

Unit 2.1.6

Influence of Consumer Demand

Key Knowledge and Key Skills

Key Knowledge 2.1.6

The influence of consumer demand on the food supply, including the role of the media, activism, health professionals, consumer rights organisations, food sovereignty and food citizenship.

Key Skills 2.1.6

Analyse the influence of consumers on food industries and discuss their influence on food sovereignty and food citizenship.

Key Skills 2.1.9

Undertake practical activities to analyse commercial food production in Australia.

V.C.E. Food Studies Study Design p. 17 and 18, Extracts from the V.C.E. Food Studies Study Design (2023-2027) reproduced by permission; © VCAA. V.C.E. is a registered trademark of the VCAA. The VCAA does not endorse or make any warranties regarding this study resource. Current V.C.E. Study Designs and related content can be accessed directly at www.vcaa.vic.edu.au. Readers are also advised to check for updates and amendments to V.C.E. Study Designs on the VCAA website and via the VCAA Bulletin and the VCAA Notices to Schools.

Key Terms and Definitions

Activism refers to taking action against a product, person, or organisation to bring about positive change.

A **boycott** is a refusal to purchase particular products, use a specific service, or engage with one specific person or organisation, as a result of disapproval of the product service or actions of the person or organisation.

Cancel culture is the term used to describe when a product is cancelled or renamed.

Consumer demand is the term used to describe how much of a particular item or service a group of people desire. If more people began to purchase free-range eggs, then consumer demand of this product is said to be increasing.

A **consumer rights** organisation is a group of people formed to support consumers in making positive changes.

Food citizenship can be described as the shared practice of encouraging food-related behaviours that support the development of democratic, socially and economically just, and environmentally sustainable food systems. (VCAA).

Food sovereignty occurs when people have access to a food system that provides culturally appropriate and nutritious food, where ethics and the environment have been considered at each stage of the food system and where individuals and farmers have greater control over what they choose to eat (refer to page 10 of the VCE Food Studies Study Design, 2023–2027 for further information).

In marketing terms, an **influencer** is a person who persuades people to buy products or services. Companies often pay them to promote their product or service.

The term **media** refers to the various tools used to communicate information to many people, such as radio, television, newspapers, and the internet.

Consumer Demand on the Food Supply

The availability of food items has greatly increased over the past few decades, with a wider range of choices for consumers. In the past, grocery stores offered limited products, and consumers had little choice. Processed foods were scarce, and consumers didn't question their origin or production methods. However, nowadays, more consumers are interested in knowing details about their food, including its production and source. This shift in consumer behaviour has led to increased competition among food manufacturing companies, as they strive to meet consumer demands and preferences in order to be profitable. Consumer demand plays a crucial role in influencing the variety of food products available in the market.

Consumer demand influences the food supply chain in various ways:

- Product Selection:** Consumer demand determines the types of products that are produced and supplied. When consumers show a preference for certain foods or dietary choices (e.g., organic, plant-based, gluten-free), the food industry responds by adjusting its production and distribution accordingly.
- Production Practices:** Consumers' concerns about sustainability, animal welfare, and food safety influence production practices. As consumers demand more sustainably sourced or ethically produced foods, producers and suppliers adapt their practices to meet these demands.
- Supply and Distribution:** The level of demand affects the quantity of food produced and how it is distributed. When demand increases for certain products, such as seasonal fruits or trendy superfoods, the supply chain adjusts to ensure availability, either through domestic production or imports.
- Pricing:** Consumer demand influences the price of food items. When certain foods are in high demand, prices may increase due to limited supply or increased production costs. Conversely, decreased demand may lead to lower prices or surplus inventory.

Meeting consumer demands can be challenging for food manufacturers. However, they must meet these demands should they wish to be successful. Meeting consumer demands can be challenging for food manufacturers. However, they must meet these demands should they wish to be successful.

Watch one of these videos to find out what food consumers are demanding:

https://youtu.be/QK2_R_pIDJw or <https://youtu.be/LKa3ESwbaHA>



The Role of the Media

The term media refers to a collection of tools and techniques that are used to communicate information among people. Various forms of media can be used by consumers to influence food supply.

The media influences the food supply chain in various ways:

- Consumer Awareness:** The media plays a vital role in informing consumers about food-related issues, including nutrition, health risks, environmental impacts, and ethical considerations. Media platforms, such as news outlets, documentaries, and social media, help raise awareness and shape public opinion.
- Influence on Preferences:** Media coverage can shape consumer preferences and food choices. When the media highlights specific diets, food trends, or health benefits of certain foods, consumers may incorporate these preferences into their shopping habits, influencing demand in the food supply chain.
- Exposing Issues:** Media coverage can shed light on critical issues within the food supply chain, such as food waste, production practices, or the use of additives. This increased awareness can prompt consumers to demand changes and hold food producers and suppliers accountable for their practices.
- Brand Reputation:** Media coverage can impact the reputation of food brands. Positive coverage can lead to increased consumer trust and demand, while negative coverage can have adverse effects, causing consumers to shift their preferences and potentially impacting the supply chain.

The media, including the internet, can have a positive influence on people's purchasing preferences by enabling businesses to reach a wide audience through targeted online ads. It also introduces new trends and ideas through social media and online reviews, making certain products popular. However, there are negative aspects too. False information and misleading ads can deceive consumers into buying ineffective or harmful products. Moreover, constant exposure to ads and messages can create a sense of always needing to buy new things, leading to excessive consumption. It's important to think critically, verify information from multiple sources, and prioritise purchasing only what is necessary and beneficial. Honest and responsible advertising is crucial for consumers to make informed choices based on accurate information and genuine value.

Internet Searches

Google handles an enormous volume of searches daily, averaging around 5.6 billion. This means individuals conduct approximately 3 to 4 Google searches per day. When users search for food-related information, they provide valuable data to Google, which can be used to understand and predict consumer food preferences. This data has an impact on the food industry by reflecting the types of foods and health trends consumers are interested in. However, the sharing of this information between Google and the industry is still a subject of debate. The accompanying video demonstrates how trending searches and popular food trends on Google can be accessed by anyone with the appropriate expertise.

Watch this video to discover how to use Google to identify consumer food demands:

<https://youtu.be/dBNMIKP8a2Q>

Watch this video to find out about one of the top food searches during COVID lockdowns:

<https://youtu.be/Yta9Gr1LjtA>

Social Media

Social media has transformed how Australians seek recommendations for food products, recipes, and restaurants. Previously, they relied on family and friends, but now they turn to social media platforms. A 2017 report revealed that 75% of Australians are influenced by social media when making food choices. They often take photos of their food (65%), seek out restaurants based on online photos (31%), and use check-in features (49%).

When consumers share their experiences and food photos on social media, they can influence others to try the same foods, leading to increased demand. An example of this is the "freakshake" trend, where a Canberra cafe's unique milkshake creation became viral through social media. Customers' photos and shares resulted in high demand, with the cafe going from making 20 to 200 freakshakes per day. The trend spread globally, with businesses in the UK and US meeting consumer demand for the shake. Social media has become a powerful driver of food trends and consumer demand.



Watch this video about how quickly the freakshake was shared via social media:

<https://youtu.be/lan0QvQe4NE>

Social Influencers and Reviews

Social influencers are individuals who persuade others to purchase products or services, playing a crucial role in shaping consumer demand. Brands often compensate influencers with money or free products to endorse food products, diets, and exercise routines. However, influencers can also harm a company's reputation by sharing negative information about a product or brand. Additionally, individuals who post reviews on websites or social media platforms, such as Yelp, have a significant impact on the food industry. Yelp lists businesses, regardless of their preference, and reviews on the platform can greatly influence consumer demand for restaurants, food products, and food companies.

Watch this video about how food influencers shaping consumers food demands: <https://youtu.be/m7ItGJuxKC0>

Watch this video about the impact of customer reviews on the food industry: https://youtu.be/rrJse_j1qW8

The Role of Activism

Consumer activists strive to alter the production or delivery of a product or service. While they make efforts to raise awareness, their perspectives are not always accurate. Activists often seek to influence the food choices and behaviours of other consumers through tactics such as boycotts, cancel culture, demonstrations, letter writing, petitions, protests, social media campaigns, and strikes.

Activism influences the food supply chain in various ways:



- Sustainable and Ethical Production:** Activist groups and organisations advocate for sustainable and ethical production practices in the food industry. They address concerns like factory farming, pesticide use, deforestation, and labour rights abuses. Through awareness-raising and pressuring companies, activists drive changes in the food supply chain.
- Consumer Demand:** Activism impacts consumer preferences and behaviours, shaping the demand for specific food products. Through campaigns, protests, and education, activists promote informed consumer choices. This can drive increased demand for organic, fair trade, locally sourced, or plant-based foods, resulting in shifts within the food supply chain to meet these demands.
- Supply Chain Transparency:** Activism promotes transparency in the food supply chain through labelling, traceability, and disclosure of production methods. By empowering consumers with information about origin, processes, and ingredients, activists influence consumer choices and drive changes in the practices of food producers and suppliers.
- Policy and Regulation:** Activism advocates for changes in food policies and regulations, aiming for stricter standards in food safety, labelling, animal welfare, and environmental protection. Activists work to influence governments and regulatory bodies to implement these changes. Such policy shifts have a profound impact on the food supply chain, affecting production practices, supply, and distribution.
- Corporate Accountability:** Activism can hold food companies accountable for their actions. By organising boycotts, public campaigns, and shareholder activism, activists aim to put pressure on companies to adopt more responsible practices. This can lead to changes in sourcing, production methods, and supply chain management to meet consumer expectations and maintain brand reputation.

Below are a variety of ways that individuals can actively participate and make their voices heard in the food industry:

Boycotting Products or Companies

A boycott occurs when consumers refuse to buy a product or participate in an activity to express disapproval. In 2019, dairy farmers in Queensland boycotted Coles supermarkets for not applying a 10-cent drought levy on milk, intended to support them. In June 2021, Cristiano Ronaldo removed Coke bottles during a press conference, promoting water instead, causing a \$4 billion decline in the company's shares due to his popularity and influence.

Watch this video about how food influencers shaping consumers food demands: <https://youtu.be/m7ItGJuxKC0>

Watch this video about the impact of customer reviews on the food industry: https://youtu.be/rrJse_j1qW8

Cancel Culture

Extreme boycotts can lead to product discontinuation or name changes, often referred to as cancel culture. This typically happens when a company or its representative engages in objectionable or unfavourable actions. A number of food products have been removed from sale or renamed due to discriminatory characteristics.

Watch this video about the change from Coon to Cheer Cheese: https://youtu.be/cXr_LmXUtl8

Protests

Protesting is a public method used by activists to express objections or opposition, including towards specific types of food or the actions of companies or government agencies. During protests, participants may march, assemble, give speeches, chant, and display symbols or posters to convey their message. While protests can become heated, they serve as a means to advocate for change. One organization that engages in lobbying and protest is

People for the Ethical Treatment of Animals (PETA), advocating against unethical treatment of animals and promoting a vegan diet. In a notable protest, PETA members blocked Melbourne's main intersection, causing traffic chaos and delays across the city.

Watch this video about the vegan protests in Melbourne: <https://youtu.be/jP6ixVUA5c4>

Petitions

Petitions are written requests signed by numerous individuals, urging authorities for change. Change.org is a popular website for creating and signing digital petitions. Currently, there is a petition focused on mandatory palm oil labelling. Deforestation in Asia, driven by palm oil plantations, has led to soil erosion, habitat destruction, and increased methane emissions. Displaced communities received inadequate compensation and were forced to relocate. Organisations like Greenpeace Australia, Palm Oil Action, and Zoos Victoria are lobbying to change labelling laws in Australia for clear identification of sustainably sourced palm oil. Their aim is to pressure the food industry to supply Certified Sustainable Palm Oil. Nestlé has also committed to responsibly sourced palm oil by 2023 and driving industry-wide transformation to address risks.

[Click here](#) to access the website about the Don't Palm Us Off campaign: <https://www.zoo.org.au/dont-palm-us-off/>

Watch this video about the Don't Palm Us Off campaign: <https://youtu.be/yOgHFojhqew>

Watch this video that supports the Don't Palm Us Off campaign: <https://youtu.be/So6VTyGYurE>

The Role of Health Professionals

Health professionals, such as dieticians, doctors, and nutritionists, have a crucial role in promoting a healthy and sustainable food system. Currently, our food system produces a substantial amount of unhealthy food, high in saturated fat, salt, and sugar, which goes against the efforts of health professionals. However, they have the opportunity to transform the food system by promoting healthy eating choices, providing evidence-based advice, educating the public about nutrition, supporting informed decision-making, and advocating for policies that promote a healthier and more sustainable food system. These professionals exert significant influence on various aspects of the food supply chain.

Here are some ways health professionals influence the food supply chain:

- Nutritional Guidelines and Recommendations:** Health professionals play a crucial role in developing and promoting evidence-based dietary guidelines and recommendations. These guidelines inform the public about healthy eating patterns, nutrient requirements, and the importance of balanced diets. They can influence the food supply chain by shaping consumer demand for nutritious foods and encouraging manufacturers and suppliers to produce and distribute products that align with these recommendations.
- Consumer Education:** Health professionals are instrumental in providing education and information about healthy food choices to the public. They help individuals understand the impact of different foods on their health, the importance of portion sizes, and how to read and interpret food labels.
- Policy Advocacy:** Health professionals often engage in policy advocacy to improve public health through food-related initiatives. They may advocate for policies such as front-of-package labelling, restrictions on marketing unhealthy foods to children, or the implementation of sugar taxes.
- Menu Planning and Food Service:** Health professionals working in healthcare facilities, schools, and other institutions have the opportunity to influence menu planning and food service practices. They can advocate for the inclusion of nutritious foods, promote local sourcing, and support sustainable and ethical production practices.
- Collaborations and Partnerships:** Health professionals can collaborate with food industry stakeholders, including manufacturers, retailers, and restaurants, to promote healthier food options.



6. **Research and Evidence Generation:** Health professionals contribute to scientific research on nutrition, dietary patterns, and the health effects of specific foods and ingredients. Their research findings help inform public health policies, dietary recommendations, and industry practices.

Nutritionists and Dieticians

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.

Catherine Saxelby is a nutritionist and practicing dietitian. She has written a range of books about eating nutritious foods, focusing on developing the people's knowledge and skill in choosing healthy foods. She promotes healthy eating on Instagram, Facebook, and her website.

Susie Burrell is a dietitian with two honours degrees in Nutrition and Dietetics and Psychology. She often appears on television, writes for a range of media, and coordinates a weight loss program. She is currently a very popular presenter who informs consumers on the nutritional value and issues relating to food in our food system.

Watch this video where Catherine raises awareness about healthy eating: https://youtu.be/DyNac_T9IBQ

Watch this video with Susie Burrell discussing mindless eating: <https://youtu.be/HkeXLNEDdEo>

The Role of Consumer Rights Organisations

A consumer rights organisation or association is usually a membership-based, non-government, not-for-profit group created to protect or promote consumers' interests and services. These groups provide information to the public and petition for laws to protect or inform consumers about the actions of producers or sellers.

Consumer rights organisations play a crucial role in ensuring the fair treatment of consumers and advocating for their interests within the food supply chain.

1. **Consumer Advocacy:** Consumer rights organisations serve as advocates for consumers, working to protect their rights and interests within the food supply chain. They investigate and expose unfair practices, such as misleading labelling, deceptive advertising, or food fraud.
2. **Product Safety and Quality:** Consumer rights organizations monitor the safety and quality of food products. They may conduct independent testing, inspect facilities, and investigate reported cases of foodborne illnesses or product defects.
3. **Labelling and Transparency:** Consumer rights organizations push for transparent and accurate labelling of food products. They advocate for clear and comprehensive ingredient lists, allergen labelling, country-of-origin information, and other relevant details.
4. **Pricing and Fair Trade:** Consumer rights organisations address issues related to pricing, fair trade, and economic justice within the food supply chain. They work to prevent price gouging, unfair trade practices, and exploitation of farmers and workers.
5. **Policy and Regulatory Advocacy:** Consumer rights organisations engage in policy advocacy to influence legislation and regulations related to the food supply chain. They provide input on proposed regulations, participate in public consultations, and collaborate with policymakers to develop and implement consumer-friendly policies.
6. **Consumer Education and Empowerment:** Consumer rights organisations play a crucial role in educating and empowering consumers. They provide resources, guidance, and tools to help consumers understand their rights, navigate the food market, and make informed choices.
7. **Collaboration and Partnerships:** Consumer rights organisations often collaborate with other stakeholders, including government agencies, industry associations, and other advocacy groups, to drive positive changes in the food supply chain.

Choice

One of Australia's most well-known consumer advocacy groups is Choice. Product testing and advice provided by Choice is unbiased, which means that Choice as an organisation will not receive any financial benefit from promoting particular products. Choice was instrumental in lobbying for the country of origin label to appear on products in Australia. Choice also introduced a free-range egg finder app called CluckAr. These actions were implemented in response to consumers' demand to know where their foods come from and their interest in animal welfare.

Watch this video that outlines how Choice helps consumers choose food products: <https://youtu.be/vF0JuK9KTxM>

Watch this video promoting the use of CluckAr, an App released by Choice: <https://youtu.be/kW3gKhrDIUk>

The Obesity Policy Coalition

Watch this video about the nutritional value of food in our food system: <https://youtu.be/0J0qwJo>. The Obesity Policy Coalition (OPC) is a consumer rights organisation formed by the Cancer Council of Victoria, Diabetes Victoria, VicHealth, and the Global Obesity Centre at Deakin University. The OPC was established to support obesity prevention in Australia, particularly in Australian children.

OPC aims to do this by changing laws and regulations around the advertising, marketing, and labelling of foods, particularly foods high in fat and sugar that contribute significantly to overweight and obesity.

The main focus areas to achieve these changes are:

- To prevent junk food advertising between 6 am and 9.30 pm when children watch television.
- To prevent food marketers from targeting children.
- To ensure that all public spaces are free from food marketing.
- To protect children from digital marketing.

To achieve these changes, the OPC writes submissions to relevant organisations and submits formal complaints to the Australian Competition and Consumer Commission, the Australian Communications and Media Authority, and Ad Standards (formerly the Advertising Standards Bureau).

Together with a range of organisations, the OPC has developed a range of informative videos about our food system and how it influences our children's diets.

The OPC has also complained that a McDonald's commercial breached responsible advertising and marketing to children. A government investigation agreed that the commercial did not promote healthy food choices. However, they did not feel that it was targeted at children. Despite this, McDonald's still stopped airing the commercial.

<https://youtu.be/0J0qwJo>

Watch this video to observe the McDonalds commercial that was removed from air: <https://youtu.be/VZNj66Y0bDM>

Food Sovereignty and Food Citizenship

Food sovereignty occurs when people have developed or are developing a food system where they can choose the type of food they want to eat, where it comes from, and how it is grown. It works in opposition to giant food manufacturers and food retailers by promoting eco-friendly local and national economies. Food sovereignty empowers people to control their own food system rather than allowing government policies, major food retailers, and manufacturers to control it for them.

Food citizenship occurs when people demonstrate food-related behaviours that support an economical and ethical-conscious food system. People who practice food citizenship consider the impact of their food choices at each stage of the food system. They understand more than just the environmental and ethical consequences of their food-buying decisions and that they are not consumers at the end of a food system but participants in the food system as a whole. They raise awareness of the impact of industrialised agriculture on the environment. They actively promote and encourage others to become more aware of the ethical and environmental implications of their food choices and food systems.

Food sovereignty and food citizenship are often described as a food movement. Food citizens lead by example; they take action as individuals and in groups across the food system to enact change.

Food sovereignty and food citizenship are concepts that emphasize the rights of individuals and communities to shape their food systems and have a say in decisions related to food production, distribution, and consumption. These concepts play a crucial role in influencing the food supply chain in the following ways:

Local and Community Control: Food sovereignty and food citizenship prioritize local and community control over food systems. They promote decentralized and participatory decision-making processes, allowing individuals and communities to determine their agricultural practices, food production methods, and food sources. By empowering local communities, these concepts can lead to the development of localised and sustainable food supply chains that prioritise community needs and preferences.

- Sustainable Agriculture:** Both food sovereignty and food citizenship emphasise the importance of sustainable agricultural practices. Sustainable agriculture can influence the food supply chain by encouraging the production and distribution of environmentally friendly and socially responsible food products.
- Access to Healthy and Culturally Appropriate Food:** Food sovereignty and food citizenship emphasise the right of individuals to access healthy and culturally appropriate food. They challenge the dominance of industrialised and uniform food systems that may not meet diverse dietary and cultural needs. These concepts promote diverse food sources, including local and traditional food varieties, to ensure that communities have access to nutritious and culturally relevant food options. This can influence the food supply chain by supporting local and small-scale producers and encouraging a more diverse and resilient food system.
- Social Justice and Food Security:** Food sovereignty and food citizenship prioritize social justice and food security by addressing inequalities and inequities within the food system. They advocate for fair wages, labour rights, and social protections for food producers and workers. These concepts also aim to reduce food insecurity by promoting equitable access to land, resources, and markets. By addressing social justice issues, food sovereignty and food citizenship can influence the food supply chain by fostering more equitable and inclusive practices.
- Community-Based Markets and Distribution:** Food sovereignty and food citizenship support the development of local and community-based markets and distribution systems. This includes farmers' markets, community-supported agriculture (CSA), and direct farm-to-consumer relationships. By strengthening these alternative channels, these concepts promote shorter supply chains, reduce dependency on large-scale intermediaries, and facilitate direct connections between producers and consumers. This can influence the food supply chain by supporting local producers, enhancing food quality, and providing consumers with more information about the origin and production practices of their food.

Watch this video to develop your understanding of food sovereignty: <https://youtu.be/Oz0dutIXmfC>

Watch this video that gives an overview of what food citizenship involves: <https://youtu.be/gmR7N2Ko4jY>

The Australian Food Sovereignty Alliance

Australia's food system is one of the most industrialised and corporatised in the world. Various organisations are working towards food sovereignty in Australia. The Australian Food Sovereignty Alliance is one organisation led by ordinary Australians and farmers passionate about creating, managing, and choosing their own food systems.

[Click here](#) to find out more about this organisation.

Friends of the Earth Australia is a member of Friends of the Earth International, an environmental and social justice organisation. Friends of the Earth in Melbourne runs a bulk food co-op and café where volunteers and coordinators work towards providing and encouraging people in the community to support ethical food production and choose waste-reducing alternatives (Friends of the Earth, 2022).

Watch this video about how Friends of the Earth represents food sovereignty and food citizenship:

<https://youtu.be/R8h0Ly3yF5E>

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?

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

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

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

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

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

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

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

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

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

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

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

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

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

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?

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.

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

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.

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?

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?

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?

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?

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

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?

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

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

4. Based on research, what percentage 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?

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

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

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

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

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

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

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

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.tyrellscrisps.com.au/>
- Red Rock Deli <https://www.redrockdeli.com.au/>
- Kettle Chips <https://kettlechips.com.au/>
- Tyrrell's <https://www.tyrellscrisps.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.

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

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?

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

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

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

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

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

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

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.
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.

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



[Image Source](#)

Black Bean and Vegetable Burritos

Preparation Time: 30 minutes

Cooking Time: 15-20 min

Serves: 2

Ingredients:

$\frac{1}{4}$ medium chopped onion

$\frac{3}{4}$ cups canned black beans, rinsed, drained

1 teaspoon vegetable oil

$\frac{1}{4}$ cup canned crushed tomatoes, drained

$\frac{1}{4}$ teaspoon ground cumin

$\frac{1}{2}$ to 1 teaspoon minced seeded jalapeño chile

$\frac{1}{4}$ teaspoon chili powder

4 homemade tortillas

$\frac{1}{2}$ red capsicum

8 tablespoons grated Colby cheese

$\frac{1}{3}$ cup frozen corn kernels, thawed

4 tablespoons nonfat sour cream

$\frac{1}{2}$ 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?	
Write two or three sentences in your own words.	
How has consumer demand for food changed and what factors contributed to this change?	
How has the media influence consumer demand for food and food supply?	
How do activists influence consumer demand?	Explain one strategy used by activists, such as boycotts, cancel culture, protests, and petitions.

How do health professionals contribute to shaping the food system?	Give an example of an influential health professionals and their initiatives.
What is the role of consumer rights organisations in promoting informed consumer choices and influencing the food industry?	Provide some examples of these organisations.
Define and differentiate between food sovereignty and food citizenship.	
Provide examples of organisations in Australia that promote food sovereignty and food citizenship. Briefly explain how these organisations promote food sovereignty and food citizenship.	

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.

Question 2 (2 marks)

Define the concept food citizenship.

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.

Question 4 (3 marks)

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

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.