Factors affecting Food Choice
Factors affecting food choice

Cost of Food
Healthy Eating
Enjoyment
Special occasions
Availability
Physical Activity Level
Seasonality
Lifestyle
Culinary Skills
Income

Factors affecting food choice
<table>
<thead>
<tr>
<th>P.A.L</th>
<th>Healthy Eating</th>
<th>Special occasions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>Culinary skills</td>
<td>Lifestyle</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Seasonality</td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>-------------</td>
<td></td>
</tr>
<tr>
<td>Availability</td>
<td>Cost</td>
<td></td>
</tr>
</tbody>
</table>
Different people have different levels

Higher PAL’s will require more calories

An active lifestyle may need 20% more food a day

Sports people may choose protein foods to help them compete.
Breakfast: Three fried-egg sandwiches with cheese, lettuce, tomatoes, fried onions and mayonnaise. Two cups of coffee. One five-egg omelette. One bowl of grain. Three slices of French toast topped. Three chocolate-chip pancakes.

- Lunch: One pound of pasta. Two large ham and cheese sandwiches with mayonnaise on white bread, plus energy drinks that supply him with another 1,000 calories.

- Dinner: One pound of pasta, an entire pizza and even more energy drinks.
Healthy Eating

- People eating healthily choose foods based on nutrition.
- Usually low sugar, low fat and high in vitamins and other nutrients.
- People with allergies and intolerances may need to avoid certain foods.
Cost

- People usually go for the cheaper option unless they think it’s worth more paying for better quality.
- Special offers may persuade people
- People buy in bulk to lower the cost
- Usually cheaper to cook a meal than a ready meal but more expensive to get the ingredients in.
Income

- People with lots of income buy expensive items
- People on low incomes will go for cheaper option.
  - Fresh meat, veg and fruit can be expensive so will go for processed convenience food instead.
- Lower income tends to have poorer diets.
Culinary Skills

- Some people are great cooks, others are not
- Mainly to do with confidence
- ‘difficult’ recipes are avoided incase it goes wrong and wastes food and money.
- People may not enjoy cooking at all
Lifestyle

- Stressed or bored usually leads to comfort food (high fat/sugar)
- People with busy lives such as long working hours or anti social shifts – struggle to make meals and grab unhealthy food
- People have different eating patterns. Grazing v set meals
- Develop bad habits – eating late, skipping breakfasts
Seasonality

- Certain foods in the UK are only grown at certain times of year.
- People concerned with food miles may only buy local food.
Availability

- More likely to buy food that is readily available.
  - Rural areas may only have a small shop with limited options
- Online shopping can change this however and open up new options
Special occasions

- Usually require a large meal
- Fattening foods such as Christmas dinner/birthday cake are eaten.
Enjoyment

- People eat what they enjoy.
- Based on flavour, smell, appearance and texture.
- Usually high fat and high sugar foods
- People usually avoid bitter foods, however if you get the taste for them… Dark Chocolate, Coffee, Beer…..
Moral Food Choices
Animal Welfare

- A concern for many people
- People may choose to eat foods where the animals have been treated well and ethically.
- They may choose free range or organic meats.
- They may avoid meat altogether: Vegetarian and Vegan
Working Conditions

- Fairtrade options are popular with customers. This ensures farmers in developing countries get a fair price for their work and products.
- Fairtrade can be slightly more expensive.
Environmental impact

- People may prefer to buy British, local produce or seasonal foods.
- This supports the local economy and lowers food miles.
- People choose the fish they buy to ensure they are sustainable and keep seas well stocked.
Eating naturally

- Some people prefer organic food – without synthetic chemicals
- These are grown with natural pest control and natural fertilisers
- People sometimes avoid buy GM (genetically modified food) over concerns of the effects on the consumer or environment.