



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TĀEA

Exemplar for Internal Achievement Standard

Home Economics Level 3

This exemplar supports assessment against:

Achievement Standard 91469

Investigate the influence of multinational food corporations on eating patterns in New Zealand

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to investigate comprehensively the influence of multinational food corporations on eating patterns in New Zealand.</p> <p>This involves relating a detailed analysis of the practices used by the multinational food corporations to the possible consequences of those practices for the well-being of New Zealand society.</p> <p>This student has provided a detailed analysis of how our values around meal preparation have changed over time as a result of supermarket practices. Evidence is provided to support the analysis (1) (2) (3).</p> <p>The analysis of practices shows how valuing convenience over health has resulted in a loss of skills and knowledge. The resulting effect of this for the younger generation is raised as a concern (2).</p> <p>Issues for societal well-being are raised related to the loss of control over portion sizes (4), lack of information labels or an inability to understand ingredient labelling (5), and eating too many refined foods (6).</p> <p>Possible consequences for well-being are explained, connected to increased lifestyle diseases from higher intakes of fat, sugar and salt (7). The issue of a higher sugar content used in low fat and salt products are highlighted (7). Another consequence for societal well-being is connected to a re-emergence of iodine deficiency (7).</p> <p>For a more secure Excellence, the student could critically analyse the implication of the loss of control over food intake and how this will affect future generations' long term well-being at a societal level.</p>

Student 1: Low Excellence

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The last fifty years have seen major changes in the way New Zealanders buy their food and the type of food we buy. Before the 'supermarket' people bought their food from markets or specialist food shops, such as greengrocers, butchers and fishmongers. The food was mostly fresh and unprocessed. As well as the fresh food Supermarkets today provide a wide range of ready to eat and processed foods specifically designed to reduce the time people have to spend preparing food. New Zealanders are eating more ready-to eat foods and supermarkets are contributing to this change in our eating patterns. The 'per cent total food spend' in 2000/01 for ready-to-eat foods was 12.2%. In 2003/04 it had increased to 12.4%. The 'per cent households purchasing for ready to eat foods in 2000/01 was 76.9%; it increased in 2003/04 to 81.4% (source: Household economic surveys 2000/01 and 2003/04).

1

Supermarkets sell "Meal solutions" designed to take the thinking out of food preparation; however in doing this they control the nutritional quality of what we are eating. Meal solutions include frozen ready-made meals that only take a few minutes to be reheated in the microwave; partially prepared meals – eg just add a packet or a bottle of sauce to meat; precooked meats; ready-made salads; hot meals from the deli. The convenience these foods offer encourages many of us to be less motivated to cook and increasingly less likely to make our meals from scratch. This could limit future generations' knowledge of food and limit their ability to cook and prepare healthy meals. If adults today are lacking this knowledge then it is likely their children will too. Children are influenced by what they are brought up with. So if parents have the attitude of valuing convenience over health, without thinking too much about the food choices they are making, their children will also have the same attitude towards food.

2

On the surface ready to eat food appears to be a quick and easy way to provide food for people with busy lifestyles. 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". Today we don't eat as many foods that are fresh and grown locally as we did in the past; instead we choose to eat ready meals because we have come to value convenience more than health. "At the supermarket, you exercise freedom of choice and personal responsibility every time you put on item in your shopping cart, but massive efforts have gone into making it more convenient and desirable for you to choose some products rather than others." Source: Marion Nestle 'What to eat'. Tactics include product placement – eye level is the prime spot for catching the consumers' eyes and incentive offers e. "buy one get one free" or "two for the price of one" promotions. Offering limits like "four per customer" also encourages consumers to purchase more. In store sampling is another strategy to get consumers to buy products they wouldn't normally purchase. The deli and bakery use sight and smell to grab interest and encourage people to buy products. (Consumer Report Supermarket Layout Tactics 2006)

3

Supermarkets don't make it easy for shoppers to choose healthier products or eat less food. Products come pre-packaged, consumers have no control over the portion size of food they buy, which is frequently more than they should consume. If asked, the average shopper would probably not know what a healthy portion size looks like for most basic foods and it suits the supermarket for them not to know. In a competitive market a way for supermarkets to increase profits is to get people to eat more. So food is sold in larger portions and in larger packets. The portion sizes recommended by manufacturers on food labels are not easy to compare because the portion sizes differ between different brands of similar food. The

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portion sizes of ready to eat foods is often determined by the sizes of the containers the supermarket provides and these sizes don't necessarily follow recommendations set out in the Ministry of Health food and nutrition guidelines; for example salads from the deli section. Studies show that the more food in front of you the more you will eat. Source: Marion Nestle 'What to eat'.

Also many ready to eat foods do not come with nutrition information labels, so even if a shopper took the time to read the label they still would not be able to compare products and make decisions based on the fat, sugar or salt content. When the ingredients are provided on packaging they are often made up of foods or additives eg. Dextrose, Stabiliser, E450, E451, E452, that the average consumer would not recognise or understand. The Food and Nutrition Guidelines for Healthy Children and Young People (Aged 2–18 years): A background paper states "In general it seems consumer understanding of this information is poor which limits the value of nutrition labels as a tool for making healthy choices (Ni Mhurchu and Gorton 2007). Signal et al (2007) found Māori, Pacific and low-income New Zealanders rarely use nutrition labels to inform their food purchasing. Lack of time to read labels, lack of understanding and the relative absence of simple nutrition labels on lower-cost foods they purchase were some reasons given."

5

Eating too many ready to eat foods has a negative impact on health and New Zealanders are buying these foods regularly as part of their weekly shop. "The top 10 food and drink items sold in supermarkets nationwide in the year to January include four soft drinks (Sprite, Coke Zero and two different-sized bottles of Coca-Cola) and two brands of white bread. The full list of the 40 top-sellers tells a similar story, as buyers choose soft drinks, snack foods and confectionery." Public health nutritionist Bronwen King said the data shows the Kiwi diet has become too refined. "The things the companies say are occasional foods are becoming everyday foods, and are replacing traditional core foods." Source: Sunday Star times article 'Kiwis still hooked on the unhealthiest food' 22 February 2009.

6

Ready-to eat foods are typically high in fat, salt, and sugar. Foods high in fat, increases the risk of obesity and heart disease, eating too much sugar increases the risk of type-two diabetes and eating foods high in salt increases the risk of hypertension. Increased energy intakes from eating a diet made up mostly of ready- to eat foods has led to New Zealanders becoming overweight and obese. New Zealanders have the sixth-highest rates of obesity in the developed world. One in four adults are obese, and one in 12 children are obese. Two-thirds of Pacific Island New Zealanders are obese. Statistics from MOH website. The lack of fibre in processed foods is also contributing to high rates of bowel cancer. While supermarkets do sell many low fat and fat free products consumers often are unaware of the high sugar levels in these products. Dieticians and nutritionists also recommend and support the use of low salt products to reduce our salt intake. Nutritionist Catherine Saxelby states in her Food Watch Fact Sheet that 75% of our salt intake comes from processed foods and says that buying salt reduced and no-added salt foods will have the biggest impact on our salt intake. However another issue with salt intake is linked to the loss of cooking food from scratch at home. Salt used in home cooking is enriched with iodine. "New Zealand soils are low in iodine, resulting in low iodine levels in locally grown foods. There has also been a decline in the use of iodised salt. As a result, studies have shown the re-emergence of mild to moderate iodine deficiency across most age groups in New Zealand. Even at a mild level, iodine deficiency can affect hearing, intelligence and mental capability." Source: <http://www.nutritionfoundation.org.nz/nutrition-facts/minerals/iodine>

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	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to investigate, in depth, the influence of multinational food corporations on eating patterns in New Zealand.</p> <p>This involves analysing the practices used by the multinational food corporations and linking these to changes in eating patterns in New Zealand.</p> <p>This student has analysed how consumer expectations around the purchase of fruit and vegetables have changed over time as a result of supermarket practices. Evidence is provided to support the analysis (1).</p> <p>The analysis explains how consumer beliefs are influenced to create a new 'normal' when selecting any fresh fruit or vegetable, i.e. produce that is uneven in size and unblemished is unlikely to be purchased (2) (3).</p> <p>The practice of supplying produce all year round is explained with links to the loss of appreciation of fresh food and lack of awareness of seasonality (4) (5).</p> <p>Concerns are raised about consumers being unaware of the storage effects on the nutritional value of produce (6). Possible health implications are briefly stated (7).</p> <p>To reach Excellence, the student could relate possible consequences of the practices for the total well-being of New Zealand at a societal level, for example the effects of food wastage and loss of appreciation of fresh food.</p>

Student 2: High Merit

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Supermarkets influence us in many ways. The supermarket practice of selling and promoting glossy, blemish free fruit and vegetables all year round has had a big impact on customers. Consumer expectation has been altered to create a new 'normal' for the purchase of fruit and vegetables. As 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". Therefore supermarkets need to display items to catch your eye and encourage you to buy. A Consumer Report 'Supermarket Layout Tactics' April 2010 states "Fruit and Vegetables are always at the entrance – they display freshness and healthiness. Having fruit and vegetables at the entrance definitely isn't for the convenience of shoppers, as the fruit and veges are likely to get squashed at the bottom of the trolley." This is why the fruit and vegetables are uniform in shape, shiny and presented in even rows or stacks, no sign of dirt or bugs, and are sometimes misted with water to make them sparkle and increase the look of freshness.

1

When food was grown in the backyard or at home instead of buying from the supermarkets, fruit and vegetables came in many sizes, colours, and shapes. If the carrot had a knobble it was eaten, if the apple had a blemish it was eaten. However, supermarket now days have changed our whole perspective of what is "normal" and what is just plain ugly. Consumers now won't buy vegetables and fruits that aren't 'pretty' or don't look 'normal' and supermarkets won't sell them either. This attitude towards food of "if it doesn't look good, it won't taste good" has been influenced by supermarkets only selling glossy, colourful and unblemished produce on the shelves. This attitude starts from the picking of the produce. In 1968 there were 90 apple cultivators and 50 pear cultivators but by 1990 it had dropped to 27 apples and 9 pears. This is because of the technical specifications (source: Te Ara On-line Encyclopaedia). Most of the waste occurs due to the produce not meeting the "technical specifications". Many customers' link freshness to how good and 'pretty' the produce looks.

2

Based on our survey done at our school in the year 9-11 food technology class, we gave them a fruit labelled A and B. 'A' was the pretty, glossy supermarket fruit and 'B' was the fruit grown in the backyard. Most of them preferred the one labelled 'A' – this was because it was normal looking and it is what they're use to eating at home. Just because some produce is discoloured or is a different shape than usual, doesn't mean it won't taste the same to many others. There is a huge amount of wasted produce due to the technical specifications of supermarkets. Supermarkets have influenced consumers so much that they prefer to stick to what they're use to eating, than trying something new.

3

We now don't eat foods that are fresh and grown locally – instead we mainly choose foods according to cost. Health Sponsorship Council survey (2010) 'Shopping behaviours of New Zealand Households' "75% cost/price compared to 40% freshness, 40% quality, 39% Healthiness and only 16% seasonality. Before the 1960's when supermarkets such as the Foodtown "all convenience" store was introduced, people got their fruit and vegetables from either the local markets or grown at home in the backyard. People could only eat the fruit and vegetables when they were in season and fresh and grown locally. Now a days fresh produce is sold in supermarkets all year round having a big influence on consumers. 'Eighty per cent of shoppers believe the fresh vegetables sold in supermarket are less than 4 days old - in reality, they can be up to nine days old when they arrive, and remain on the shelf for a further four. Including the time these vegetables are stored at home before being eaten these fresh items can be more than 16 days old' (source Daily mail article UK March 2010).

4

Supermarkets have limited the knowledge consumers have of the availability and seasonal changes of fruits and vegetables. Based on a survey we did on year 9 to year 11 food technology students, only four students knew that kiwi fruit were grown in the winter and hardly any students knew when new potatoes were available. This clearly shows the impact of supermarkets importing fruits and vegetables so consumers can eat them all year round. For example, the apple season runs for three months of the year and the apple industry has perfected climate controlled storage so that the country can enjoy apples all year round. (Brigid Andersen, March 19, 2010, ABC News). Individuals begin to lack the knowledge of the seasons in which fruit and vegetables are available. This is then carried on through generations.

5

Consumers are also unaware of the effects and storage conditions these produce are kept in to have them all year round to keep up with consumer's demands. "Some produce is up to 10 months old because of consumer demands" (The Sun Herald newspaper, Australia, Jan 20, 2008). Although there are no statistics for New Zealand, we assume this is the same. "Fresh vegetables can lose up to 45 per cent of important nutrients by the time they reach the dinner table. Time spent in storage, in transportation and sitting on the shelves means it can be more than two weeks from the vegetables being picked to being eaten." <http://www.dailymail.co.uk/health/article-1255606/Why-frozen-vegetables-fresher-fresh.html#ixzz1tOwzcJ2C>

6

The importation of fruits and vegetables from around the world has also made consumers unaware of how the produce was grown, or what herbicides/pesticides were used because we are now disconnected to those who grow the produce. I believe that being able to buy produce all year round can positively affect our health because we are able to purchase a wide range of produce all year round, and thus, we are able to get the nutritional benefits of eating multiple different types of fresh fruits and vegetables. The Ministry of Health 2003 Report stated that only three out of every five children met the recommended 3+ servings of vegetables a day. I think being able to purchase produce out of season is both positive and negative for the health of our communities, but our demand for convenience comes at the expense of being disconnected with the grower and our fading knowledge of seasonal produce, and biosecurity risks.

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	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to investigate, in depth, the influence of multinational food corporations on eating patterns in New Zealand.</p> <p>This involves analysing the practices used by the multinational food corporations and linking these to changes in eating patterns in New Zealand.</p> <p>This student has analysed how consumer expectations around the purchase of fruit and vegetables have changed over time as a result of supermarket practices. Evidence is provided to support the analysis (1).</p> <p>The analysis explains how changes to consumer perception of what is 'normal' for fruit and vegetables have resulted in only having uniform produce available (2) (3) (4). The change between eating seasonal and having produce available all year round is explained (5) (6).</p> <p>Concern is raised that lower intakes of fruit and vegetables may be a result of these practices (7). Some concern about societal well-being is also raised around the disconnection between the consumer and grower (8).</p> <p>For a more secure Merit, the student could analyse in greater depth how practices are used to change consumer perception around purchasing 'normal' fruit and vegetables, for example, positioning in stores, display and packaging.</p>

The fresh produce for sale at the supermarket is unblemished, of a uniform size, shape and colour and clean. This has changed consumers' food choices and eating patterns as they now have high expectations of what fruit and vegetables should look like and will not select vegetables and fruits with slight imperfections. "In today's supermarkets there is no place, amid the shelves of lustrous fruits and vegetables, for such comically deformed specimens." – (Strange Fruit, By Jonathan Duffy, BBC News Magazine).

Student 3: Low Merit

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1

The consumers' attitudes, beliefs, knowledge and values are all altered due to the supermarket only having uniform "fresh" produce. They will now only buy fruit and vegetables that are considered to society "perfect" when in fact some of the freshest best tasting fruits and vegetables are not appealing to the eye. By society only buying eye appealing produce means large quantities of foods go to waste. Supermarkets say they are simply responding to customer demands "ugly" fruit and vegetables get left on the shelf..." ("Strange Fruit" article by Jonathan Duffy, BBC News Magazine 2012). When harvested, the "ugly" fruit and vegetables get sent to pig farms and given to the pigs. This produce is perfectly fine and tastes like any regular fruit or vegetables.

2

My teacher supplied the class with a carrot that was home grown. However it was grey in colour, and was extremely knobbly. When given this carrot to try we became aware that it tasted like a carrot you would get at a supermarket, in fact it was sweeter and tasted fresher. "Sniggering apart, the contest high-lights how our taste buds come to be conquered by our eyes" ("Strange Fruit" article by Jonathan Duffy, BBC News Magazine 2012)

3

All together our class surveyed 95 students from our college and asked them which fruit they would prefer out of two pictures. One picture of fruit that is sold at the supermarket (uniform size), the other picture of orchard grown fruit (not visually appealing) the students were unaware of where the fruits came from before their decision. In this survey the majority preferred option a (the uniformed, well-coloured and shaped fruit from the supermarket. The reason being option A "Was bigger and more colourful, looks juicy", "it looks clean, fresh and ripe". Whereas they said option B didn't have such nice colours and shapes and because "they'd never tried B or seen B", they being used to option A and unfamiliar with option B.

4

With perspectives getting changed on what the ideal fruits or vegetables look like it has a huge impact on the way people especially children eat. As the Ministry of Health 2003 report showed, only approximately three out of five children met the recommended number of 3+ servings of vegetables a day. This may be because they now have a high standard to what the "perfect" vegetables or fruit looks due to the supermarkets uniformed produce. By kids not getting the recommended intake it could highly affect their health. As these children are growing, it is the most crucial time for them to get all the nutrients they need.

5

Back before supermarkets were invented or around, consumers used to have to grow their own fruit and vegetables or get them from the markets or friends close by. Back then fruits and vegetables could only be eaten in their certain season, as importing/travelling from long distance was not possible as certain technology like refrigeration and freezers were not around. Nowadays many of our fruits and vegetables are imported from overseas, making them available all year around. This could be considered a good thing as people could get their favourite fruits or vegetables all year around adding to their 5+ a day servings. However it changes knowledge on fruits and vegetables as people become unaware of when the actual seasons are. This could be a problem as the fruit and vegetables you buy from the supermarket when they not in season in NZ, makes the consumers become unaware of

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where their food actually comes from, as it is from different countries. Our supermarket shelves are stocked with foods that have travelled many miles. When looking at a list from where different fruits and vegetables come from, many of them come from different countries eg garlic from China, snap peas from Africa, tomatoes from Australia, grapes from Chile, and even mangos that travel 10,952kms from Mexico. – (Long distance food, Green Party – fact sheet)

At our school my class did a survey of 95 students to find out if they were aware of the seasons of different fruits and vegetables, the results were extremely interesting as it became apparent that the way this generation has been raised makes them unaware of the seasons as the produce sold at the supermarkets is all year around, being imported from different countries. In the survey, out of 95 students only three students knew the season of kiwi fruit, it being a winter fruit.

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However, all year round fruit and vegetables could be good for getting the amount of nutrients you need and getting the recommended amounts (5+ servings a day). But by the fruit being imported from other countries could mean they don't have all the nutrients it originally had as it would have travelled long distances and not be as fresh. Ms Balfour says "buying food out of season shows how disconnected Australians have become with the land", "Because of the disconnection we don't seem to know where our food actually comes from." – (Unseasonal desires, ABC News, Brigid Andersen). Consumers are also unaware of where the produce was grown, how it was grown and what herbicides/pesticides have been used. The following facts suggest consumers should be more careful about where our produce comes from. "fresh tomatoes in the bulk bin in supermarkets are often Australian tomatoes that have been soaked in the highly toxic insecticide dimethoate to combat fruit fly, an insecticide that cannot be removed by washing and which has been found to disrupt reproductive function, cause chromosomal aberrations, damage the immune system, disrupt the endocrine system and affect the nervous system; New Zealand has banned the highly toxic insecticide endosulfan but some countries we import food from still use it on food crops, including Australia, USA, Canada, China, and India" Greens Party Fact Sheet to support Country of Origin Labelling 2011. Most supermarkets do label their produce but consumers need to ask if they cannot see clear labels.

8

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to investigate the influence of multinational food corporations on eating patterns in New Zealand.</p> <p>This involves:</p> <ul style="list-style-type: none"> • explaining factors that influence eating patterns • presenting information on a range of practices used by multinational food corporations to influence eating patterns • explaining how the practices used by multinational food corporations influence eating patterns in New Zealand. <p>This student has explained how supermarkets practices have influenced consumer expectations around the purchase of fruit and vegetables. Some practices used to change consumer perception of 'normal' produce are explained (1). Some evidence is used to show how eating patterns have been changed (2).</p> <p>Concern are raised about the wastage of imperfect produce (3).</p> <p>A comparison between the attitudes of an older person (4) and the student (5) highlights the effect the supermarkets practices have had on the consumers' eating patterns.</p> <p>The supply of produce all year round rather than by seasons is briefly explained (6) along with a positive effect for the hospitality industry (7). A comparison between the attitudes of an older person (8) and the student (7) highlights the effect this change has had.</p> <p>To reach Merit, the student could analyse in more detail how practices are used to change consumer perception around purchasing 'normal' fruit and vegetables. More evidence could be used to support the analysis.</p>

When we go to the supermarket, all fruits and vegetables look good. Also, they look the same. Fruits and vegetables that are clean, unblemished, of a uniform size, shape and colour. They are what people think fresh, tasty, and high in nutrition. Does that mean farm, local products are not? Are those different from supermarket ones? That's just a misconception. Supermarkets fruit and vegetable standard has influenced many people on their food choices, attitudes and beliefs.

Student 4: High Achieved

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1

Supermarket products are clean, unblemished, of a uniform size, shape and colour. Supermarkets arrived in the 1960s and since 1960s consumers were looking at the clean products. Now, consumers are used to buying the clean product. They think it is normal to get those. A major goal of marketing is to change our perception of what is "normal". Advertising and promotions push things until we consider it normal. (Dr Rosemary Stanton, Nutritionist). Consumers now have a perception that unclean, blemished, different sized fruit and vegetables are not good and they lack nutrition and flavour. However, the shape and look does not matter. Small, deformed apples are perfectly fine to eat. I went to an orchard and picked some. The apples were small, deformed, blemished and different colours. Comparing them to the supermarket apple, orchard apple was much fresher and tastier. Orchard apple was much crunch, sweet and fresh. Supermarket apples looked clean, big and fresh, but it wasn't as good as it looked like. Today, the big supermarkets routinely stipulate to farmers what their product – both conventional and organic – looks like (BBC News, Strange Fruit).

2

Since supermarkets are so strict on standard, every year, thousands of tons of fruit and vegetables are rejected by supermarkets not on the taste grounds, but because they don't look good. (BBC News, Strange Fruit). Because the consumers are so used to seeing clean products, supermarkets only put those products on the shelf. They also demand farmers to "produce" clean products. Supermarket demands affect farmers, because most of their crops can't be sold, because they are blemished or different shapes. This makes farms who can't sell their crops to disappear. Farmers can't earn enough money because they could not sell their crops and which makes farms to close down. Some farms turn to local markets where they sell deformed crops. I usually shop at the Sunday market and the produce doesn't look the same. Some tastes better than supermarket product.

3

In the past, when there weren't any supermarkets around, people didn't care what their food looked like. In the old days, people grew their own food and ate them from the garden. The fruits and vegetables were fresh but they were not always pretty. I had no problem eating oddly shaped fruit and vegetables that had odd blemish on its skin. (Interview with a School Elder). However, now, not many people prefer oddly shaped fruit and vegetables. Now a days, 86.9% of New Zealanders shop in the supermarket 'weekly' or more often (Research facts from the HSC)

4

We did a survey at our school and showed the students two types of produce. The majority of students preferred Type A, which is the supermarket product. Most of the reason was 'normal, clean, big, and not oddly shaped'. Students didn't know that orchard apples actually taste better, dark skinned carrot is perfectly fine to eat (I have tried it) and oddly shaped tomatoes are fine. The reason why the majority of students chose 'normal' produce is because they have been seeing only supermarket products. The supermarket wants consumers to think supermarket fruit and vegetables are the normal, fresh product.

5

Some of the other things that the supermarket impacted on us is the **seasonable fruit and vegetables**. In the supermarket we can find the strawberry and blueberry all year round. Is it normal? No. Strawberries are summer fruits. However, that is what we expect - to have strawberries all year round. **Supermarket has affected us to think having "not in season" fruit is normal. A major goal of marketing is to change our perception of what is "normal"** (Dr Rosemary Stanton, Nutritionist).

6

Supermarkets have all sorts of different fruit and vegetables. Some of them are in season, but some of them are not. This isn't that bad for consumers. Sometimes this is **good, because in hotels or restaurants they need a variety of fruit and vegetables**. At our school we did a survey on seasonal fruit and vegetables. **We gave students random fruit and vegetables to guess the season. None got all the seasons right. Some knew a few, but most of them had no idea about the season. Supermarkets try to make people or consumers to think non seasonal fruit and vegetables are always in supermarket and it's normal.**

7

In the old days when there was no supermarket, people use to eat seasonally. They couldn't have strawberries in winter, but they enjoyed kiwifruit. **'Eating seasonally has taught me to really appreciate and value the taste of the good home grown food and I enjoy cooking it.'** (*Interview with a School Elder*). People use to eat seasonally and fresh. Because they are not in season in New Zealand, they have to be imported from other countries like USA, Philippines, and China. USA to New Zealand is a long way for fruit and vegetables. Its fresh when it's picked in USA but when it gets to New Zealand it can't be that fresh. When consumers see the non-season fruit and vegetables they think it's fresh because it's what supermarkets are trying to do.

8

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to investigate the influence of multinational food corporations on eating patterns in New Zealand.</p> <p>This involves:</p> <ul style="list-style-type: none"> • explaining factors that influence eating patterns • presenting information on a range of practices used by multinational food corporations to influence eating patterns • explaining how the practices used by multinational food corporations influence eating patterns in New Zealand. <p>This student has explained how supermarkets practices have influenced consumer expectations around the purchase of fruit and vegetables. The practice of providing fresh produce all year round is explained supported by evidence (1) (2). The resulting greater choice for the consumer has been highlighted (2).</p> <p>Consumer perception of what is 'normal' when purchasing fresh produce is explained (3). Evidence of personal experience is provided to challenge the value of the practice of buying uniform produce (4).</p> <p>For a more secure Achieved, the student could explain in more detail how the practices influence consumer behaviour towards selecting and purchasing fruit and vegetables.</p>

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").

1

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).

2

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

3

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.

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to investigate the influence of multinational food corporations on eating patterns in New Zealand.</p> <p>This involves:</p> <ul style="list-style-type: none"> • explaining factors that influence eating patterns • presenting information on a range of practices used by multinational food corporations to influence eating patterns • explaining how the practices used by multinational food corporations influence eating patterns in New Zealand. <p>This student has briefly explained how the supermarkets practices have influenced values around meal preparation. A description of convenience meal products and practices used is included (5) (6).</p> <p>An explanation is provided of the change in meal patterns (1) and purchasing behaviour (3). Some advantages (2) and limitations (4) are outlined.</p> <p>Some evidence is included linking the increase in consumption of convenience meals with the rise in overweight people (7).</p> <p>To reach Achieved, the student could explain the practices in more detail to show how consumer behaviour has been influenced. More explanation of the supporting evidence could also be provided.</p>

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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