



INFLUENCES ON FOOD CHOICES

Why we eat the way we do.....

FAMILY



- Family is usually the most significant influence and role model on one's food choices
- Lessons learned for 18+ years about what, when & how to eat
- Family food customs

CULTURE & RELIGION

- Culture is the set of customs, traditions, and beliefs shared by a large group of people
- The cuisine of a country is an important part of its culture
- Religious beliefs within a culture or family can also influence foods eaten or not eaten



FRIENDS

- Friends begin to influence our food choices most significantly during the adolescent and young adult years
- Food has social significance



TECHNOLOGY



- Technology is the practical application of scientific knowledge
- Technology has:
 - Increased food choices
 - Made it easier to learn about food
 - Improved food processing & cooking
 - Improved food safety

LIFESTYLE

- Lifestyle is the mode of living of an individual or group.
- Lifestyle includes:
 - Eating patterns
 - Habits
 - Attitudes
 - Use of time
 - Economic level
 - Moral standards
 - Etc.



VALUES & PRIORITIES



AP

- Values are beliefs and concepts held as important
- Priorities are those values most important to you
- Examples of values that might affect food choices:
 - Health
 - Fitness
 - Time
 - Wealth
 - Animal rights
 - Etc.

EMOTIONS

- Emotions are feelings
- Certain foods may cause an emotional response
- Emotions may cause a person to make certain food choices
- Comfort foods & stress eating are examples



RESOURCES



- Resources are things and qualities that can help in reaching goals
- Resources are classified as:
 - Human
 - Material
 - Information



MORE ON RESOURCES

- RESOURCES THAT AFFECT FOOD CHOICES:
 - TIME
 - MONEY
 - SKILLS
 - KNOWLEDGE
 - EQUIPMENT
 - STORES



MEDIA & ADVERTISING

- Media is the means of communication that reach or influence a large number of people
 - TV, radio, newspapers, Internet, etc.
- Advertising is the paid promotion of a product, designed to persuade you to purchase the product



HEALTH

- Some health conditions are treated with wise food choices. (high cholesterol, diabetes, high blood pressure, etc.)
- Some health conditions are caused/contributed to by poor food choices. (obesity, high cholesterol, etc.)



VIDEO CLIPS & ARTICLES

Why we eat what we eat" Factors influencing food selection (YouTube)

Factors affecting food choice (YouTube)

6 Factors that Influence Our Food Choices (Article)

What Are Four Things That Can Affect Food Choices?
(Article)