

Are supermarkets influencing people's eating patterns in New Zealand? Yes, I believe they are. We now expect our produce (such as fruits and veg's) to be a year round supply, and they have to look good and not ugly.

Supermarkets that operate in both New Zealand and Australia such as Woolworths are providing customers with a year round supply. Now customers do not have to wait for each season to buy new fruit and vegetables, therefore customers are losing their knowledge about each season. "Buying food out of season shows how disconnected Australians have become with the land", "because of that disconnection, we don't seem to know where our food is actually coming from" (Unseasonal desires: the hidden cost of 'fresh' produce ABC News March 19 2010). On the positive side customers can go and buy their fruit and vegetables whenever they need them. However this could mean the supermarkets have stored their produce in a cold area for 9 months or longer until they are needed. This means they are not as fresh as they could be. Customers have no idea that they do this – they believe that all the produce is fresh therefore supermarkets have portrayed their beliefs most produce are transferred across the country for example the journey that fruit and vegetables go through are: They start out in a farm, moving to the local warehouse, regional distribution centre, put in a refrigerated truck and transferred to another regional distribution centre at destination then put into another truck and transferred to the local supermarket and stored in the backroom stocking area and when ready taken out and put on the shelf, it can take up to a week but most of the time it can take 10 days to go through these processes, and by the end these fruits and vegetables are not as fresh as they should be (Marion Nestle "What to eat").

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Some of the fruit has actually been sprayed or injected with different kinds of chemicals to make them grow faster, this means they can be sold to customers all year. Some fruit and vegetables such as bananas and tomatoes are picked while they are still green and trying to grow, they are then chilled until they are needed. They will then warm and treat them with gases to make them grown faster this affects the natural growth of these fruits and they are losing all the good nutrients. (Marion Nestle "What to eat".) Customers attitudes have now changed due to supermarkets, towards their produce - they all expect to have an endless supply all year round, and customers do not realise what is being done to the produce that is being sold to them to be able to get an all year round supply. In the long distance Food Fact sheet from the Green party website, it says that they have been told that long-distance transportation of fruit and vegetables gives them a lot more variety to choose from and allows people to eat fruit and vegetables at times when they are locally unavailable. Because people are transporting different produce from different countries it means a lot more time, energy and cost has to be put into it getting this produce (Green party fact sheet).

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What do you see when you walk into a supermarket. Bright, colourful, nice sized and shaped, unblemished fruit and veg's. The better way to describe this is they are all in uniform. What do supermarkets want people to think? They want us to think and believe that it is fresh and healthy which makes customers want to buy them. If there were ugly looking fruit that has been home-grown, do you think a customer would buy them – No – because they have been influenced by supermarkets that fruit are all supposed to be in

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uniform. A really good example to show this is when we did a survey with some of the classes; we had shown pictures of fruit and vegetables that were from the supermarkets and then pictures of home grown fruit and vegetables so they could compare them. The result of this was 39 students had chosen 'A' from the supermarket, the responses people had were: They are a nicer shape has a better colour its bigger, it looks fresh and many more and the 15 other students who chose 'B' said because its different or the thought it looked nicer and fresher than the supermarket fruits. Other responses we had from the students indicated that they had never seen fruit that had been home grown which means they had the only influence from the supermarkets to make them believe that all fruits should be perfect. Because people have been influenced that fruit are always perfect no ugly fruit will be consumed by supermarkets to be sold to their customers.

Because of this, lots of natural looking fruit (that are known as ugly fruit) are going to waste, they are given to pig farms and there are many people out there that do not have a lot of money. So why not give the fruit and veg's to them? They may not look beautiful and glossy but they definitely taste the same and even better, because they haven't had any chemicals put in them to make them look perfect. This actually means that the ugly fruit have a lot more of their nutrients and they are way healthier for you. The taste is also a lot stronger. For example, my Aunty has chickens and we brought an egg from the shop and an egg from her chicken and I tried them both. The egg from the chicken was a lot nicer. It had a stronger taste and its colours were brighter. Also our teacher brought in a home-grown carrot which was brown and extremely ugly and when it was peeled it was purple. But when I tasted it, it was exactly the same as the carrots from the supermarket, but nicer, crunchier and stronger.