KK3 chef level

READ TEXTBOOK ch 9 p259-270

**TASK 1**

**What are the roles of packaging-brainstorm a list then check with your textbook p260**

**Draw up a simple knowledge map to explain the 2 P’s and 3 C’s of packaging, use examples to explain each (diagrams can help you with a visual memory)**

**TASK 2**
Define the following new technologies in food packaging, identifying the key features used in the production of **each type(aseptic and modifies atmosphere packaging)**of system that enables them to protect and preserve food and least two food product examples that use each packaging technique. Now fill in the table below
1. Aseptic packaging

|  |  |  |
| --- | --- | --- |
| packaging innovation-ASEPTIC | Advantages to consumer | Advantages to manufacturer |
|  |  |  |
|  |  |  |
|  |  |  |

2.  Modified Atmosphere Packaging (MAP) –Make sure you understand the 4 different methods of MAP

|  |  |  |
| --- | --- | --- |
| packaging innovation-MAP | Advantages to consumer | Advantages to manufacturer |
|  |  |  |
|  |  |  |
|  |  |  |

**TASK 3**
When designing food packaging for older Australians, what are some features that need to be considered and why?

Define these terms-lightweighting, food miles, sustainable packaging, eco-design, recyclability, biodegradable, carbonfootprint, biogas

Why has it become so important for manufacturers to consider the environment in their packaging decisions?

Go to p280 and answer qu 11-20

**TASK 3**
READ CHAPTER 17 p282-295

1.What are the 4 P’s of marketing, explain each with an example

2. As a class discuss on work through the Understanding the text qu 1-10, drawing up a simple concept map to help you revise and understand the important terms and concepts
3. Do the understanding the text questions p295 11-20
4. What are ethical considerations in food marketing? Give 2 examples of unethical behaviour in food production and marketing