

## Candidate 1 evidence

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| 1.a)                     | <p>Food manufacturers may switch <sup>regular</sup> <del>plain</del> flour to wholegrain flour in the bread of sandwiches as this will increase fibre content of the product and help consumers to meet the <sup>current</sup> dietary goal of increasing dietary fibre intake to 30g per person, per day.</p>  |                             |
|                          | <p><sup>supermarkets</sup> Food manufacturers may decide to add a <del>low</del> free bottle of water with every purchase of <del>their</del> <sup>a certain</sup> food product as this will encourage consumers to drink more water, helping them to meet the <del>the</del> dietary <sup>advice</sup> <del>goal</del> of drinking 6-8 glasses of water per day.</p> |                             |
|                          | <p>However, this may not appeal to environmentally concerned <del>adults</del> consumers as <sup>the bottles</sup> <del>it</del> could contribute to plastic waste, <del>waste</del> and landfill.</p>  |                             |
|                          | <p>Food manufacturers may add in extra 'hidden' vegetables to their food product e.g. blend in</p>  |                             |

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|                          | cellery into a tomato pasta sauce as this may help consumers to meet the <sup>current</sup> dietary goal of <sup>increasing</sup> consumption <del>consumption</del> to 5, 80g portions of fruit and vegetables per day.  |
|                          | <del>consumption</del>  |
|                          | Food manufacturers  |
|                          | Food manufacturers may decide to use sweeteners in their product e.g. muffins, instead of sugar as this will *reduce the sugar <sup>+ calorie</sup> content of the product and help consumers to meet the dietary goal of reducing average free sugar intake to no more than 5% of food energy daily. * enhance the flavour and |
|                          | Food manufacturers may decide to use quorn mince instead of beef mince in a food product e.g. lasagne as this will lower the saturated fat content of the food product  |

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|                                   | <p>and help consumers to meet the dietary goal of no more than 35% of food energy to come from total fat and no more than 11% of food energy to come from saturated fat.</p>   |                                      |
|                                   | <p>Supermarkets may decide to have stock a large variety of herbs and spices <del>as this will</del> encourage consumers and have examples on how to use them <sup>in dishes</sup> displayed as this will encourage consumers to <sup>try to</sup> use herbs and spices to season their dishes and meals, instead of salt. Therefore helping consumers to meet the <sup>current</sup> dietary advice of reducing salt intake to no more than 6g per person, per day.</p> |                                      |

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Food manufacturers may decide to use ~~more~~ white meats such as chicken to create their products instead of red meats like beef. For example making a chicken burger instead of a beef burger, therefore helping consumers to meet the current dietary goal of average red and processed meat intake to be pegged at <sup>around</sup> 70g and average red and processed meat intake to be pegged at around 90g for the highest average consumer. \* per person, per day

Food Supermarkets may decide to include more oily fish options such as sushi in their meal deals as this will encourage consumers to increase their oily fish intake. This will encourage consumers to meet

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the current dietary advice of consumers having one, 140g portion of oily fish per week.

Food manufacturers may decide to reduce the portion sizes of their products, for example producing a mini 'fun sRed' ice cream as this will have a lower calorie content, helping consumers to meet the current dietary advice of reducing daily calorie intake by 120 kcal per person, per day.

b) A diet high in <sup>saturated</sup> fat may increase the LDL cholesterol in the blood stream. This is bad for an adult as the cholesterol may build up on the walls of the arteries, <sup>narrowing them and</sup> increasing blood pressure and increasing risk of developing hypertension. Furthermore,

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the <sup>LDL</sup> cholesterol may build up on walls of arteries surrounding the heart, reducing blood flow to the heart and also increasing the adult's risk of developing coronary heart disease. Furthermore if this cholesterol breaks off the walls of the arteries, it may cause a blockage or a clot, causing a heart attack for the adult.

~~A diet high~~ Salt retains water so a diet high in salt may mean that an adult is retaining a ~~harmful~~ lot of excess water. ~~causing~~ This is bad for an adult as excess water retention could cause a harmful increase in blood volume, therefore increasing blood pressure and increasing the adult's risk of

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hypertension. furthermore if the blood pressure is too high, ~~a~~ small blood vessels in the brain can burst, causing the adult a stroke.

~~A~~ Sugar is very high in calories so a diet high in sugar will mean the adult ~~is~~ may be ~~consuming excess~~ have a high energy intake. This is bad for the adult. as ~~it work~~ if they are not using up the excess energy they are consuming, during daily life or exercise, they will gain weight. If this weight gain was to continue over a long period of time, the adult may become obese also therefore increasing their of developing type 2 diabetes

~~Any fat~~ <sup>provides</sup> ensures a person ~~has less~~ the fat soluble.

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|                          | <p>Fat <sup>from the diet</sup> is a good source of the fat soluble vitamins, <del>so a diet high in fat is</del> This is good for an adult as a diet high in fat will help to ensure an adequate supply of the fat soluble vitamin A which is an antioxidant vitamin, helping to prevent free radical damage to cells, reducing the adults risk of developing certain types of cancers. Furthermore fat is also a good source of the fatty acids omega 3 and 6 which help to lower LDL cholesterol in the blood stream, reducing an adults risk of the blockages and heart attack or developing Coronary Heart Disease.</p> <p>A diet high in sugar may cause sugar <sup>and plaque</sup> to build up on the teeth if proper dental hygiene is not carried out.</p> |







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| <p>Some consumers may have peers that <del>also</del> feel peer pressure to eat the same meals as their friends in order to fit in and may end up consuming take-aways high in saturated fat most nights * <del>however</del></p>            |                             |
| <p><del>Similarly</del> However some consumers may have friends with a high nutritional knowledge that choose to cook and eat <del>nutrient</del> vitamin and mineral <del>rich</del> rich meals and so encouraging them to do the same.</p> |                             |
| <p>Therefore, this could help the consumers to meet their vitamin and mineral requirements, e.g. vitamin <del>A/C</del> C, helping to <del>reduce</del> ensure and cuts and wounds heal properly.</p>  |                             |
| <p>* If that is what all of their friends are doing.</p>   |                             |



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| <p>they enjoy. However, some consumers have very busy lifestyles and lack the time to cook, relying on quick, convenient cook-chill meals, which can be high in saturated fat and salt. Therefore these consumers relying on cook-chill meals may <del>not</del> have high <del>cho</del> LDL cholesterol levels in their blood, <sup>narrowing arteries surrounding the heart</sup> increasing their risk of <del>coronary</del> developing coronary heart disease. <del>Further</del> Furthermore relying on cook-chill meals daily <del>will</del> can be an expensive method of feeding a family and <del>also</del> contributes a lot of plastic waste which is often non-recyclable <del>for landfill</del> <sup>and goes to landfill</sup>.</p> <p>Some consumers follow religions that have certain rules to follow regarding which foods can be eaten and which foods are</p> |                             |

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| <p>prohibited. For example, Jews can only consume halal foods.</p>  |                             |
| <p>Similarly some people choose to follow <del>a</del> vegetarian or vegan diet which includes no meat or animal products.</p>  |                             |
| <p>This may <del>result in</del> <del>some</del> can heavily restrict consumer food choice and in some cases e.g. <sup>some</sup> vegans cause a deficiency in certain nutrients that are mainly found in foods <del>not</del> <del>eat</del> off limits.</p> |                             |
| <p>E.g. vegans may be deficient in vitamin B12, mainly found in animal products.</p>  |                             |
| <p>Possibly leading to a lack of haemoglobin in red blood cells and anaemia.</p>  |                             |
| <p><del>Some</del> Consumers with very <del>little</del> little nutritional knowledge will be more likely to neglect food labelling and just choose foods which they enjoy, often high in salt <sup>and</sup> saturated fat.</p>                              |                             |



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| 3.                       | <p>Preservatives can be added to extend the shelf life of food products therefore allowing the product to be stored <sup>for longer</sup> and manufactured in bulk. <del>The</del> furthermore this will also reduce food waste for the manufacturer as they have a longer time period to sell the food product, <sup>before it goes off</sup> saving them money.</p>   |                             |
|                          | <p style="text-align: right;">* of the food product</p> <p>Colour enhancers can be added towards the end of the food manufacturing <sup>process</sup> product to restore colour * lost during processing and make the product more aesthetically appealing to consumers. Furthermore if consumers are attracted to the appearance of the product they are more inclined to purchase it, increasing sales and profit for the manufacturer.</p> |                             |



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Great strawberries in a yoghurt) would be more expensive). This reduces the overall cost of the manufacturing process, reducing the price of the product and making it available to a wider range of consumers, increasing sales and profit for the manufacturer.

~~Emulsifier~~ ~~Stabiliser~~ Emulsifiers and stabilisers can be added to a food product during the manufacturing process to give the product a smooth, creamy texture and to ensure the product remains stable throughout the entire manufacturing process and shelf-life.

Flavour enhancers can be added to food products during the manufacturing process to

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replace flavour lost during the processing stage and to ensure the flavour is ~~top~~ enjoyable for consumers.

~~Preserv~~

Antioxidants can be added to food products containing fruit during the food manufacturing process to prevent the food from ~~\*~~ changing colour to brown and maintain the aesthetic appeal for the consumer. Preventing oxidation also prevents loss of nutrients like vitamin C.

\* oxidising in air and

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| 4.                       | Fair trade products tend to be more expensive than regular alternatives. This is not good for <del>the</del> consumers on a low <del>the</del> budget as it may mean that fairtrade products are out of their price range.  |
|                          | There is an <del>increase</del> tends to be a very limited <sup>range</sup> variety of fairtrade products available in supermarkets. This is not good for the consumer as it limits the variety of fairtrade product they have to choose from and limits food choice. |
|                          | Genetically modified foods tend to produce larger yields of the product, for example carrots. This is good for the consumer as larger yields may result in the product being  |

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priced slightly lower than regular alternatives, saving them money.

Genetically modified foods tend to be very ~~uniform~~ similar in shape and size ~~is~~ and very uniform, due to their modification. This is good for consumers as they may find these ~~to~~ genetically modified foods e.g. vegetables, more aesthetically appealing and may be more attracted to them. However some consumers may find the uniformity ~~character~~ of food e.g. vegetables ~~due to~~ unnatural looking, and strange and may disagree with and be uncomfortable with the idea of the ~~alter~~ alteration of their foods DNA and genes.

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|                          | <p>Fair trade products ensure that the farmers from around the world get a fair price for their product and are able to make a living. This is good for ethically concerned consumers as they like to know that by purchasing fairtrade products they are <del>sure</del> <sup>knowing</sup> the farmers are actually getting a fair <del>proportion</del> <sup>of</sup> portion of the profit that they are able to live off.</p> |
|                          | <p>Fairtrade <del>or</del> food products <sup>may</sup> have <del>generally</del> <sup>generally</sup> been imported from <del>not</del>, far away countries, likely by plane. This is not good for environmentally concerned consumers as transporting food products by air release a high amount of carbon dioxide and other harmful</p>   |

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|                                   | gases into the atmosphere,<br>contributing to global warming.   |
|                                   | Seasonal foods are at the<br>peak of their flavour. This is<br>good for consumers as it<br>means they can <sup>will</sup> enjoy the<br>flavour of the food and can<br>incorporate it into many<br>recipes.  |
|                                   | <del>Seasonal foods may enjoy</del><br>Seasonal foods <del>enjoy</del> <del>strawberries</del><br>are only be available part of<br>the year. This is bad for<br>consumers as it limits their<br>food choice for the rest of<br>the year and means they<br>can only enjoy the food<br>for around a few months. |
|                                   | Genetically modified foods can<br>be modified to be available<br>and <del>also</del> flavourful all   |



## Candidate 2 evidence

1a) There are many ways in which food manufacturers and supermarkets may help consumers meet current dietary advice. Current dietary advice says to eat no more than 11% of energy from fats being saturated fats. Red meat is high in saturated fat so food manufacturers will reduce the use of red meat like bacon in their ready meals as to reduce the saturated fat content and therefore helping consumers meet current dietary advice.

Food manufacturers may help their consumers meet current dietary advice by reducing the salt in their products like pasta sauces. Current dietary advice says to eat no more than 6g of salt a day so a food manufacturer will reduce the salt content of their product as to help the consumer reduce the chances to meet current dietary advice and reduce the risk of elevating blood pressure due to a high salt intake. However, reducing the salt content of a product like pasta sauce may make it bland as the salt adds flavour therefore, consumers will not buy the product and will instead buy a pasta sauce with a higher salt content as it has more flavour.

Supermarkets will help consumers meet the current dietary advice of eating 400g of fruit and vegetables a day through the placement of the fruits and vegetable aisle. The supermarket will place the fruits and vegetables at the front of the shop so the consumer will fill their shopping cart up with fruits and vegetables first before going to the other aisle. Furthermore, manufacturers will help the consumer meet the current dietary advice of 400g a day of fruits and vegetables by increasing the vegetables in their cook-chill products. Consumers who have a busy life style are more likely to buy cook-chill products which often don't have many vegetables in them, so buying this cooked-chill product with more vegetables in them will increase their vegetables intake therefore helping them meet current dietary advice.

Current dietary advice says to eat no more than 70g of red meat a day. A manufacturer uses turkey mince in their lasagne sauces as it is a white meat rather than a red meat. This will help the consumer to meet current dietary advice as they are reducing their red meat intake by choosing the lasagne sauce with turkey mince. However, turkey tends to be a tough meat so consumers may not want to buy the manufacturer's product as it has an unpleasant texture therefore the consumer will not be meeting current dietary advice.

Current dietary advice says to eat at least 30g of fibre a day. Fibre is found in products like wholemeal bread so a manufacturer may try to make a whole meal bread product in order to help the consumer meet the goal of eating enough dietary fibre. Furthermore, the supermarket can further help the consumer to meet current dietary advice of eating at least 30g of fibre a day by placing the whole meal bread product at eye level. Consumers are more likely to look at the products that are right in front of them so if the whole meal bread is the closest thing to them, they will be more likely to pick it up off the shelf and buy it. Therefore helping the consumer to meet current dietary advice. However, whole meal bread has a grainy texture so this may not help the consumer meet current dietary advice as they don't like the gritty texture of a wholemeal product and they will therefore not pick it up and buy it.

Current dietary advice says to consume at least one 140g portion of oily fish a week. A food manufacturer will help a consumer meet this current dietary advice by making a frozen fish finger product using salmon. This will help the consumer meet current dietary advice as the frozen fish finger product will be convenient to the consumer as there is no pressure to use the product in a fixed amount of time, so will appeal to the consumer with a busy lifestyle as they don't have to put a lot of effort into making the product. Therefore helping the consumer meet current dietary advice.

Furthermore, supermarkets can help consumers meet the current dietary advice of eating 140g of oily fish a week by putting a buy one get one free offer on the oily fish in the store. This will help the consumer meet this goal as they will feel they are getting more value for money one oily fish like salmon and they will therefore buy the product which will help them meet current dietary advice.

Current dietary advice says to reduce your intake of free sugars to no more than 5% of total carbohydrate intake. A manufacturer can help a consumer meet this current dietary advice by using sweeteners like aspartame in their cake products. This will help the consumer meet current dietary advice as they are still eating a sweet product like a cake but without the free sugars. However, sweeteners like aspartame has been linked to cancer so may not appeal to the consumer as they don't want to increase their risk of developing cancer. Therefore not helping them meet current dietary advice.

1B) there are many effects of a diet high in fat, sugar and salt on an adult. Adults who are working jobs in offices don't move around a lot in the day. A diet high in fat means a lot of energy from the fat is going into the body which is stored as fat by the body as the body is not able to use up the excess energy from the fat. This is bad for the health of the adult as over time this will lead to obesity which puts strain on the heart and therefore leads to coronary heart disease over time. However, some adult like to play sports like tennis so the fat will be used up by the body to sustain them during their sports and will therefore positively impacting the adults as it will not contribute to obesity and coronary heart disease.

Adults tend to eat foods that are high in saturated fats like cakes which contain butter. Saturated fats if it is in high amounts, is stored in the arteries as LDL cholesterol. This causes build up and restricts the blood flow to the heart. This will negatively impact the health of the adult as the narrowed arteries caused by the LDL cholesterol will increase the chances of there being a blood clot which will stop the blood flow to the heart and cause the body to go into cardiac arrest.

Omega 3 fatty acid used in the body as it will reduce the chances of developing Rheumatoid arthritis. Adults have a higher chance of developing this so they will be positively impacted by a diet high in fats as they will reduce the chances of Arthritis developing.

A diet high in fat can lead to weight gain as there are too many calories being consumed for the body to use up. Adults tend not to walk places as they have a car and drive so a diet high in fat will negatively impact the adult as the diet high in salt will lead to obesity which could then develop into type 2 diabetes as the body no longer produces the insulin needed to regulate the glucose in the blood.

Adult tend to be snacking on sugary thing while they are at work like chocolate. Sugar can increase the chances of developing dental carries as it stimulates the production of acids in the mouth which then dissolves the enamel of your teeth which will lead to dental carries. This will not benefit the adult as dental carries could mean your teeth will have to be removed if the decay is bad, so will result in a difficulty eating in later life if habits are not changes. However, adults tend to be more persistent when brushing their teeth so they may not be at risk of developing dental carries as they keep their teeth clean and therefore prevent this from developing.

Sugar is a source of energy which is very high so it is easily over eaten. High consumptions of sugar will lead to weight gain so will negatively impact an adult who takes sugar in their tea as their body is getting extra energy that it does not need therefore contributing to weight gain and eventually obesity. Furthermore, being obese can increase the chances of developing cancer in later life. This

will be bad for an adult as with age the chances of developing cancer become increased so a diet high in sugar that leads to weight gain will increase the adult's chances of developing cancer.

Salt is used in the body to retain fluids so a high intake of salt will increase the fluids in the body and therefore increase the blood pressure. Adults like to have a lot of salt in their food as they want a strong flavour so a diet high in salt will increase their blood pressure which weakens the arteries and therefore leads to possible cardiac arrest. This is because the weakened arteries increase the chance of blood clots and this will therefore increase the chances of having a heart attack.

Furthermore, with age the chances of developing coronary heart disease become increased, so a diet high in salt will increase the chances of the adult developing coronary heart disease in later life so they will therefore increase the chances of heart attacks.

2) Consumers who have a low budget may not be able to buy foods at their full price as they have to watch the money they spend on foods. This may mean they buy products that are in the reduced section as they have a smaller price as they are about to go out of date like fruits and vegetables. This therefore benefits the consumer as they are not contributing to food waste by buying the foods at a lower price that would otherwise be thrown out. However, foods in the reduced section tend to have a lower nutrient count as they are no longer at their freshest. People who have a low budget tend to not be able to spend their money on foods of high nutritional value. This therefore means that buying from the reduced section will increase the chances of the consumer developing deficiencies from particular nutrients as they are not able to spend as much money on quality foods.

People with a high budget could lead them to buying foods with a higher price and higher nutritional count like organic foods. Organic foods have a higher count of nutrients as there have been less chemicals used when growing the product. This will therefore influence the consumer to buy the organic produce as it will be more beneficial for their bodies to eat as it is higher in vitamins which will therefore decrease their chances of developing dietary diseases like iron deficiency.

People with a higher budget can afford to go abroad and buy foods from other countries to eat. Foods from other countries can be different so will expand the range of foods eaten by the consumer. This will influence the consumer's food choices when they go back home as they will be more prone to eating the same foods they ate abroad and they will therefore have a wider range of foods they eat. However, if the consumer does not like the foods they ate abroad, it will contribute to food waste. This will mean that the consumer will then be less likely to expand their diet when they get home as they have not liked the new foods they tried while they were abroad.

Consumers with a low knowledge of the impact of food on the body will buy food that are low in nutritional value. Foods that are low in nutritional value are often contain high amounts of salt and sugar. This will affect the choices of the consumer as they will not be able to tell the difference between a food that is contributing to dietary diseases like heart disease and foods that won't.

Some consumers who have a higher knowledge of foods due to taking classes in school like PE will be able to tell what foods will lead to dietary diseases if they are eaten in high quantities. Foods such as fruits and vegetables will positively impact the health as they are high in anti-oxidants which help to mop up free radicals in the body. This will mean that the consumer will buy foods like fruits and vegetables as they know that the product will benefit their health.

Consumers who are on a low budget may have to buy foods that are at a very low price. Foods that are produced at a low price will have a lower nutrient count. Due to the lower budget that is available to spend on higher quality foods, consumers who are on a low budget may buy foods that are high in fat and salt like crisps as they are low in price. However, if they have a higher knowledge

about foods they will be more likely to spend their money on canned foods. Canned foods are low in price and can contain high amount of vegetables. This will therefore effect the choices of the consumer as they will buy the canned soups and vegetables as they are low in price and will still positivey impact their health.

Some consumers are conscious about the environment so they will not want to buy products with high amnounts of packaging. Foods with high amounts of packaging contribute to plastic pollution in the oceans which negatively impact the environment. This therefore3 influces the consumer to not buy product with lots of plastic packaging as it will contribute to the damaging of wild life in the oceans due to the plasic waste. However, some consuemsrs may want to instead buy products that are packaged in recycleable pacaking like paper or cardboard. This will not contribute to pollution in the environment as the recycleable packaging will be able to desintagrate into the environment therefore not damaging the wild life. This would therefore encourage the consuemr to buy the product as they can be sure that the packaging from the product will not harm the wild life.

Consumers who are conscous about the environement will want to find a way to reduce the food mile of the foods that they buy. Food miles if the distance travelled from farm to a persons home. Local farms help to reduce food miles as it minimises the distance travelled from the farm to a persons home. This therefore means that a consumer who is conscious about the environment will buy food products form a local farm as it will reduce the food miles of the product they buy. However, foods from local farms may be limited. A person who is buying from a farm will be limiting their food choices a lot as they will not have access to certain foods when buying local, like out of season foods. This will therefore influence the consumer to not buy local foods as they will have restricted food choices.

3) Colourings can enhance the colour of a product like a red velvet cake which will add its sinature colour to the product. This will be used by the manufacturer to increase the sales of their product as the bright colour of the red velvet cake will grab the attention of the consumers therefore enhancing the sales for the manufacturer. However, Colourings tend not to be natural and they consist of chemicals. This may be a bad option for manufacturers to choose when making their product as consumers will not want to buy a product that is high in chemical flavourings.

Coulourings will be used by the manufactuer to bring colour to an already colourless product like Fizzy juice, so this will benefit the manufacturer as the enhanced colour of the fizzy juice will make the consumer think it is of a higher quality and they will therefore buy it because of this. However, colourings such as sunset yellow have been linked to hyper activity in children so will not appeal to consuemsrs as they will not want to deal with negative behavoir from their child due to drinking a certain fizzy drink.

Colourings can be added to a product to add colour back in when the colour has been lost duering the manufacturing process. So will benefit the appearance of mushy peas as consumers will be attracted to the fresh green look of the mushy peas which would otherwise be brown. However, some consumers are trying to reduce the additives that they consume so will not buy the gree mushy peas as the consumer considers them un natural.

A food manufacturer will use an flavouring to enhance the flavour of a product without having to add more ingredients, for example using a strawberry favour inseed of strawberries when manufactruing a product. This will benefit the manufacturer in the manufacturing process as the enhances flavour of the product will attract consumers as they will be drawn to the stronger flavour

of the product. However, flavourings tend to have an artificial taste so will not be good for the manufacturer to use as consumers don't like the taste of artificial things.

A food manufacturer will use preservatives when processing their foods. A preservative enhances the shelf life of a product. So will benefit the manufacturer as it gives more time for the product to be sold and therefore reduces the food waste that goes into the environment. However, some consumers don't like high contents of preservatives in their foods as it means the food is not that fresh so will deter consumers from buying the food with the high amounts of preservative in it.

A food manufacturer will use a preservative in order to enhance the life of a product in a consumer's home. So will benefit the manufacturer when selling the product as a busy consumer will be able to use the product for a longer amount of time as the preservatives have enhanced the life of the product.

Manufacturers will use antioxidants in their products in order to higher the nutritional value of the product so will appeal to the consumers who have a higher risk of developing cancer as their body will be able to use the anti-oxidants to mop up free radicals in the blood stream. Furthermore, antioxidants such as vitamin C will help the immune system so will be used by a manufacturer as having products that are high in vitamin C will appeal to mothers for their children who are often picking up illnesses from being at school so it will benefit their immune system by having products that are high in vitamin C.

4) Consumers who are concerned about ethics, will purchase foods that benefit others like fair trade. Fair trade products give farmers in other countries a fair price for their produce ensuring that they don't go into poverty due to larger companies exploiting them. This will positively influence the food choices made by the ethically conscious consumer as they will want to buy a product that benefits someone else. However, Fair trade products are expensive as a fair price has been given to the farmer so the fair trade product will have to compensate for that. Some consumers who are concerned about ethical issues may be on a tight budget. This will negatively impact the food choices of the consumer as they will not be able to purchase the fair trade product as it is too expensive therefore influencing their food budget.

Fair trade products tend to have a higher quality as they have more money spent on them by the manufacturer who is making them. This will mean that the flavour of the product is enhanced which is beneficial for the consumer as they will be more likely to buy a product that is of a higher quality. However, Fair trade products are of limited supply in supermarkets most of the time and they have a low availability for the consumer. This negatively impacts consumer purchasing as they will have a hard time finding the product as they will therefore not be able to buy the fair trade products if they want to.

GM foods are changed in the laboratory in order to score higher in specific attributes such as size. The enhanced size of the foods will mean that there is more value for money for the consumer when the product is bought. This will positively impact the consumer as they will feel they are getting more value for money when they are buying the genetically modified food as it is made larger and is still the same price as other foods. However, some consumers don't like the idea of their foods being changed in a laboratory as it seems unnatural. This will negatively impact the consumer as they will not buy the product as it is not natural and consumers may think it is bad for their health.

Gm crops can be changed in order to have a higher nutrient count. This will mean that fruits and vegetables can be enhanced to contain higher amounts of vitamins like vitamin A. This will appeal to a consumer with young children as a product that has a higher content of vitamins like vitamin

A will ensure that her child grows and does not end up with stunted growth due to a lack of vitamin A. However, Gm crops are considered a new invention this may deter a consumer who is a mother from letting her children eat Gm Product as she does not know the health implications that the gm food will have on her children in later life.

Consumers may want to buy foods in season as when foods are in season, they have a higher nutritional value. This will mean that the fruits and vegetables are higher in anti-oxidants. This will appeal to the consumer who has a higher risk of developing cancer as the anti-oxidants help to mop up free radicals in the body which cause cancer which will increase the consumer's chances of buying the product. Furthermore, foods in season could also be cheaper for the consumer as they have not travelled as far to get to the supermarket shelves. This will appeal to the consumer as they will not have to spend as much money on the products like fruit and vegetables that they buy.

Foods that are in season are not force grown in green houses. Green houses contribute to greenhouse gases that go into the environment and harm the ozone layer. This will appeal to the environmentally conscious consumer as they will be more likely to buy a product that does not harm the environment. Furthermore, as the fruits and vegetables are in season, they taste better as they are grown naturally in their native country and not force grown in green houses. This will appeal to young consumers as they like their fruits to have a strong sweet taste, so they will be more likely to buy the in season fruits as they have an enhanced taste.

Consumers can buy in season by buying from local farmers. Local farmers often only grow foods that are in season. This will appeal to the environmentally conscious consumer as buying locally will ensure that the consumer is always eating in season so they will not be harming the environment through forced growing in green houses by accidentally buying out of season. Furthermore, buying locally will support local economies as the consumer is giving business to a local farmer. This will appeal to the consumer as they will know that buying from a local farmer will help the farmer buy the equipment they need for the next year.