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| Represent the distance that food products travel from their purchase by consumers | Describes food grown without the use of synthetic chemicals, artificial fertilisers or GM ingredients |
| Sensory tests that are used to rate and/or rank the sensory properties of food; taste, texture, aroma and appearance | Methods are scientific techniques used to measure features such as size, height, thickness, volume, density, color, viscosity and nutrient content |
| **P-**Physical Protection  **P-**Preservation  **C-**Communication  **C-**Containment  **C-**Convenience | Is the reduction in the amount of material in packaging, e.g. glass bottles have become lighter over the years with using thinner glass. This helps reduce waste, energy in production, water in production and CO2 gas emissions |
| Identifying needs, producing products and services to meet needs, pricing, distributing and promoting these products for profit | P- Product  P- Price  P- Place  P-Promotion |
| Factors that adhere to moral principles and are motivated by ideas of right and wrong. E.g. labelling must not be deceiving or toy gimics put into products that are high in sugar and fat that are aimed at children | Are live, friendly bacteria that live in the digestive system and decrease the number of detrimental bacteria e.g. Bifidobacteria and Lactobacilli in Vaalia yoghurt or yokult |
| Non-digestible carbohydrates that pass through the gut to the bowel and is a food source for probiotics e.g. Sanitarium ‘up and go’ | A subset or more specific group within a target market. E.g. teenagers is a niche market within the target market of age group |
| A larger target group that a product may be marketed for such as gender, age, income, education | Are abnormal immunological reactions to food, usually proteins. These can be severe reactions and can be life threatening |
| Are chemical reactions to particular foods, usually related to metabolism, more common and reactions are not as severe | Farming practices that are used to sustain the land so that it meets current needs but also considers taking care of the land and soil for the future.  E.g. Crop rotation, recycling water, planting some natural vegetation amongst crops, reducing chemical usage |
| Clearing land of natural vegetation leads to loss of topsoil, erosion, loss of the natural animals/insects, increase in salinity(crops have shallower roots than native vegetation) | Farming crops with intensive use of intensive use of fertilisers and pesticides or large numbers of live stock in a confined area. Leads to land degradation;soil erosion, increase in soil salinity, nitrate run off |
| Is the planting of the same crop in the same field each year with no crop rotation, leading to soil degradation | Refers to access to a dependable, safe and culturally appropriate food supply |
| A process whereby the food product and the package are sterilised and brought together in a sterile environment | Involves using a porous membrane or filter to separate the particles in a fluid. Two of the most commonly used forms in food production are ultrafiltration and reverse osmosis |
| A copy of an existing commercial food product by a competing manufacturer | The packaging of small particles of an active or a functional ingredient in a minute capsule. This process is used to mask the flavour of ingredients or to extend their shelf life e.g. the addition of omega-3 to bread |
| A system of packaging that changes or modifies the atmosphere of gas inside a package(from air) in order to extend the shelf life. E.g. CO2 is used to replace O2in packaging chips to keep them fresh and crisp for longer |  |
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| Occurs when ground water rises usually occurs when excess water is added often through irrigation systems, water table rises causes waterlogging, water and salt emerge through top-soil,kills off native vegetation | Another word for the sensory properties of food |
| Is a sample product or trial model of a product that was outlined in the design brief, produced on a small scale first to test if the product is viable | Social forces that drive new food products such as population profile (age, gender), cultural diversity, education and income |
| New technologies that drive food product development such as food processing systems and new packaging systems | These are factors such as health concerns, convenience and the ethical considerations that drive the development of food products |
| These considerations drive the development of more organic food products and awareness of reducing waste, water usage and eco-friendly packaging. |  |