

Example response to discuss question from specimen question paper

1. (a) Discuss how food manufacturers can help consumers reduce food waste. (10 marks)

Food manufacturers can help consumers reduce food waste in a number of ways. One way is in relation to food packaging as most pre-packed foods have detailed storage advice. Many manufacturers are highlighting this on the front of packs, for example most fresh produce should be stored in the fridge. This can help consumers reduce waste as the advice is more readily accessible to them and so should ensure the food is stored in a way that keeps it at optimum quality. **(1 mark for accurate relevant point of discussion linked to how the food manufacturer can help the consumer reduce food waste)** In addition to this, manufacturers are now moving away from 'freeze on day of purchase' guidance to 'freeze before the use-by-date', which means if food isn't eaten when expected it can be frozen before the use-by-date. This also should help to reduce waste. **(1 further mark for development of discussion point)**

Food manufacturers may choose to use Modified Atmosphere packaging (MAP) as this type of packaging slows down the growth of bacteria and micro-organisms. As modified atmosphere products will have a longer shelf life, consumers may choose these as the product can be stored at home for longer **(1 mark for accurate relevant point of discussion linked to how the food manufacturer can help the consumer reduce food waste)** so allowing them to shop less frequently. This may increase sales for the manufacturer. **(1 further mark for development of discussion point)**

Cooking too much food is one of the main causes of food waste. Food manufacturers often provide measuring tools on their packaging, for example packaged rice often indicates portion sizes on a transparent window in the packaging to allow the consumer to decant and cook only the number of portions required so reducing food waste. **(1 mark for accurate relevant point of discussion linked to how the food manufacturer can help the consumer reduce food waste)**

Food manufacturers can help consumers reduce food waste in a number of ways. One way is in relation to expiry dates on food packaging. Consumers should be encouraged to use them as a guideline and not throw away food on the date or immediately afterwards. As "best before" indicates food is at its peak quality before the best before date, manufacturers should guide consumers that food may be safely consumed up to a set amount of days/months after the best before date which would reduce food waste. **(1 mark for accurate relevant point of discussion linked to how the food manufacturer can help the consumer reduce food waste)** Also, manufacturers should try to lengthen the "use by" date window on foods where there is reduced risk of food poisoning eg yoghurts and encourage consumers to use their senses eg smell to make a judgement about whether the food is safe to eat. This could reduce food waste for the consumer. **(1 further mark for development of discussion point)**

Food manufacturers should try to limit the selling of jumbo packs of food or offers eg buy one get one free. Often the consumer is tempted to purchase the special offer as they believe they are getting a deal but will not be able to consume the food within its expiry date so goes to waste. This is especially evident within the sales of fruit and vegetables so could help the consumer reduce food waste. **(1 mark for accurate relevant point of discussion linked to how the food manufacturer can help the consumer reduce food waste)**

Further, food manufacturers should clearly state the serving size or portion size on the front of food packaging to guide the consumer as to how many people the food will serve. This should limit over buying and in turn reduce food waste. **(1 mark for accurate relevant point of discussion linked to how the food manufacturer can help the consumer reduce food waste)** In addition, at Christmas a lot of food is sold in very large packs to serve a lot of people. Food manufacturers should be encouraged to reduce pack sizes at this time of year because it encourages the consumer to "panic buy" and over purchase encouraging lots of food waste. If manufacturers keep pack sizes to regular amounts all year round this should also help to reduce food waste for the consumer. **(1 further mark for development of discussion point)**