Section Five — Knowledge Organiser

How do people choose what to eat? Choosing to take a look at this Knowledge Organiser will tell you...

Influences on Food Choice

Learn these 10 factors, and how they affect food choice:

- **PAL** — more active people need more calories.
- **Health** — e.g. picking foods low in sugar & fat.
- **Cost of food** — may aim for cheaper options.
- **Income** — affects willingness to pay more.
- **Culinary skills** — confidence & skill affect willingness to try recipes.
- **Lifestyle** — e.g. being busy means less time to cook.
- **Seasonality** — food not available all year-round.
- **Availability** — e.g. some areas have limited options / shops.
- **Special occasions** — often large meals.
- **Enjoyment** — generally we choose food we like.

Religious and Cultural Food Choices

Hinduism	E.g. No beef & many are vegetarian.
Islam	E.g. No pork. Meat must be halal.
Judaism	E.g. Food must be kosher.
Christianity	E.g. May give up certain foods at Lent.
Sikhism	E.g. No ritually slaughtered meat.
Buddhism	E.g. Many are vegetarian / vegan.
Rastafarianism	E.g. Many follow natural & clean diet.

Intolerances and Allergies

Intolerances can make people ill, e.g. vomiting.
Lactose & gluten are common intolerances.
Allergies may cause serious illness / death.
Common allergens include cereals containing gluten, nuts, eggs, milk, fish, molluscs (e.g. mussels) & crustaceans (e.g. prawns).

Food Labelling

- Rules set out by **Food Standards Agency** (FSA). Labels must be clear, emphasise allergens & not be misleading.
- Labels must include nutritional information of the food product.

Labels may also include non-mandatory info, e.g. serving suggestions, traffic-light labelling, health claims.

Mandatory info includes:

Product name
Ingredients
How to store it
Weight / volume / quantity
Any GM ingredients
Common allergens highlighted
Cooking instructions (if needed)
Country of origin (if confusing)
Use by / best before date
Manufacturer's name & address

Sensory Testing

Sight ← → Touch
Senses influence food choice.
Smell ← → Taste

Taste buds on tongue and **receptors** in nose help us identify flavour.

You can describe sensory qualities using sensory descriptors like 'sweet', 'crumbly', 'sour' & 'firm'.

Sensory tests:

Ranking: foods' characteristics ranked from lowest to highest.

Triangle: 3 foods (2 same, 1 different). Taster tries to identify the different one.

Paired preference: pick a favourite out of two slightly different foods.

Hedonic rating: foods rated on a scale.

Profiling: ratings averaged & presented on diagram.

Moral and Ethical Food Choices

What people think is right or wrong can influence food choice.

Animal welfare — could buy free-range or avoid meat.

Working conditions — Fairtrade products pay farmers a fair price for produce.
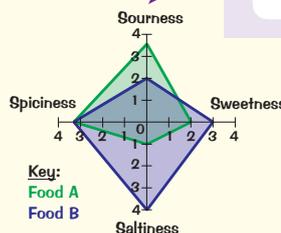
Environmental impact — buying locally boosts local economy & reduces food miles.

Eating naturally — some buy organic food & avoid GM foods.

Influences of Marketing

1. **Special offers** encourage people to buy more products, e.g. buy one get one free.
2. **Celebrity / brand endorsement** can boost sales & target different groups of people.
3. **Health claims** promote benefits of food / can target people with dietary requirements.
4. **Advertising ethical values** of a company (e.g. joining Fairtrade) can increase appeal.

Key:
Food A
Food B

Some ways to ensure a fair test:

- Using lots of tasters
- Making the test a 'blind test'
- Having the tasters work alone
- Giving clear instructions
- Offering water between samples
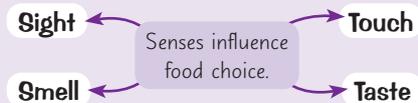- Keeping environment same for all