

Student 6: High Not Achieved

NZQA Intended for teacher use only

Society now values convenience meals over nutrition and health

Back in days before society relied on supermarkets, people had to grow and farm their own produce if they wanted good meals to eat. As people from this time were forced to make their meals from scratch, it allowed them to make the meal to their liking and decide on the quantities of ingredients like salt and sugar they applied. Nowadays society relies majorly on supermarkets to supply their food and especially take a liking to convenience and quick and easy foods. There is now quick and easy meal options available they can prepare and eat, without having to have the knowledge, experience and skills. Data from Statistics New Zealand shows that Kiwi's shopping and eating patterns are not influenced by what's healthy, but rather influenced by what's fashionable and fast, like takeaways. - (Abbie Napier, Our Communities, Trendy trumps healthy).

1

Of kitchen use, especially for people that flat, have limited equipment or short of time, convenience food like ready-made meals mean less hassle of having to prepare food or wash lots of dishes, as some meals are conveniently already on a plate. Just pop them into the microwave for a few minutes and you have an instant meal for tired hungry people. Nicola Russell says that "People will have food in the fridge and get tired and buy takeaways" – (Life and Style). Convenience meals are also cheaper to have than buying lots of ingredients to make foods from scratch.

2

There is a huge contrast to how people used to shop in earlier times, where they had to go out and actually buy their food, or even grow or farm their own produce. Dr Rosemary Stanton quotes; "supermarkets arrived in the 1960s... instead of walking to local shops with a list and asking for what you wanted, shoppers now drive to supermarkets and make their decisions according to the display on offer". Shoppers now have the freedom of being able to shop online, so they can easily access shop websites, purchase the products they want and even have them delivered to their house.

3

By not carrying on these practices it may affect future generations, if they are brought up only seeing the use of convenience meals. It may also affect future generations liking and acceptance of "normal" cooked from scratch meals as they will acquire a taste for convenience ready-made meals. Cooking skills will be lost along with control over our food choices.

4

People may think that convenience food is the better option as I described before, they are cheaper, easy to make, you don't need cooking experience to make them and they save you from having to clean a lot of dishes. Convenience foods include frozen ready-made meals; partially prepared meals where you just add some meat or liquid and heat; pasta sauces; hot chickens; precooked meats and ready-made salads from the deli. Food is displayed in such a way to catch your eye; promotions which offer "buy one get one free" or "two for the price of one" or specials are offered to appeal to low cost buyers; bread is freshly baked to entice people to purchase it; hot roast chicken also smells good. In 2004-2008 81% of households were purchasing ready to eat food, their average weekly expenditure being \$142.50 but \$17.70 going towards the ready to eat foods. - (Household Economic Surveys 2000/01 and 2003/04). The large consumption of processed food may be because these foods are highly promoted and advertised to the community by Supermarkets and Fast food outlets. This advertising makes the people aware and feels the need to buy the product.

5

I think supermarkets have influenced customers a lot to buying convenience foods by now having ready meals and already prepared produce e.g. cut up pumpkin, ready mixed salads in bags and containers, grated vegetables for soup.

6

In class, I compared a ready meal pizza to a pizza cooked from scratch. I found that the pizza I made from scratch was a lot nicer and healthier. The ready meal tasted more processed and artificial. "Prepared foods no matter where they are sold tend to be higher in calories, fat, saturated fat, salt and sugars and lower in fibre and some vitamins and minerals, than in meals prepared at home and if you habitually eat prepared foods, your diet is likely to be worse than a lot of people who do not-unless you choose carefully." Source: Marion Nestle 'What to eat'. An article in the Medical Journal 2007 states that approximately one-third of children in New Zealand aged 5 to 14 years are either overweight or obese and fewer than half eat the recommended two servings of fruit per day. The number of processed convenience meals could be contributing to the increase in overweight people.

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