a consumer rights organisation and their efforts in influencing the food industry.

One example of a consumer rights organization is Choice, which is known for unbiased product testing and advice. Choice lobbied for country of origin labeling on products in Australia and developed the CluckAR app to help consumers find free-range eggs. Their efforts have contributed to consumers' demand for transparency and ethical practices in the food industry.

## 12. What is the Obesity Policy Coalition, and how does it work towards influencing the food industry?

The Obesity Policy Coalition (OPC) is a consumer rights organization focused on obesity prevention in Australia. It collaborates with various organizations to advocate for changes in laws and regulations related to the advertising, marketing, and labeling of high-fat and high-sugar foods. The OPC aims to protect children from unhealthy food marketing and create environments that support healthy eating choices.

## 13. How do nutritionists and dietitians contribute to influencing the food system?

Nutritionists and dietitians play a significant role in influencing the food system by promoting healthy eating choices and providing evidence-based advice. They educate the public about the nutritional value of foods, encourage informed decision-making, and advocate for policies that support a healthier and more sustainable food system.

## 14. Name one well-known health professional who has influenced consumer choices in the food system and describe their contribution.

Rosemary Stanton: Stanton has campaigned against sugary drinks, junk foods, and supplements, advocating for organic foods and supporting programs like the Stephanie Alexander School Kitchen Garden Program.

Catherine Saxelby: Saxelby promotes nutritious eating through her books, social media platforms, and website, focusing on helping people make healthy food choices.

Susie Burrell: Burrell, a popular dietitian, appears on television, writes for various media outlets, and coordinates weight loss programs. She provides nutritional information and raises awareness about food-related issues.

15. How does the concept of food sovereignty align with the efforts of organizations like the Australian Food Sovereignty Alliance and Friends of the Earth?

The Australian Food Sovereignty Alliance and Friends of the Earth are organisations that work towards food sovereignty by advocating for sustainable and ethical food systems. They aim to empower individuals and farmers to have control over their food production, support local and national economies, and promote environmentally friendly practices. These organisations align with the principles of food sovereignty by challenging the dominance of industrialized and corporatized food systems.

## Written Activity Two

### Text Refelction: Influence on Consumer Demand

1. How has the increase in consumer awareness about how food is produced impacted your personal food choices and preferences? Provide examples.

The increase in consumer awareness has influenced my food choices and preferences by making me more conscious about the origins and production methods of the food I consume. For instance, I now prioritize purchasing organic or locally sourced products and look for labels that indicate ethical farming practices or sustainability.

2. As a consumer, what factors do you consider when deciding whether to purchase a specific food product?

When deciding to purchase a food product, I consider factors such as the ingredients, nutritional value, production methods, brand reputation, and environmental impact.

3. Do you believe that consumer demand has the power to drive positive changes in the food industry? Why or why not? Provide examples to support your viewpoint.

I believe consumer demand has the power to drive positive changes in the food industry. When consumers prioritise ethical and environmentally friendly food products, companies are encouraged to adopt sustainable practices, source responsibly, and provide transparent information. For example, when consumers demand healthier and convenient meal options, it encourages companies to create meal preparation kits and food boxes that prioritise nutrition and customer convenience.

4. Reflect on a time when you made a food purchasing decision based on information you found online.

How did the media influence your choice?

Last year, I was looking for environmentally friendly food packaging options, so I searched online for sustainable alternatives. The media played a big role in influencing my choice as I came across articles and videos discussing the environmental impact of different packaging materials. This information helped me make an informed decision and choose products that aligned with my values.

5. Have you ever been influenced by social media when it comes to trying new food products or restaurants?

How did it impact your choices?

I often see mouth-watering food photos on Instagram and read positive reviews about restaurants on platforms like Yelp. These experiences encouraged me to try new food products and visit recommended restaurants.

6. Share an example of a food-related consumer activism campaign or boycott that you are aware of.

How did it influence the food industry or consumer behavior?

One example of a consumer activism campaign related to the food industry in Australia is the boycott of Coles and Woolworths milk. As a result, consumers and advocacy groups started a movement urging people to boycott these supermarkets' private-label milk and instead support local dairy farmers by purchasing branded milk or directly from farmers.

7. Reflect on a time when you signed or supported a petition related to the food industry or consider the type of petition you would support if you haven't done so already. What change were you hoping to achieve, and do you think it had an impact?

I haven't personally signed a petition related to the food industry yet, but if given the opportunity, I would support a petition advocating for clearer labeling of allergens in food products. I believe that such a petition could have a significant impact on individuals with allergies and help prevent potential allergic reactions. By raising awareness and pressuring food manufacturers to improve their labeling practices, this petition could potentially save lives and improve the overall safety of the food industry.

8. How can individuals practice food citizenship in their everyday lives? Provide some examples based on your own experiences.

Food citizenship can be practiced in various ways. My parents try to support local businesses by purchasing my food at farmers' markets. I also take my own bags to the supermarket and go fishing with my Dad on weekends.

## Written Activity Three

### Social media's impact on Australia's hospitality industry

1. How has social media influenced the branding and profiles of food and beverage establishments in Australia?

Social media has influenced the branding and profiles of food and beverage establishments in Australia by playing a greater role in increasing their visibility and reputation.

2. According to the Hootsuite report, how much can social media users boost the positive attributes of the venues they frequent?

Social media users can boost the positive attributes of the venues they frequent by up to 20 percent, according to the Hootsuite report.

3. What percentage of participants in the Hootsuite study indicated that they have social media accounts but don't interact with their audience?

Approximately 45 percent of participants in the Hootsuite study indicated that they have social media accounts but don't normally bother with interacting with their audience.

4. Based on research, what percentage of consumers base their buying decisions on what they see on social media?

Research indicates that more than 70 percent of consumers base their buying decisions on what they see on social media.

5. Which social media platform is the most popular in Australia, according to the study by Roy Morgan?

According to the study by Roy Morgan, Facebook is the most popular social media platform in Australia, with more than 17.1 million users using it at least once a month.

6. Among Gen-Z, which social media platform is the preferred choice over Facebook?

Among Gen-Z, the preferred social media platform over Facebook is YouTube.

7. How can engagement on social media help food and beverage venues determine the ideal avenue for their business?

Engagement on social media helps food and beverage venues determine the ideal avenue for their business by allowing them to gauge reactions and measure the engagement rate, which includes comments, likes, shares, and other interactions.

8. According to Hootsuite, how often is a hotel, bar, or restaurant tagged on Instagram?

According to Hootsuite, a hotel, bar, or restaurant is tagged on Instagram every 28 seconds.

9. How does the engagement rate of Instagram compare to Facebook and Twitter, according to the Rival IQ report?

The engagement rate of Instagram, according to the Rival IQ report, is 1.69, which is significantly higher than Facebook (0.12) and Twitter (0.06).

10. According to SocialPilot, what percentage of growing engagements on social media is comprised by Instagram?

According to SocialPilot, Instagram comprises nearly 60 percent of growing engagements on social media, more than three times the share enjoyed by Facebook.

11. Why is it statistically better for hospitality businesses to have a social media account?

It is statistically better for hospitality businesses to have a social media account because it provides a marketing opportunity described as "word of mouth on steroids," which can significantly boost their business.

12. How is social media described as a marketing opportunity in relation to word-of-mouth?

Social media is described as a marketing opportunity that would be hard to pass up because it amplifies the effects of word-of-mouth recommendations and reaches a larger audience.

## Written Activity Four

### Decoding food advertisements

The aim of this activity is to analyse food advertisements and identify the influence of media, activism, health professionals, consumer rights organizations, food sovereignty, and food citizenship on the messaging and content of the advertisements.

Working in small groups, look in some magazines to find some different food advertisements.

Carefully **examine** the advertisements and discuss how media, activism, health professionals, consumer rights organisations, food sovereignty, and/or food citizenship might have influenced the content, message, or presentation of the advertisements.

**Annotate** the images of the advertisements to demonstrate your understanding of how the food advertisements:

- appeal to consumers' desires or needs,
- refer to health claims or recommendations,
- promote any ethical or sustainable practices,
- emphasise consumer rights or advocate for specific causes,
- promote local or community-based food systems, and
- indicate the influence of media, activism, health professionals, consumer rights organizations, food sovereignty, or food citizenship.

**Share** your responses in a class discussion.



## Written Activity Five

### Food Warriors: Empowering Consumers for Food Sovereignty

Working in small groups, select one of the food-related organisations listed at this website link and answer the questions below about each organisation.

<https://foodtank.com/news/2019/01/21-organizations-transforming-australias-food-system/>

Note: The Youth Food Movement Australia no longer operates

1. What is the organisation's mission and how does it relate to food sovereignty and food citizenship?

2. What are some of the organisation's key initiatives and how do they impact consumers and the food industry?

3. How does the organisation work to promote sustainable and equitable food systems?

4. What role do consumers play in the organisation's work and how can they get involved?

5. What are some of the challenges the organisation faces in promoting food sovereignty and food citizenship and how do they address these challenges?

Once you have completed your research, share your findings with the class

## Practical Activity One

### The Consumer Kitchen: A Journey into Food Sovereignty and Citizenship

In small groups, **select** one of the varieties of potato or vegetable chips from the selection provided.

- Smith's <https://www.tyrrellscrisps.com.au/>
- Red Rock Deli <https://www.redrockdeli.com.au/>
- Kettle Chips <https://kettlechips.com.au/>
- Tyrrell's <https://www.tyrrellscrisps.com.au/>
- Thins <https://www.thins.com.au/>
- Wholesome Food Company Veggie Crisps <http://www.thewholesomefoodco.com.au/>

**Conduct** research on the brand or company behind the product by examining the packaging of the product and their website:

1. Does the company provide information about the origin of the ingredients used?
2. Can you find any information about the company's commitment to supporting local or small-scale farmers and food producers? If so, what does it say?
3. Are there any labels or certifications on the package that indicate the food was sourced from sustainable agricultural practices or supports fair trade? Do you see any such indications? If yes, what are they?
4. Does claims or statements about the company's efforts to promote food sovereignty or empower local communities. Do you find any text or symbols that convey such messages? If there are, what do they say?
5. Can you find information about their production methods, ethical practices, and sustainability initiatives? If so, what are they?
6. Does the company have any initiatives that aim to improve food security or reduce food waste? If so, what are they?
7. Look for any references to community engagement, donations, or educational programs. Did you find any evidence of these efforts? If so, describe them.

#### Discussion question:

When examining food packaging for indications of food sovereignty, what specific details or labels should students be searching for?

## Let's Cook

Working individually or in pairs, prepare the recipe below:

### Veggie Bliss Crisps: Thin Slices of Crunch

**Preparation Time:** 30 minutes

**Cooking Time:** 15-20 min

#### Ingredients:

Assorted vegetables (such as potatoes, sweet potatoes, zucchini, carrots, beets)

Olive oil

Salt

Seasonings (optional) such as garlic powder, paprika, or herbs

#### Instructions:

1. **Preheat** your oven to 180°C and **line** a baking sheet with baking paper or a silicone baking mat.
2. **Wash** and **peel** the vegetables (if desired).
3. Using a mandoline slicer or a sharp knife, thinly **slice** the vegetables into even rounds or strips. Try to make them as uniform as possible for even cooking.
4. **Place** the sliced vegetables in a large bowl and **drizzle** with olive oil. **Toss** gently to coat all the slices.
5. **Arrange** the vegetable slices in a single layer on the prepared baking sheet. Avoid overlapping the slices to ensure they crisp up properly.
6. **Sprinkle** the slices with salt and any desired seasonings. You can get creative with your choice of seasonings based on your preferences.
7. **Place** the baking sheet in the preheated oven and **bake** for about 10-15 minutes, or until the edges are golden brown and the chips have become crispy. It is important to note that the thicker the slices of the vegetables, the longer they will take to cook. You may need to increase the oven temperature to 200°C – 220°C if they have not turned a golden brown colour once they are cooked.
8. Once the chips are tender and golden brown, **remove** them from the oven and **allow** them cool on the baking sheet for a few minutes. They will become even crispier as they cool.
9. **Enjoy** your homemade vegetable chips as a healthy and delicious snack!

**Watch** this video to find out how to use a mandoline safely: <https://youtu.be/At02GJDnVUs>

You can also buy gloves that protect your hands at a variety of kitchen shops!



[Image Source](#)

## Let's Evaluate

### Sensory Evaluation

1. **Evaluate** the sensory properties of both the homemade and commercial potato crisps by filling in the chart below.
2. **Rate** each attribute on a scale of 1-5, with 1 being the lowest score and 5 being the highest score.
3. **Take** your time to carefully observe and taste each sample, considering the specific attributes mentioned.

<b>Sensory Properties</b>	<b>Appearance</b> Consider the color, size, shape, and surface texture of the potato crisps.	<b>Texture</b> Evaluate the crunchiness, crispness, thickness, and mouthfeel of the potato crisps.	<b>Flavour</b> Assess the taste, saltiness, sweetness, bitterness, and any additional seasoning or flavors present in the potato crisps.
Homemade Vegetable Chips/ Crisps			
Commercial Vegetable Chips/ Crisps			
<b>Overall Preference</b>			

### Sensory Evaluation Discussion Questions:

1. Based on your sensory evaluation, which potato crisp sample did you prefer? Why?
2. Were there any specific sensory attributes that influenced your preference?
3. Do you think personal preferences for potato crisps can vary among individuals? Why or why not?
4. Did the sensory evaluation change your perception of homemade or commercial potato crisps? In what ways?
5. What advantages or disadvantages do homemade potato crisps have compared to commercial potato crisps?
6. Are there other factors besides sensory attributes that may influence a consumer's decision to buy homemade or commercial potato crisps?

### Food Sovereignty Discussion Questions:

1. Food sovereignty involves having control over one's food system. How might making your own homemade version of commercial food products, such as potato chips, empower individuals to have control over their food choices?
2. Food sovereignty aligns with sustainable practices. How can you practice sustainability when making your own homemade chips?

## Practical Activity Two

### Masa Harina: Everything you need to know

**Read** the article at this link: <https://www.smh.com.au/goodfood/masa-harina-everything-you-need-to-know-20210601-h1w79b.html>

**Answer** the following questions:

1. What is the significance of corn in Mexican culture and cuisine?

Corn is a daily staple in Mexico and holds deep cultural significance. It is intertwined with national pride and spiritual identity, as evidenced by the Aztec creation myth that tells the story of humanity being formed from corn by the gods.

2. What is the process of making masa harina from dried corn kernels?

The process of making masa harina from dried corn kernels involves a technique called nixtamalization. Dried corn kernels are cooked with lime, which is a process that involves soaking the corn in an alkaline solution. This process helps break down the corn's tough outer skin and enhances its nutritional value. After nixtamalization, the softened corn is ground in a mill to create a rough dough or "masa," which is then dried and powdered to produce masa harina.

3. How does masa harina differ from cornflour in its culinary uses?

Masa harina differs from cornflour primarily in its culinary uses. While cornflour is mainly used as a thickening agent for sauces, masa harina is intended for making doughs used in Mexican dishes such as tortillas, tamales, gorditas, and pupusas. Masa harina has a distinctive texture and flavour that makes it ideal for creating traditional corn-based dishes.

4. What are some health related reasons why people use masa harina?

Masa harina is nutritious and naturally gluten-free, making it suitable for individuals with dietary restrictions. Moreover, masa harina is relatively affordable.

5. Where is masa harina mainly produced, and what are the differences between the production in the US and Mexico?

Masa harina is produced both in the United States and Mexico. In the US, much of the masa harina is made from genetically modified (GMO) corn. In contrast, Mexico produces some masa harina using old varieties of corn, which preserves biodiversity and traditional agricultural practices.

6. How is instant masa different from coarser varieties of masa in terms of preparation?

Instant masa differs from coarser varieties of masa in terms of preparation. Instant masa, as the name suggests, quickly turns into dough when mixed with water, requiring minimal kneading. On the other hand, coarser varieties of masa may require more kneading to achieve the desired dough consistency.

7. Who is Rosa Cienfuegos, and how does she use masa dough in her cooking at Itacate in Sydney?

Rosa Cienfuegos is a Mexican-born individual who operates Itacate in Redfern, Sydney. She uses masa dough in her cooking at Itacate to make traditional Mexican dishes, such as steaming it in a banana leaf with a rich chicken mole made with chilies and chocolate. By incorporating masa dough into her recipes, Rosa Cienfuegos showcases the authentic flavours and techniques of Mexican cuisine.

## Let's Cook

Working individually or in pairs, prepare the recipe below:

### Homemade Tortillas

**Preparation Time:** 30 minutes

**Cooking Time:** 15-20 min

**Makes:** 12

#### Ingredients:

110g masa harina

270ml warm water

½ teaspoon salt

#### To mix the dough:

1. **Place** the masa harina into a large bowl, **pour** the water over and **stir** with a wooden spoon until the masa is moistened, then **knead** it together until it holds in a ball.
2. **Knead** the dough until it becomes smooth and pliable.
3. **Roll** the piece into a ball.

**Squash** the ball between your palms. If the edges crack, the dough is too dry. If it sticks to your hand, it's too wet. If it's not moist enough, add a little more water and knead again; if it's too moist, add a little more harina and knead.

4. **Roll** the dough into a large ball.
5. **Cover** the dough ball with a damp tea towel and let it **rest** for 30 to 60 minutes.

#### To shape the tortillas:

1. **Divide** the dough into twelve.
2. **Lightly** flour a clean, flat surface and the rolling pin to prevent sticking.
3. **Take** one dough ball and **flatten** it slightly with your palm.
4. **Place** the dough ball on the floured surface and **dust** it with a little flour.
5. Using the rolling pin, **roll** the dough ball outwards from the center, applying gentle pressure.
6. **Rotate** the dough occasionally to ensure an even thickness and circular shape.
7. **Continue** rolling until you achieve a tortilla of your desired size (typically around 15-20 cm in diameter).

If the dough starts to stick, sprinkle a little more flour on the surface and the dough.

8. **Repeat** until all remaining dough has been used.

#### To cook the tortillas:

1. **Heat** a frying pan on the stove over medium heat.
2. Carefully **transfer** the flattened tortilla to the palm of your hand.
3. **Place** the tortilla into the preheated frying pan.
4. **Cook** until the tortilla develops brown dots on one side, then **flip** it over.
5. Once the tortilla has puffed up on both sides, **remove** it from the heat.
6. **Wrap** in foil and **keep** warm in the oven at a low temperature while you are cooking the remaining tortillas.



[Image Source](https://www.sbs.com.au/food/recipes/corn-tortillas-0)

Original Source: <https://www.sbs.com.au/food/recipes/corn-tortillas-0>

## Black Bean and Vegetable Burritos

**Preparation Time:** 30 minutes

**Cooking Time:** 15-20 min

**Serves:** 2

### Ingredients:

¼ medium chopped onion	¾ cups canned black beans, rinsed, drained
1 teaspoon vegetable oil	¼ cup canned crushed tomatoes, drained
¼ teaspoon ground cumin	½ to 1 teaspoon minced seeded jalapeño chile
¼ teaspoon chili powder	4 homemade tortillas
½ red capsicum	8 tablespoons grated Colby cheese
⅓ cup frozen corn kernels, thawed	4 tablespoons nonfat sour cream
½ medium carrot, coarsely grated	6 sprigs fresh coriander or parsley, chopped

### To make the filling:

1. **Combine** onion and oil in a large nonstick skillet.
2. **Stir** the onion and oil mixture over medium-high heat until the onion becomes golden, which usually takes about 6 minutes.
3. **Add** the cumin and chilli powder to the frypan and stir for about 20 seconds to release their flavours.
4. **Add** the capsicum, corn, and carrot to the frypan.
5. **Sauté** the mixture of capsicum, corn, and carrot until they are almost tender, which should take approximately 5 minutes.
6. **Add** the beans, tomatoes, and jalapeño to the frypan.
7. **Bring** the mixture to a simmer, allowing the flavours to combine and deepen.
8. **Season** the mixture with salt and pepper according to your taste.

### To fill the tortillas:

1. **Place** the warm tortillas on your work surface.
2. **Spoon** the filling down the center of each tortilla, **dividing** it equally among them.
3. **Top** each tortilla with 2 tablespoons of cheese.
4. **Add** 1 tablespoon of sour cream and 1 tablespoon of coriander or parsley onto each tortilla.
5. **Fold** the sides of the tortillas over the filling, forming packages.
6. Once you've folded the sides, **turn** each package seam side down onto a plate.

Your delicious filled tortilla packages are ready to be enjoyed.



[Image source](#)

### Let's Discuss

1. Why is it important to explore and incorporate ingredients from other cultures, such as masa harina, in our cooking practices?
2. How does supporting the production and consumption of Mexican-made masa harina, rather than relying on mass-produced versions made from GMO corn, contribute to local economies, empower small-scale farmers and support indigenous Mexican communities?
3. What role does the consumption of traditional masa harina play in promoting sustainable and environmentally friendly agricultural practices, in contrast to industrialised corn production?
4. How does incorporating ingredients from other cultures enhance local food systems and promote sustainable agriculture?
5. How does the use of Mexican-made masa harina contribute to the preservation of traditional farming practices and knowledge, ensuring long-term food sovereignty?
6. What challenges might arise in promoting the use of traditional masa harina and supporting Mexican producers, and how can these challenges be overcome?



## Summary Activity

Complete the following tasks.

What is the main idea about this key knowledge and key skills?	
<p>Write two or three sentences in your own words.</p> <p>Consumer demand has a big impact on the food we get, and it's influenced by things like the media, activism, health experts, and organisations fighting for consumer rights. The media helps shape what we think about food. Activists speak up for things like sustainable farming, fair trade, and animal welfare to make us think about our choices. Health experts and consumer rights groups give us advice, educate us, and protect us, so we make healthier and more ethical food choices.</p>	
How has consumer demand for food changed and what factors contributed to this change?	
<p>Consumer demand for food has changed. In the past, there were limited food options available, and consumers didn't question where their food came from or how it was produced. However, nowadays, consumers want to know how and where it was made, as well as who made it. This change in consumer demand has increased awareness about health and environmental issues, concerns about ethical and sustainable food production, and access to information through the internet and social media.</p>	
How has the media influence consumer demand for food and food supply?	
<p>Various forms of media can have a positive and negative influence on consumer demand. It can be used by consumers to influence food supply: Consumer Awareness, Influence on Preferences, Exposing Issues and Brand Reputation.</p>	
How do activists influence consumer demand?	Explain one strategy used by activists, such as boycotts, cancel culture, protests, and petitions.
<p>Activism influences the food supply chain in various ways:</p> <ul style="list-style-type: none"> <li>• Sustainable and Ethical Production</li> <li>• Consumer Demand</li> <li>• Supply Chain Transparency</li> <li>• Policy and Regulation</li> <li>• Corporate Accountability</li> </ul>	<p>A boycott occurs when consumers refuse to buy a product or participate in an activity as a way to show their disapproval of a product or behaviour.</p>

<b>How do health professionals contribute to shaping the food system?</b>	<b>Give an example of an influential health professionals and their initiatives.</b>
<p>Here are some ways health professionals influence the food supply chain:</p> <ul style="list-style-type: none"> <li>• Nutritional Guidelines and Recommendations</li> <li>• Consumer Education</li> <li>• Policy Advocacy</li> <li>• Menu Planning and Food Service</li> <li>• Collaborations and Partnerships</li> <li>• Research and Evidence Generation</li> </ul>	<p>Rosemary Stanton is an author of books, scientific papers, and magazine articles. She has appeared on numerous television programs as both a guest and key presenter. She is well-known for campaigning against sugary drinks, junk foods, and supplements. She is a strong supporter of the Stephanie Alexander School Kitchen Garden Program and for organic foods.</p>
<b>What is the role of consumer rights organisations in promoting informed consumer choices and influencing the food industry?</b>	<b>Provide some examples of these organisations.</b>
<p>Here are some of the ways consumer rights organisations promote information consumer choices : Consumer Advocacy</p> <ul style="list-style-type: none"> <li>• Product Safety and Quality</li> <li>• Labelling and Transparency</li> <li>• Pricing and Fair Trade</li> <li>• Policy and Regulatory Advocacy</li> <li>• Consumer Education and Empowerment</li> <li>• Collaboration and Partnerships</li> </ul>	<p>Choice and The Obesity Policy Coalition are two examples of these organisations.</p>
<b>Define and differentiate between food sovereignty and food citizenship.</b>	
<p>Food sovereignty refers to the ability of individuals and communities to have control over their food system. It involves choosing the type of food they want to eat, where it comes from, and how it is grown. Food sovereignty promotes local and national economies and empowers people to shape their own food systems instead of relying on larger corporations or government policies.</p> <p>On the other hand, food citizenship involves individuals actively participating in the food system and considering the environmental and ethical implications of their food choices. Food citizens raise awareness, promote informed decision-making, and encourage others to make conscious choices. They take action to support a more sustainable and ethical food system.</p>	
<b>Provide examples of organisations in Australia that promote food sovereignty and food citizenship. Briefly explain how these organisations promote food sovereignty and food citizenship.</b>	
<p>The Australian Food Sovereignty Alliance (AFSA) advocates for local and regional food systems prioritizing sustainability and fair relationships. They empower individuals and communities, support small-scale farmers, and promote agroecology. AFSA organizes events and campaigns to raise awareness and foster food citizenship.</p> <p>Friends of the Earth, Melbourne, promotes food citizenship through a bulk food co-op and café, encouraging sustainable choices. They conduct awareness campaigns, educational programs, and advocacy work to address food-related issues. Their initiatives empower individuals and communities for a sustainable and just food system.</p>	

## Exam Preparation

### Multiple-Choice Questions (5 marks)

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

#### Question 1

Which of the following best describes the influence of consumer demand on food supply?

- a. Consumer demand has no impact on food supply as it is solely determined by food manufacturers.
- b. Consumer demand has decreased in recent years, leading to a limited variety of food products available.
- c. Consumer demand plays a crucial role in shaping the types of food products available on the market.
- d. Consumer demand only influences the cost of food products and not their availability.

#### Question 2

How do activists influence consumer demand?

- a. By conducting boycotts and protests
- b. By choosing healthy eating choices
- c. By viewing information about product reviews
- d. By keeping their viewpoints to themselves.

#### Question 3

How can health professionals influence consumer demands?

- a. By controlling food prices
- b. By setting government policies
- c. By promoting healthy eating on social media
- d. All of the above.

#### Question 4

Which of the following best defines consumer rights organisations?

- a. Organisations that promote healthy eating choices
- b. Organisations that conduct boycotts and protests
- c. Organisations that advocate for and protect consumers' interests
- d. Organisations that provide information about product reviews

#### Question 5

Which of the following options best represents food sovereignty?

- a. Local communities having control over their food systems
- b. Having access to a variety of foods
- c. Using natural farming methods
- d. Supporting large food manufacturers

**Short Answer Questions** (15 marks)**Question 1** (2 marks)

Define the concept food sovereignty.

Food sovereignty means having control over our own food system. It's about deciding what food we grow, how we grow it, and how we share it. We focus on local and sustainable production, considering our culture and the environment. It's a way to stand up against big companies that prioritise profit over people and the planet. We want everyone to have access to healthy and sustainably produced food.

**Question 2** (2 marks)

Define the concept food citizenship.

Food citizenship is all about getting involved in the food system and making choices that have a positive impact. It means thinking about how our food choices affect society, the economy, and the environment. We want a food system that's fair and sustainable for everyone. Food citizenship is about taking action, speaking up, and making a difference in the way food is produced, distributed, and consumed. We have the power to shape the food system through the everyday choices we make and by getting involved in food-related issues.

**Question 3** (3 marks)

Identify one example of consumer activism that have influenced the food industry and explain its impact on shaping consumer demands and practices.

When dairy farmers in Queensland asked people to stop shopping at Coles supermarkets. They were unhappy because Coles didn't want to help them during the drought by adding a 10-cent fee on milk.

The boycott had a big impact on consumer demands and habits. It made people think about where their food comes from and how companies treat farmers. It also pressured Coles and other supermarkets to change their minds and support the farmers.

**Question 4** (3 marks)

Describe how consumers can contribute to achieving food sovereignty in their local communities.

Several sample answer have been provided below:

**Supporting local farmers and producers** - One way we can help is by buying food from local farmers and producers. When we do this, we support our local food system and make it stronger. It's a way to rely less on global supply chains and create more sustainable and resilient local economies.

**Joining CSAs or farmers' markets** - Another way to support local food is by participating in CSAs or farmers' markets. These give us a chance to connect directly with local farmers and producers. It helps them and promotes sustainable farming practices. Plus, it's a great way to get fresh, locally grown food!

**Growing our own food** - We can also contribute to food sovereignty by growing our own food. Whether we have a backyard, balcony, or access to a community garden, growing our own fruits and vegetables empowers us to take control of our food production. It reduces our dependence on outside sources and makes us more self-sufficient.

**Advocating for policy changes** - We have a voice in shaping policies that support food sovereignty. We can get involved in advocacy efforts, like pushing for local food in schools or fighting for regulations that protect small-

scale farmers and sustainable food practices. By advocating for change, we can make a difference in our food system.

**Question 5** (5 marks)

The influence of social media and the internet on consumer demand in the food industry comes with several advantages and disadvantages.

Evaluate the influence of social media on consumer demand in the food industry.

A sample response is included below:

The student then needed to make an overall judgement.

social media and the internet give us easy access to food info and let us connect with brands and friends. But we need to be aware of the fake info, ads, and trends that can influence us. It's important to think critically, trust reliable sources, and make choices that align with our own values and needs.

Then, the student needed to discuss one advantage and one disadvantage of social media on consumer demand. The student could have discussed two advantages and two disadvantages, however, it is best to look at an advantage and disadvantage.

The student needed to list one of the following advantages needed to be listed:

- On social media, people can share their food experiences and give recommendations. When our friends talk about a cool restaurant or a delicious dish, it can make us curious and want to try it too. It's like getting advice from people we trust.
- We can actually talk to food brands on social media! We can send them messages, ask questions, or give feedback. It's cool because we can have a direct conversation with the brands we like and they can listen to our opinions.

The student needed to list one of the following disadvantages needed to be listed:

- Not everything we see online is true. Sometimes there's false or misleading info about food. It can be confusing and make it hard to know what's real and what's not. We need to be careful and double-check info from reliable sources.
- Social media is full of ads from food companies. They try to make their products look really tempting and make us want to buy them. It's easy to get influenced by these ads and feel like we need to have certain foods.
- Social media can make us feel like we need to follow certain food trends or diets to fit in. We might see everyone talking about a certain food, and we might feel pressured to try it even if it's not something we really like or need. We have to be true to ourselves and make choices based on what's best for us.