INFLUENCES ON FOOD CHOICES

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

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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

- 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

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RESOURCES

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

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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
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)