|  |  |
| --- | --- |
| Food miles | Organic Food |
| Qualitative | Quantitative |
| 3C’s and 2 P’s of packaging | Lightweighting |
| Marketing | 4P’s of marketing |
| Ethical considerations in marketing food products | Probiotics |
| Prebiotics | Niche Market |
| Target market | Food Allergies |
| Food intolerances | Sustainable farming practices |
| Land clearing | Intensive farming practices |
| Monoculture | Food security |
| Aseptic Packaging | Membrane Technology |
| Me-toos | Microencapsulation |
| Modified Atmosphere packaging (MAP) |  |
| Salinity | Organoleptic |
| Prototype | Social pressures(driving force) |
| Technological developments(driving force) | Consumer demand (driving force) |
| Environmental considerations (driving force) |  |