KK1 Driving forces in product development

DRIVING FORCES: Social pressures, consumer demand, cultural diversity, technological developments. Refer to p 262-282 to break each of these driving forces down further

TASK 1

1. Look at the selection of food products, packages and photos of food products from weebly.

Look at each product in front of you. ***Who is the product targeted at? What factors do you think contributed to the development of this product?***

1. ***Create a collage of at least 10 products (pictures and answers to the questions above) showing a range of driving forces***

 TASK 2 Complete this summary table as you discuss the factors contributing to the development of new products.

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| --- | --- | --- | --- |
| **Factor** | **Driving force** | **Explanation** | **Examples of products developed** |
| Ageing population | Social pressures | An ageing population means that there are more consumers looking for products that meet their health needs. This may include foods low in cholesterol. Ageing may also result in reduced physical functioningtherefore product packaging may be developed to be easy-opening and re-sealable. | High fibre breadsEasy open jars e.g. vegemiteSingle serve portions e.g. porridge oatsCalcium enriched milks |
| Cultural diversity |  |  |  |
| Two-income families |  |  |  |
| Urban professionals |  |  |  |
| Increased consumer knowledge |  |  |  |



**Worksheet**

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| **Factor** | **Driving force** | **Explanation** | **Examples of products developed** |
| Heat-and-serve meals | Technological developments |  |  |
| Health consciousness |  |  |  |
| Organic food culture |  |  |  |
| Pre-prepared fresh foods |  |  | Salad mixesFrozen baked potatoesPre-sliced, uncooked, fresh vegetables |
| Functional foods | Technological developments and consumer demand |  |  |
| Ethical issues |  |  |  |

**Worksheet**

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| **Factor** | **Driving force** | **Explanation** | **Examples of products developed** |
| Prevention of disease |  |  |  |
| Packaging to aid preservation |  |  | Chicken stock UHT milkTetra pack fruit juice |
| Food miles | Environmental considerations |  |  |
| Convenience |  |  |  |
| Fresh foods |  |  |  |