Part 1

The Importance of Food

1 How Food Affects Life
2 Nutritional Needs
3 Making Healthful Choices
4 Nutrition Through the Life Cycle
5 Staying Active and Managing Your Weight
6 Safeguarding the Family’s Health
7 Career Opportunities
After studying this chapter, you will be able to:

1. Explain how the search for food led to the development of civilization.
2. Use the steps of the decision-making process to make food choices.
3. Describe how food relieves hunger and improves wellness.
4. Outline cultural, social, and psychological influences on food choices.
5. List factors that affect the food supply.

**The History of Food**

Early people probably ate food raw. At some point, they accidentally discovered cooked food tasted better and was easier to digest. By trial and error, they learned to control fire and use it to prepare food.

Eventually, these early people found they could protect themselves and secure food more easily by living in groups. They formed tribes and began to hunt for food together.

Some hunters became herders when they discovered they could capture and domesticate animals. People also discovered they could plant seeds to produce large amounts of food. This discovery led to the beginning of farming. The advances of herding and farming made the food supply much more dependable.

As food became easier to obtain, not all people had to spend their time hunting and farming. Some were able to learn a craft. Others became merchants. Trading in its simplest form began, and with it came the development of civilization.

**The Migration of Food**

As civilizations grew and developed, people began searching for food in distant places. By the fifteenth century, Spanish, Portuguese, English, and Dutch sailors were traveling the world in search of tea and spices. These sailors discovered new lands as well as new foods. Thus the search for new food sources fostered European colonization of distant continents and the growth of powerful empires.

European explorers introduced foods they carried with them in the new lands to which they traveled. In North America, Spanish explorers introduced cane sugar and wheat. English explorers brought apples and walnuts.

The explorers also carried foods from the lands they explored back to their homelands. Therefore, foods that were once native to one place are now found in many places. This type of exchange led to an increased variety of foods throughout the world.

**Making Choices About Foods**

In the United States, many people are fortunate enough to have a variety of foods available to them. This requires them to make many choices about foods. They must decide when and where to eat. They must choose what to eat and how to prepare it. These choices require some skill in thinking and making decisions.

**The Decision-Making Process**

You can use a process to make decisions about foods or any other topics. The decision-making process is a method for thinking about possible options and outcomes before making a choice. It involves the following series of steps:

1. **State the decision to be made.** This helps you define the specific issue you are...
considering so you can focus your thoughts.

You may want to phrase your decision as a question. A decision about food might be, "What should I do for lunch?"

2. **List your alternatives.** Alternatives are the various options you might choose. Options for your lunch decision might include making a sandwich, reheating leftovers, and going out for fast food.

3. **Weigh the pros and cons of each alternative.** Each option will generally have some advantages and some disadvantages. Considering these will help you make a choice with which you will be satisfied. For instance, making a sandwich may have the advantage of being convenient if you have the ingredients on hand. It has the disadvantage of requiring some food preparation effort. Reheating leftovers has the advantage of providing a quick, hot, filling lunch. However, it has the disadvantage of lack of variety because you ate the same dish yesterday. Going out for fast food has the advantage of requiring no food preparation effort. On the other hand, this option would cost more money than the other two options.

4. **Make a decision and act on it.** After weighing all the pros and cons, choose the option that best meets your needs. Suppose you do not feel like preparing a sandwich and you do not want to spend money eating out. In this case, reheating leftovers may seem like the best choice.

5. **Evaluate your decision.** Thinking about how happy you were with a decision can help you make decisions in the future. Perhaps after eating the leftovers, you realize you do not like eating the same food two days in a row. You determine making a sandwich would have been worth the extra effort. This will help you make a choice the next time you are deciding what to do for lunch.

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**Food Meets Physical Needs**

Have you ever tried studying for a test when you were hungry? You may have found it hard to concentrate. This is because food is one of your most basic physical needs. The instinct to meet this need is so strong you cannot focus on other issues until this need has been addressed.

Your body needs food to provide the energy required to maintain vital functions, such as keeping your heart beating. You also need energy from food to move your muscles so you can perform tasks like walking, sitting, and climbing. 1-2. Your body needs substances from food to build and repair tissues, too.

Food meets two basic physical needs. First, food eases hunger. Second, it can affect your overall state of health.

**Relieves Hunger**

A complex system within your body senses when you need a fresh supply of the materials food provides. This system involves your digestive tract, which sends a message to your brain. Your brain receives this message and gives a signal, which you recognize as hunger. **Hunger** is the physical need for food. The hunger signal stimulates your stomach to produce hunger pangs. The hunger signal may also stimulate your appetite, which is a psychological desire to eat.

You can choose how you respond to the sensations of hunger and appetite. If you choose to eat, food relieves your hunger and the pangs in your stomach go away. If you choose not to eat, the pangs are likely to become more intense. You may experience other symptoms as hunger continues, such as a headache or dizziness.

**Improves Wellness**

**Wellness** is the state of being in overall good health. It involves mental and social health as well as physical health. Wellness is a goal most people actively try to achieve.

The three areas of wellness—physical health, mental health, and social health—all affect one another. Sensible food choices can help improve all three areas.

In terms of **physical health**, or the health of your body, food does more than relieve hunger. Food helps you grow and develop normally. It can help you avoid developing certain diseases, too. You will read about these functions of food in Chapter 2.

**Mental health** is the health of your mind. One sign of good mental health and overall wellness is an ability to handle stress. **Stress** is mental tension caused by change. For instance, moving to a new community creates many changes. Some of these changes may be positive, such as living in a nicer home. Some of the changes may be negative, such as seeing less of your friends in the old neighborhood. In both cases, the changes can cause stress.

Food can help you manage stress. When you eat the foods your body needs, you are less likely to develop certain illnesses. Illness can be a major source of stress. Therefore, preventing illness through careful food choices can help you avoid stress and improve your mental health. Eating well can also give you the strength to face stressful situations when they arise.

Your **social health** refers to the health of your relationships with other people. Eating healthful foods can help you feel strong and energetic. This strength and energy can give you confidence to be more outgoing as you interact with others. Food also affects the social aspect of wellness by being an important part of many social gatherings. You will read more about this role of food later in the chapter.

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**Cultural Influences on Food Choices**

What do you choose to eat when you are hungry? Where do you usually eat? Who is with you when you eat? When do you eat? How does food make you feel?

Your answers to all these questions reflect your food habits. Choices are, each of your friends would answer these questions a bit differently. This is because the factors that affect food habits are a little different for everyone.

One factor that affects food habits is culture. Culture is the customs and beliefs of a racial, religious, or social group. People of a certain race form a cultural group. Citizens of a given country and followers of a specific religion are also examples of cultural groups. Many people are part of more than one cultural group.

The United States is a multicultural society. The many cultures in this country include those of the Native Americans and the first explorers. The cultures of immigrants from Europe and Asia and slaves from Africa are also part of U.S. culture today. You might think of the United States as a cultural "melting pot." A new dish created by many cultures will help you make a choice with which you will be satisfied.

You will also read about the foods of these countries. As you read, evaluate the variety of foods in the diet of each culture. Also think about how the foods contributed by people who came from other lands have added to the U.S. diet.
National Origin

The people who colonized various lands brought with them foods from their native cultures. For instance, the French who settled in the United States introduced stuffed dishes. The Chinese introduced stir-fried dishes. When the immigrants could not obtain traditional ingredients, they had to adapt their recipes. They incorporated foods that were available locally into their diets.

In the United States, immigrants tended to settle together based on nationality. As a result, many foods are typical of particular regions of the country. For instance, foods of Mexican and Spanish origin are found in the West and Southwest. Asian influence is seen in foods of the Pacific Coast. See 1-3.

Religion

Religion is an important cultural influence on the food habits of many people. Some religions have certain customs regarding food and how people should eat it. For instance, Hindus will not use cattle (beef) for food because they consider cattle to be sacred. Muslims can eat only with the right hand.

More and more, business is transacted internationally. Even within the United States, dealing with people from different cultures is common. Make a point of learning about the cultures of your business associates. This will allow you to be sensitive to their cultural differences. Your consideration will have a positive impact on your success in the marketplace.

Good Manners Are Good Business

Through the ages, people have used food for religious offerings. They might place special foods on altars or offer prayers recognizing events symbolized by the foods. The bread and wine used in Christian churches during communion symbolize the sacrifice of Christ’s body and blood. Unleavened bread is an important symbol for Jewish people during Passover, the eight-day festival that commemorates their flight from Egypt. Because the Jews had to leave their homes so quickly, they did not have time to allow their bread to rise.

Fasting, or denying oneself food, has long been a religious custom. Some Christians fast during Lent, a 40-day period leading up to Easter. Jews fast on Yom Kippur, the Day of Atonement. Muslims fast from sunrise to sunset each day of Ramadan, the ninth month of the Islamic calendar.

Some early people used food as part of their burial ceremonies. For example, the ancient Egyptians buried food with their dead. The Egyptians believed the deceased needed food for their journey into the next world. Some Shintoists, Taoists, and Buddhists still offer food and coins at shrines honoring deceased relatives and friends. See 1-4.

Holidays

People of all cultures have special days set aside each year for celebration. Cultural influences on food choices may be most apparent on these days. Holiday celebrations abound with food traditions. Some holiday foods have special symbolism. For instance, heart-shaped chocolates are given on Valentine’s Day as a symbol of love. Other holiday foods have simply become part of the customs connected with the celebration. As an example, many people eat corn on the cob and hot dogs on Independence Day.

Social Influences on Food Choices

For many people, preparing and eating food are social activities. Food can bring people together. It brings family members together at the dinner table. It brings friends together at parties and picnics. When guests come to visit, the host usually offers them something to eat or drink. People often transact business over lunch. In each of these situations, food is part of the social interaction.

Just as food plays a part in social life, social life plays a part in eating habits and food choices. For instance, your family members and friends can affect your meal plans and food preferences. Mass media and current trends may affect your grocery purchases. Are you aware of how these social influences affect the foods you eat?
Family

Family has a great impact on the foods people eat and how they eat them. For many people, favorite foods are those they grew up eating at home. Foods often play important roles in family traditions and special occasions. Maybe a family night involved spreading a blanket on the living room floor and eating foods picnic-style. Perhaps a special menu was chosen to celebrate family birthdays. Such customs help form a person’s preferences and attitudes toward food.

Changing lifestyles have had a tremendous impact on family eating patterns. Your lifestyle is the way you usually live. Years ago, many families lived on farms, and their lifestyles focused on daily tasks around the farms. Families tended to be large, and children were viewed as economic assets because they could help with farm tasks.

Family eating patterns at that time often involved eating three meals together each day. Family members used mealtime as a chance to share the day’s events and discuss problems. Some families also used this time for spiritual growth. Many of the foods families ate were produced right on the farm. Mothers generally prepared the family meals. Dishes were hearty to provide family members with the fuel they needed to do physical farm work.

Today, few families live on farms. There are more dual-income families, in which both parents earn a paycheck. In general, families include fewer children, but each child tends to be involved in more activities. Work, school, sports, and lessons keep family members running in different directions, limiting family time at home.

Such fast-paced lifestyles have led to changes in the way family meals are prepared and eaten. Busy parents frequently share some meal management tasks with other family members. Limited time causes many meal managers to often rely on convenience foods and carryout meals. On average, family members eat fewer meals together.

Studies show a move away from shared mealtimes has a negative effect on families. When family members do not eat together, they miss an important chance to build relationships. Mealtime is a great time for family members to talk about interests and concerns.

Lifestyles are not likely to slow down for most people. However, most families say they want to keep family meals a priority. Starting some traditions can make mealtime a part of the day family members will not want to miss. You might have theme nights, such as Breakfast for Dinner or Eat Dessert First. Keep a container of interesting questions on the table to help start conversations. Make sure to turn off TVs, media players, and phones during dinner, too, so family members can stay focused on one another.

Friends

Your friends have an effect on the foods you choose. You can feel peer pressure to eat the same foods your friends are eating. Peer pressure is influence that comes from people in a person’s social group. For instance, suppose you are in a restaurant with friends. If they all order pizza, you are also likely to order pizza even if you would really have preferred a sandwich. See 1-5.

Friends may also encourage you to try new foods or preparation techniques. A friend might persuade you to sample a food such as squid, which might have little appeal to you. A friend might convince someone used to eating French fries to try another vegetable instead.

Mass Media

Mass media, such as television, radio, magazines, and the Internet, can affect your food choices. The media acquaints you with, reminds you of, and informs you about food products and nutrition issues.

Manufacturers know that getting you to try a product is the key to turning you into a repeat buyer. Free samples, coupons, rebates, and special offers are tools they use to prompt you to check out food products.

Evaluating Information in the Media

News in the media can inform you about findings of a food’s special health properties. The media can also notify you about products that are found to be unsafe. Learning this information can help you make wise food purchase decisions. However, news stories about food and nutrition are sometimes missing important points. To help you review media information critically, read or listen for answers to the following questions:

- Who conducted the research? Experts in the field of the research are likely to be most knowledgeable about how to interpret findings.
- Where were the results of the research published? A journal reviewed by professionals in the field of the research has more credibility than a popular magazine.
- How was the study set up? A valid study needs to be conducted under carefully controlled conditions. Steps must be taken to keep unplanned variables from affecting the outcomes.
- Who funded the research? You may have reason to be more skeptical if the funding party stands to gain financially from the findings.
- How many people did the researchers study? A study that involves a large group of subjects may be more relevant than one that involves a small group.

1-5 Friends can influence food choices and eating habits.

1-6 Advertising icons are the characters on product packages used to help shoppers quickly spot favorite brands.
Food Fads and Fallacies

**Fallacy:** Eating at night causes more weight gain than eating during the day.
**Fact:** The time at which a person eats does not affect weight. To avoid gaining weight from excess body fat, the key is to eat no more calories each day than the body needs.

**Fallacy:** If it tastes good, it must be bad for you.
**Fact:** Fats do contribute to the tastes of foods. However, many foods are deliciously flavored with spices and seasonings, which contribute no fat or calories.

**Fallacy:** Healthful foods take much time and effort to prepare.
**Fact:** Pasta, whole grain breads, fruits and vegetables, and lean meats and poultry can be prepared quickly and easily. Many canned and frozen convenience products that are designed to ease preparation have excellent nutritional value.

**Fallacy:** Organic fruits and vegetables are free from pesticides and, therefore, do not need to be washed.
**Fact:** Organic fruits and vegetables are grown without chemical pesticides. However, organic farmers are permitted to use certain natural pesticide agents. Like all other produce, organic items need to be washed to remove any soil and insect particles that may be present.

**Fallacy:** No fat means no flavor.
**Fact:** Fats do contribute to the tastes of foods. However, many foods are deliciously flavored with spices and seasonings, which contribute no fat or calories.

**Fallacy:** High in protein, weak fingernails grow better.
**Fact:** Gelatin is a source of protein, which is a main component of fingernails. A diet low in protein may result in weak fingernails. However, most women in the United States consume more than enough protein. Weak fingernails are more likely the result of exposure to water, dry weather, or harsh cleaning agents. Gelatin has not been shown to strengthen weak fingernails.

**Fallacy:** Adding raw eggs to milk shakes was a fad among body builders.
**Fact:** This fad was based on the fallacy that gelatin makes fingernails grow better. The truth is, gelatin is a source of protein, which is a main component of fingernails. A diet low in protein may result in weak fingernails. However, most women in the United States consume more than enough protein. Weak fingernails are more likely the result of exposure to water, dry weather, or harsh cleaning agents. Gelatin has not been shown to strengthen weak fingernails.

**Fallacy:** If it is good for you, it must be bad for you.
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home-cooked meal in one package. This saves the time of shopping for and measuring ingredients. Many people eat on the go. These consumers want food items that provide nutrition without requiring preparation. This demand sparked the trend in meal replacement shakes and bars.

Foods in single-serving packages have become popular convenience items. Many of these foods make quick snacks. Servings for one are handy for the large number of single consumers. They help with portion control, and they also allow family members to satisfy individual flavor preferences.

**Great Taste**

Consumers are not willing to give up taste for health or convenience. That is why food manufacturers are always introducing new and improved flavors of products. Some of these new flavors are appearing in a broader spectrum of ethnic cuisines on the market. Chinese, Mexican, and Italian foods have been sold in supermarkets for years. Today, there is a trend toward a growing number of Thai, Vietnamese, and North African items, too.

Another trend in the taste arena is tropical fruit flavors. Mango, passion fruit, and papaya are three of the most popular flavors for new products. These fruits are being used in everything from drinks to dressings.

A third taste trend is the growing number of gourmet chocolate products. Chocolate has always been a well-liked flavor. However, many new treats feature premium dark chocolate infused with exotic flavors like citrus and chili peppers.

**Psychological Influences on Food Choices**

Psychology has to do with how your thoughts and feelings affect your behavior. The way you think and feel about foods will influence what foods you choose. Many of your thoughts and feelings are based on memories of your experiences. Picture a monthly dinner at your aunt's house that always includes fried chicken. If these meals are filled with laughter and fun, fried chicken may make you think of pleasant experiences. You may choose to eat it at other times because doing so makes you feel happy. If these gatherings are filled with arguments and stress, fried chicken may bring you bad memories. You may avoid eating it because it brings you a sense of sadness.

Odors as well as events create memories that affect food choices. Odor is a key part of flavor and is more likely to trigger memories than any of the other senses. Therefore, an odor linked with a pleasant memory may lead you to choose certain foods. For instance, imagine you had a kind uncle who always used mint mouthwash. The smell of mint may bring on happy memories of your uncle, and you may be drawn to mint-flavored foods. In the same way, an odor you connect with an unpleasant memory may cause you to reject some foods.

Psychology affects why you eat as well as what you eat. Food can please the senses and help meet people's need for social contact. Therefore, most people eat partly because eating is enjoyable. See 1-9. However, some overweight people may stop eating because they feel sad or lonely. Some overweight people may eat too much because they find comfort in foods they like. Food psychologically makes up for such emotions as anger and regret in certain people.

Psychology even plays a role in food preparation. Cooking a meal that tastes good and looks attractive can give a person a psychological lift. It can also serve as a creative outlet. The cook who receives praise for a beautifully prepared dish feels a sense of pride and self-esteem.

**Factors That Affect the Food Supply**

Many factors affect the supply of foods from which you can choose when you go to the store. These factors include regional agriculture and the environment. The government, economics, and technology also play roles in food choices.

**Agriculture and the Environment**

Agriculture is the use of knowledge and skill to tend soil, grow crops, and raise livestock. Successful agriculture requires a suitable environment. Environment refers to such factors as air, water, soil, mineral resources, plants, and animals. The interrelations among these factors ultimately affect the survival of life on earth. Livestock need supplies of food and water. Food crops require the right air temperatures, adequate water, and fertile soil to grow. The specific requirements vary from one type of plant to another. This is why certain crops grow better in some regions than in others.

In the United States, regional agriculture does not affect the availability of foods as much as it affects their costs. This is because foods are routinely shipped from one region to another. You can easily obtain foods even if they do not grow well in your local environment.

However, you may have to pay more for them due to transportation costs. The environment also affects food costs when severe weather, such as a flood or drought, damages crops. The resulting shortages cause prices to rise.

In some areas of the world, the regional nature of agriculture limits food choices. In these areas, the equipment needed to preserve and ship food from one region to another may not be available. People may not be able to afford food with added transportation costs. Therefore, people's food choices are restricted to crops and livestock that are produced locally.

Just as the environment can affect crop growth, crop growth can affect the environment. Soil that is overworked by farmers can lose its ability to support crops in the future. Watering crops can strain water reserves in areas where there is not enough rain. In addition, chemicals used in farming sometimes get into water supplies. Tainted water affects the plants and animals that live in and around it. See 1-10.

**Government**

The government has a large impact on the food supply. Laws govern the way foods are grown, processed, packaged, and labeled. Strict guidelines keep foods safe. Government policies affect foods exported to and imported from other countries.
Throughout the world, most of the land that can sustain crops is already being farmed. Researchers are studying ways to increase the amount of crops a given piece of land can produce. They are concerned with finding ways to feed the growing number of people on earth.

Economics

Economics has a great effect on the food supply. A basic economic concept is the law of supply and demand. This means if consumers are willing to pay for a product, producers will provide it. An example of this is a food store in an ethnic neighborhood. Some people in this neighborhood will probably want to buy certain ingredients needed to make ethnic dishes. Therefore, the manager of the neighborhood store will stock these ingredients. In another neighborhood where the people are of a different ethnic group, these ingredients may not be in demand. Stores in this neighborhood are less likely to carry these items.

Consumer demand for some food products affects much more than local stores. Some foods, such as coffee, sugar, and cacao beans (used to make chocolate) are grown in faraway places. Many of the countries where these foods are grown have large populations of poor people. These people often have trouble getting enough food to feed themselves and their families. However, land that might be used to grow nourishing grains and legumes is instead used to raise crops for export. The money made from the exported crops often goes to wealthy landowners. The poor farmers who grow the crops do not earn enough to lift themselves out of poverty. In this way, food choices made by consumers in the United States can have an impact on world hunger.

Many other factors affect the problem of world hunger. People with little money cannot afford to buy quality seeds to grow hearty crops. They are not able to purchase fertilizers and pesticides that will increase the size of their harvests, either. They do not own modern farm equipment. Poor farmers often lack education. They may be unknowingly using farming methods that lead to shrinking crop yields. All these factors work together to limit the amount of food poor people can produce. A number of organizations are working to deal with world hunger.

Nutrient Content

Food technologists are using their expertise to affect the nutrient content of the food supply. They are developing foods that have less of some components and more of others. For years, consumers have demanded food products that help them meet their goals for slender bodies. More recently, consumers have also become concerned about health issues linked with fat in foods. These consumer factors have created an almost endless market for food products with less sugar and fat.

Food scientists have responded to this market demand. After years of work, they have developed some widely used sugar substitutes called artificial sweeteners. These are products that sweeten foods without providing the calories of sugar. Artificial sweeteners include aspartame, acesulfame K, sucralose, and saccharin. These products are used in many sugar-free foods and beverages. They are also sold for home use.

Through much research, food scientists have developed a number of fat replacers. These are products that cut the amount of fat in foods while keeping the flavors and textures fat provides. Some fat replacers are based on carbohydrates, such as grains and starches. Others are based on proteins, such as egg whites or whey protein from milk.

Another effort to improve the nutritional value of the food supply involves developing crops that are more nutrient rich. Technology is being used to grow grains that are higher in protein. Fruits and vegetables are also being altered. Researchers are finding ways to increase the vitamin and mineral content of these foods.

Availability

Throughout the world, most of the land that can sustain crops is already being farmed. Researchers are studying ways to increase the amount of crops a given piece of land can produce. They are concerned with finding ways to feed the growing number of people on earth.

Organizations That Help Hungry People

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<tr>
<th>Organization</th>
<th>Address/Website</th>
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<tbody>
<tr>
<td>Compassion International</td>
<td>Colorado Springs, CO 80921 (800) 336-7676 <a href="http://www.compassion.com">www.compassion.com</a></td>
</tr>
<tr>
<td>Heifer Project International</td>
<td>P.O. Box 8058 Little Rock, AR 72203 (800) 422-0474 <a href="http://www.heifer.org">www.heifer.org</a></td>
</tr>
<tr>
<td>OXFAM America</td>
<td>26 West Street Boston, MA 02111-1206 (800) 77-oxfam <a href="http://www.oxfamamerica.org">www.oxfamamerica.org</a></td>
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1-11 Organizations such as these are actively working to find permanent solutions to hunger problems throughout the world.
They are also worried about placing added strain on the planet’s limited resources. Food technologists are working to grow plants that can resist diseases and pests that destroy crops in the field. They are studying plants that grow larger and faster so more food can be produced in less time. Technologists are also raising plants that can grow in less suitable soil and weather conditions. Growing healthy plants is only part of the picture when it comes to ensuring the availability of food. Large amounts of crops spoil after being harvested. Researchers are studying ways to destroy the organisms that cause this spoilage. They are also trying to develop plants that are more resistant to these organisms. All efforts will help increase the food supply to better meet future needs. See 1-12.

Safety

The safety of the food supply is another issue that has drawn the interest of food technologists. Each year, millions of people get sick from something they ate. Researchers are trying to develop foods that are less likely to spread disease. They are working to improve packaging so foods will stay safer longer. They are also developing new ways to preserve foods. Disease is not the only food safety concern for food technologists. Researchers also want to keep the food supply relatively free of harmful substances, such as some chemicals used to grow and process foods. They are coming up with faster, less costly, and more effective ways to screen foods for these substances. They are looking for ways to limit the amounts of these substances needed to produce foods, too. Through these efforts, scientists hope to create a safer food supply.
Build Your Thinking Skills

1. **Determine.** Make a list of all the decisions you make about food in one day. See if you can determine when you have used the steps of the decision-making process.

2. **Analyze.** Analyze food customs in your community. Make a list of cultural, social, and psychological influences that affect the foods available in local restaurants and supermarkets. Compile your list with those of your classmates to prepare a bulletin board about food customs in your community.

3. **Debate.** Participate in a class debate on the advantages and disadvantages of a technological development in the area of foods and nutrition. Conduct research to help support the arguments of your debate team.

Apply Technology

1. Work with a small group of students to write and videotape a commercial for a hypothetical food product. The ad should include nutritional claims about the product. Show your tape in class and ask your classmates to critique the advertising appeal and the information presented.

2. Use the Tufts Nutrition Navigator Web site, navigator.tufts.edu, to find an archived news report on a food or nutrition topic of interest. Evaluate the report using the questions listed on pages 23-24.

Using Workplace Skills

Heldia is a food technologist at Frozen Fresh, Inc. She is helping to develop and test a new line of high-fiber, low-fat frozen entrees. So far, the development process has been discouraging. All the entrees Heldia has tested have an off flavor.

To be an effective worker, Heldia needs skill in applying technology to specific tasks. In a small group, answer the following questions about Heldia’s need for and use of this skill:

A. What questions about the frozen entrees might Heldia try to answer using her skill in applying technology?

B. How will Heldia’s skill in applying technology affect Frozen Fresh, Inc.?

C. How will Heldia’s skill in applying technology affect consumers?

D. What is another skill Heldia would need in this job? Briefly explain why this skill would be important.