

ome

UNIT 1

Influences on Food Choices and Food Patterns



UNIFYING CONCEPT

Influences on food choices and food patterns

CHAPTER 1

Understanding Personal Food Choices

CHAPTER 2

Influences on Food Patterns and Customs

CHAPTER 3

Food Traditions and Etiquette

Overview

Most Canadians are able to obtain enough food to keep themselves healthy. In fact, most of our food habits and food patterns (our usual patterns of eating) are influenced by many factors other than hunger. In this unit you will look at a number of different factors that influence

- Why we eat what we eat
- When we eat
- How we eat it

CONNECTING TO THE COMMUNITY **UNIT 1**

Connecting to your community is an important part of being a good citizen. Everyone has a responsibility to one another. Both the Connecting to the Community activity at the beginning of each unit and the Connecting to the Community activity at the end of each chapter are designed to help you find out more about your own community.

Throughout the text you will be asked to consider your community and how it connects to you. A variety of activities will be presented and you will be offered choices as to how you want to present the information you have learned about your community. The choices for Unit 1 are as follows:

- Chapter 1: Understanding Personal Food Choices
 - Choice 1: One-page article on how food insecurity is addressed in your community. OR
 - Choice 2: A list of foods that fit within “The 160-km Diet” in your community, using the four food groups from *Eating Well with Canada’s Food Guide* as an organizer.
- Chapter 2: Influences on Food Patterns and Customs
 - Choice 1: A one-page summary titled “Food Patterns and Customs in Our Community.” OR
 - Choice 2: A script for a talk show with “experts” explaining the influences on what people eat in the community.
- Chapter 3: Food Traditions and Etiquette
 - Choice 1: An illustrated summary of a special occasion a culture in your community celebrates. OR
 - Choice 2: A skit that showcases a culture in your community and the role food plays in it.



Putting It All Together

At the end of Unit 1, you should have completed *three pieces of work* — one for each chapter. Follow these steps to complete your product.

- Read over and edit your work from the chapters.
- Ask a peer or a parent/guardian to edit your work as well.
- Write an introduction to your product that pulls all the pieces together. Edit this as well.
- Type or write a good copy, as required.
- Find pictures to enhance your pieces of writing.
- Decide on a title for your product.
- Design how the product will be set up. Draw a rough copy on blank paper before you put the product together.
- Put the product together.

Assessment

The following rubric will be used to assess the work you do on the Connecting to the Community for Unit 1.

Criteria	1	2	3	4
Shows knowledge of the different factors that affect why people eat	Shows limited knowledge of the different factors that affect why people eat	Shows some knowledge of the different factors that affect why people eat	Shows considerable knowledge of the different factors that affect why people eat	Shows a high degree of knowledge of the different factors that affect why people eat
Conducted research into the different factors related to why and what people eat	Conducted research into the different factors related to why and what people eat with limited effectiveness	Conducted research into the different factors related to why and what people eat with some effectiveness	Conducted research into the different factors related to why and what people eat with considerable effectiveness	Conducted research into the different factors related to why and what people eat with a high degree of effectiveness
Use of critical and creative thinking process	Limited use of critical and creative thinking process	Some use of critical and creative thinking process	Considerable use of critical and creative thinking process	Uses critical and creative thinking process with a high degree of skill
Communicates for different audiences and purposes	Communicates for different audiences and purposes with limited or no effectiveness	Communicates for different audiences and purposes with some effectiveness	Communicates for different audiences and purposes with considerable effectiveness	Communicates for different audiences and purposes with a high degree of effectiveness

Understanding Personal Food Choices

Key Concepts

Influences on personal food choices

- To meet physical needs
- To satisfy hunger
- To satisfy the senses
- To meet psychological needs
- To meet social needs

Key Terms

comfort foods
food insecurity
food secure
food stylist
hunger
nutrients
nutrition
psychological needs

In this chapter you will explore some of the factors that influence your food choices. Which factors affect the food choices of Jemma and Jamal during a typical morning?

Jemma wakes up early since she likes to shower and have plenty of time to get ready for school. She makes herself a fruit and yogurt smoothie to sip while she gets dressed. She knows that her body needs to have a good start in the morning to keep up her strength for hockey. She is playing very well this year and hopes to get a scholarship.

Jamal sleeps in until the last second, rushes through his shower, throws on some clothes, and runs downstairs. He sees that his mom has left out some breakfast foods in the kitchen. Jamal is experiencing a growth spurt and is always hungry. His mom tries to help him fill up before he leaves for school.

At school, Jemma and Jamal smell the aroma of freshly baked carrot muffins coming from the cafeteria. Jemma rushes off to a student council meeting while Jamal heads to the cafeteria with his friends.



WHY YOU EAT

Have you ever stopped to think about all the different reasons why you eat what you eat during a day? Most people eat for a wide variety of reasons. Check the following list. Which of these reasons remind you of your own eating habits?

- The food was prepared for you.
- The food looked and smelled good.
- You saw a food advertisement and had to have that food.
- You were bored.
- You were sad.

HISTORICAL PERSPECTIVES

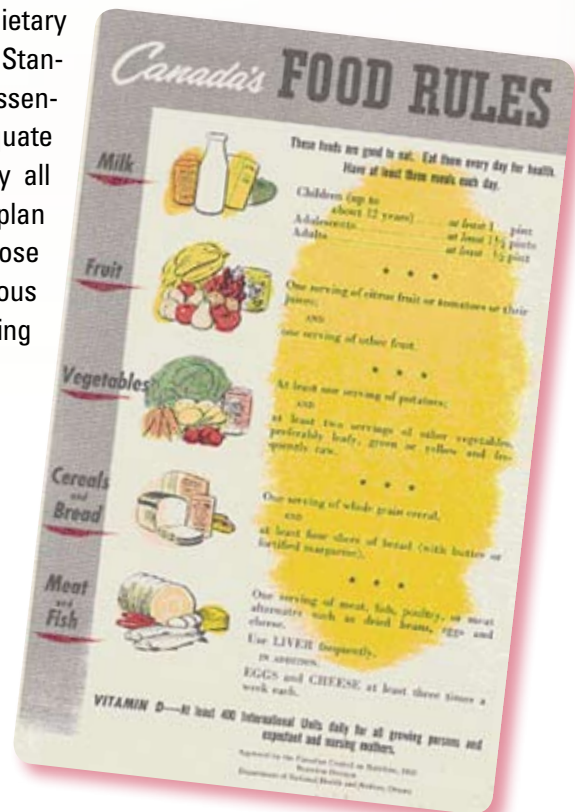
The Early Canadian Diet

The English word *diet* originated in 1566 and meant “to take one’s meals or to feed on.” Dietitians use the word *diet* to mean all of the food a person eats on a regular basis. Sometimes people alter their eating habits for various reasons, including weight loss, disease prevention, food allergies, or improvement of mental and physical health. Others adopt special diets because of their religious or personal beliefs regarding some foods, as in the case of vegetarians, who do not eat meat.

The first pioneers’ and early homesteaders’ diet consisted of what they could gather. They ate fruit, nuts, plants, and wild berries. Meat consisted of whatever they could catch, including squirrels, moose, deer, and even bears. They ate fresh fish from the rivers. First Nations people taught them many things, such as how to tap trees and make maple syrup. Pioneers’ diet became more varied after they established farms and grew crops, made preserves, and raised animals. In time, general stores provided canned foods, fruits, and imported spices that enhanced their diet.

Access to a greater variety of food does not mean a diet is necessarily healthy and nutritious. To ensure Canadians did not suffer from nutritional deficiencies, and to improve their health, Canada’s first food guide, called *Canada’s Official Food Rules*, was introduced to the public in 1942. The earliest food guides were developed by the Canadian Council on Nutrition, 1938-1969. Appointed by the federal government, this group consisted of medical experts, scientists, and welfare workers. In 1938 the Council developed the first Dietary Standard for Canada. The Dietary Standard described “the amounts of essential nutrients considered adequate to meet the needs of practically all healthy persons.” A daily eating plan helped people of all ages choose their food and maintain a nutritious diet that contributed to maintaining good health.

FIGURE 1-1 Canada’s food guide was revised in 1949 to reflect recommendations made by provincial nutritionists and further understanding of nutrient requirements. How was this version different from the current guide, as described in Chapter 5?



- You were nervous.
- You were out with friends and everyone else was eating.
- It was meal time.
- It was something to do while watching TV.
- You needed the food to keep your energy level up.
- You needed the food to stay healthy.

These are only a few of the many reasons why people eat. In Canada, most people have enough food. According to Health Reports by Statistics Canada, about 15 percent of Canadians reported **food insecurity**—not having access to enough food to eat—in the 2000-2001 Canadian Community Health Survey. This survey found that most of the reasons people eat have little to do with their physical need for food.

Let's explore in more detail some of these reasons.

Physical Needs

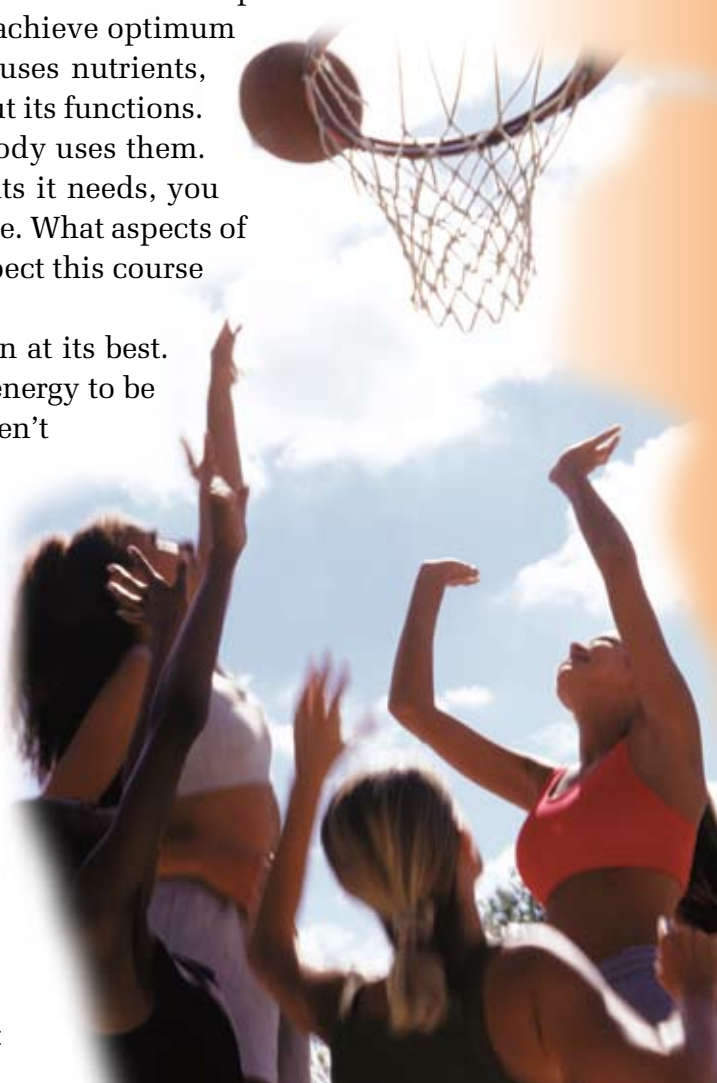
Human bodies need a particular type of fuel to do the work that keeps them alive and maintain their bodily systems. To achieve optimum health, your body requires **nutrients**. Your body uses nutrients, which are the chemicals found in foods, to carry out its functions. **Nutrition** is the study of nutrients and how the body uses them. If you do not provide your body with the nutrients it needs, you are at risk for health problems now and in the future. What aspects of good nutrition and health maintenance do you expect this course to teach you?

Good nutrition also allows the body to function at its best. With good nutrition you look better and have the energy to be alert and active. Athletes know whenever they haven't taken in enough nutrients because they run out of energy. Most of us recognize when we've run out of energy. Have you ever felt really low on energy just before a meal? Our bodies act like cars running out of gas—they cannot perform.

Lack of nutrients can also cause you to be tired. Many students who skip breakfast find themselves nodding off during morning classes. Being tired and irritable from lack of nutrition also affects your attitude toward life.

Good nutrition keeps your body healthy and is an important reason why people eat.

FIGURE 1-2 A basketball player knows how important it is to keep the body well fueled. Why is being aware of what you eat so important to an athlete?





Hunger in Rural Canada

It is difficult to believe that many people living in the food-producing areas of our country do not get enough to eat.

Rural Canada, containing most of the country's prime agricultural land, is the last place where we would expect to find hungry people.

Hunger in rural Canada has a number of causes. People in rural areas have fewer options for employment because fewer jobs are available, and most jobs in rural areas are lower paying than an equivalent job in a big city. The **rural economy** is often affected by **uncontrollable factors**, such as drought or flooding. When such things occur, farming communities do not produce as much food, and the farms do not prosper.

People in rural areas do not have access to many **social services** since these are often located in cities, and rural areas do not usually have public transportation to help people get to nearby cities. Consequently, grocery shopping is often

done at smaller, more expensive shops. These shops have to pay the higher costs of shipping food **greater distances** and therefore must charge their customers more for their food. Typically, prices for meat, fruit, and fresh vegetable increase the most, while snack foods such as chips and candy cost the same as they do in more urban centres. This makes it even more difficult for low-income families to purchase nutritious food. Many rural Canadians must rely on other **support systems** to provide their dietary needs.



FIGURE 1-3 Why do you think it would be more difficult for low-income families to obtain nutritious food in rural areas?

The **Canadian Association of Food Banks (CAFB)** conducts a national research program called HungerCount and distributes food to food banks all across the country. They rely on help from transportation companies, which often transport food to remote areas at cost. CAFB also relies on donations from large corporations, small businesses, and community groups to help fund the purchase and transportation of food to rural food banks.

As of March 2006, there were **638 food banks** in Canada and they supplied approximately **800 000 people** with emergency food supplies. The number of food banks located in rural communities has increased from 270 per 64 000 people a month in 2004 to 325 per 65 000 people a month in 2006. This shows a significant increase in need.

Hunger

When was the last time you felt truly hungry? Teens and young children experience **hunger** more than adults do because their growing bodies need food more than adults do.

Hunger is the physical sensation that tells your brain it is time to eat. People who really listen to their bodies recognize the sensation of hunger. When they feel hungry, they eat until they feel full. Being able to recognize the feelings of both hunger and fullness helps people to eat in a healthy way.

If people do not recognize the feeling of fullness, then they will overeat, and there is growing concern in Canada about obesity, especially in children. There is also concern for those who do not recognize hunger and do not provide their bodies with enough fuel to maintain their health. Children, especially, need proper nutrition to develop to their full potential.

As a nation, Canada is **food secure**. This means that Canada has enough food to feed all Canadians. However, some people in Canada do not have access to enough food and so experience food insecurity. This means they do not have a stable source of food. There are many reasons for food insecurity. Some people do not have enough income to pay for basic living expenses. Once they have paid for their housing, they have very little money left for food. Others, who are ill, permanently disabled, or temporarily disabled due to an accident, are not able to provide food for themselves and their families.

As mentioned earlier, food insecurity is not just an urban issue; it affects people all across Canada. Often, in rural Canada, access is the biggest barrier to food security. Many programs attempt to address food insecurity. Read the following Thinking Critically feature to learn more.

FIGURE 1-4 Some people are unable to recognize the sensations of hunger or fullness. This may cause them to be extremely thin or obese.





Thinking Critically

Operation Sharing Closes Its Food Bank in Woodstock

In September 2006 **Operation Sharing** in Woodstock, Ontario, closed its food bank—not because there were no longer any people who needed support, but because the community found a better way to support them. **“Food for Friends”** is a program that provides access to food with dignity for the individuals and families who need assistance.

Traditionally, a food bank is used by individuals or families who need emergency food for only a few days until they are able to achieve a consistent food supply themselves. When food is required, the individual goes to the food bank and asks for food. The person is assessed and information is recorded regarding his or her situation. The individual is then given a food supply based on what is available on the shelves at that time. This depends on the non-perishable foods that the general public has donated. For some people who need food, these items may not fit their dietary or religious restrictions.

Food for Friends is a program that allows individuals and families to obtain food from grocery stores. The person applies to the food card program in the same way that he or she would apply to a food bank. Once the application is completed, the person may receive the card(s) to shop for the food they need at that specific time.

The **food cards** are issued in amounts of \$10 or \$25. They look like debit cards so they will not attract attention from other shoppers. The cards cannot be cashed in. If the grocery bill is under the amount on the card, no money is refunded to the patron. If the grocery bill is higher than the cards, the patron is responsible for the outstanding balance.

Anything purchased with the food cards must be a non-taxable food item. This ensures that no unhealthy items will be purchased. Perishable

items, such as bread, eggs, milk, and produce, which are not available through traditional food banks, can be purchased. As well, individuals and families can meet their cultural, religious, and health food needs by choosing foods that are suitable to their situation.

The cards are issued on a limited basis. If Operation Sharing finds that an individual or family is becoming dependent on the cards, the organization offers counselling to the patrons. This ensures that patrons who use the food cards will find a way to provide themselves with a secure source of food.

Food for Friends is entirely **supported by the community** of Woodstock. Operation Sharing estimates that if the entire population of Woodstock (about 34 000 people) donated a quarter each time they went grocery shopping, a total of nearly \$400 000 a year could be collected. This would eradicate hunger in the community.

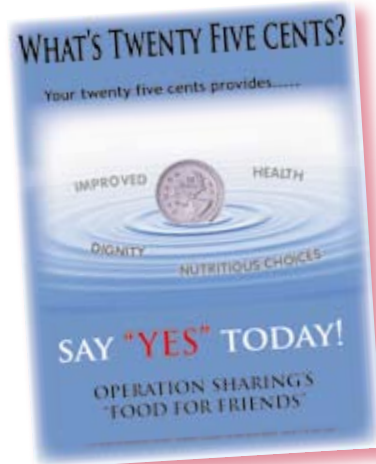


FIGURE 1-5 An Operation Sharing Card enables people in Woodstock, ON, who need community assistance with food to purchase it at major grocery stores.

Questions

1. Compare the advantages and disadvantages of food banks and Food for Friends as emergency food suppliers.
2. If Food for Friends were operating in your community, how much money, based on the population, could they potentially collect a year if each family donated 25 cents when they shopped once a week? If the donations in Woodstock represent one-quarter of its population, how much do you think your community could collect?

The Senses

Have you ever walked by a food stand or a bakery and seen something that looked so good that you had to stop and buy it? Has the smell of dinner cooking ever made you hungry and drawn you to the kitchen before it is time to eat? Both of these reactions are caused by your senses. Your senses play a major role in what you eat. If your senses are attracted to a food, you find the food appealing. Sometimes your senses can trick you, and you may actually like something your senses do not, such as when something that doesn't look appealing is actually very tasty.






Your Sensory Organs	
	You see the food and then decide if it looks appetizing or not. Food that is displayed attractively looks more appetizing.
	You judge a food by its smell. Many people are drawn to food by its aroma. Many people are especially alert to the smell of their favourite foods, such as bread baking. Sometimes your sense of smell can warn you away from foods. For example, many people recognize the smell of milk that has gone sour.
	Your taste buds are small sensors that tell you about the flavour of foods. People crave certain flavours. A sweet tooth is actually a sweet tongue. People's tongues can also pick up bad flavours and warn you not to swallow food that is tainted or rotting.
	Some foods have a sound that is familiar and enticing, such as popcorn popping.
	Some foods feel right to the touch. People know by touch or texture the difference between a fresh, crisp apple and a soft, stale one.

FIGURE 1-6 Food stylists use artificial means to make food look even better than it does in real life. Do you think food enhancement creates false hope for consumers when they go grocery shopping? Why or why not?

Have you ever gone to the food cupboard immediately after seeing an ad on TV because the ad made you crave something? Food advertisers arrange food to look appealing and delicious. A person who prepares food for advertisements, commercials, menus, and media events is called a **food stylist**. A food stylist creates and presents the food you see in a commercial to entice you and to make you want it. Often the foods are so “staged” they are no longer edible.

Taste buds develop over time. Children grow up learning to like the flavours of the foods they have





FIGURE 1-7 Imagine what you look like when you try something new. Is your expression similar to this baby's?

been fed by their families and caregivers. Often their favourite foods are those from their family's culture. As you grow older, you are exposed to foods from outside your family and your tastes become more varied. Adults often eat foods that they would never have tried as children. What food have you been introduced to by a friend recently that you do not eat at home?

Taste is a learned sense. Sometimes, when you try a new food for the first time, you do not really like it; but the more you try it, the more you grow to like it. If you have ever watched a baby's reaction to a new food, you have witnessed his or her sense of taste developing first hand.

Psychological Needs

Have you ever experienced food in the following ways?

- As a reward
- As a punishment
- To comfort you
- To show affection for you
- To make you feel secure
- To exert power over you
- To provide pleasure

You have probably experienced most of these. When food gains a psychological meaning, it becomes something more than a means to obtain the necessary nutrients for good health.

Psychological needs are those that have to do with your mind and your emotions. Your food habits are learned, and the psychological reasons why you eat are varied. Infants and children learn their basic food habits from the way in which they are fed and the reasons why food is given to them.

Many children are rewarded or punished with food. People who were rewarded for good behaviour as children with a cookie or a chocolate bar will often reward themselves as adults in the same way. Children who experience food as a punishment and are denied certain foods for poor behaviour may have an unhealthy relationship with food later in life. They may deny themselves food when they feel they are bad or overeat foods they were denied as children. People need to consider carefully the use of food as a reward or punishment for children.

Many people have foods that make them feel better. For some, a bowl of hot soup on a cold day is comforting. Others find a traditional dish that was cooked in their family home—like curry or bannock—



Chocolate is a very popular comfort food. Despite being high in calories, it has health benefits, too. An ounce (30 g) of dark chocolate contains 10 times more antioxidants than a strawberry. An ounce a day increases good cholesterol and prevents bad cholesterol from oxidizing.



Chunky Chicken Soup

Ingredients

- 1 tbsp (15 mL) vegetable oil
- 3 lb (1.5 kg) chicken pieces, skin removed
- 12 cloves garlic, halved lengthwise
- 1 each leek and large onion, chopped (or 2 onions)
- 1 sweet green pepper, chopped
- 1 can (28 oz/796 mL) tomatoes, mashed
- 1-½ tsp (7 mL) salt
- 1 tsp (5 mL) dried thyme
- ½ tsp (2 mL) pepper
- 6 potatoes (1-1/2 lb/750 g), peeled and quartered
- 4 cups (1 L) coarsely chopped savoy cabbage (or 2 cups [500 mL] halved green beans)

Preparation

- In Dutch oven, heat oil over medium heat; brown chicken in two batches, about 8 minutes per batch. Transfer chicken to plate; drain off fat from pan.
- Add garlic, leek, and onion; cook over medium heat until golden, about 8 minutes. Return chicken to pan along with green pepper, tomatoes, salt, thyme, pepper, and 4 cups (1 L) water; bring to boil. Reduce heat; cover and simmer for 15 minutes.
- Add potatoes; cook for 15 minutes. Add cabbage; cook until tender, about 10 minutes. Skim off fat. (Make-ahead then let cool for 30 minutes. Refrigerate until cold. Transfer to airtight container and refrigerate for up to 2 days.)

Servings: 6 to 8

Web connection

To find more recipes, go to this Web site and follow the links.

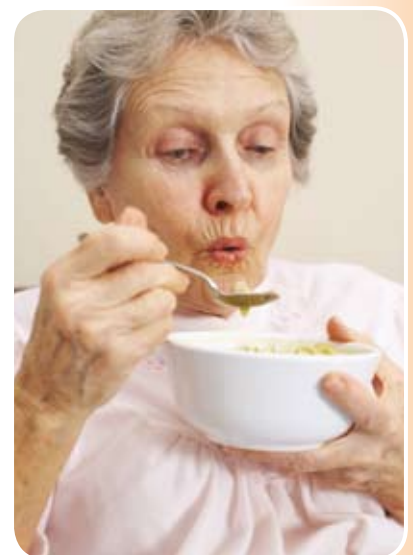
www.mhrfoodforlife.ca

FIGURE 1-8 Many people eat soup as a comfort food when they are ill. Why do you think soup makes them feel better?

to be comforting. Still others will reach for ice cream or chocolate in difficult times. These foods are called **comfort foods**. What are your comfort foods? Are they foods that were given to comfort you as a child?

Food can also be used as a source of power. Young children will often refuse to eat in order to get their way. Other times they will clean their plates to get their dessert. Teens will express their independence by refusing to eat the food that has been prepared for them and eating something else.

Much research has been done on the psychology of food. Researchers spend a great deal of time trying to figure out the psychological reasons behind people's food choices. Marketers use this information to sell people food. Health professionals use this information to help people make better food choices.





Literacy in Your Life

Before Reading

Think about what you know about this topic.

1. In the chart, read the bold headings in the column “Personality Types.” Think about what each of their eating habits might be like.
2. What words do you think describe the kind of person you are? Do you think the foods you eat reflect the kind of person you are?

During Reading

1. Do you identify with an eating personality or recognize the types of eating personalities in others?
2. Do you agree that everyone fits into these personality types? Why or why not?

Language

Extension

Psychological, psychologically, and psychologist come from the word *psychology*, which means “the science of the human mind.” It comes from the Greek word *psyche*, which means “spirit, soul, mind.”

What’s Your Eating Personality?

Personality Types	What They Eat	Psychological Reasons for Eating	Advice
The Earth Child Has four distinct personalities: <ul style="list-style-type: none"> ■ Gentle soul ■ Passionate and emotional artistic type, strong-minded in opinions and politics, which are often green ■ Rigid herbivore. Views types of foods as good or bad ■ Eats food to stay alive, not for pleasure 	<ul style="list-style-type: none"> ■ Fresh, wholesome foods ■ Garlic and fresh herbs in everything 	<ul style="list-style-type: none"> ■ Eats within a scientific, medical, and nutritional framework ■ Eats within a moralistic framework 	<ul style="list-style-type: none"> ■ Learn to get all the nutrients the body needs ■ Vegetarians can have low levels of iron, zinc, vitamin B12, and protein
The Wolf <ul style="list-style-type: none"> ■ Male, aggressive, volatile, macho ■ Possibly a workaholic ■ In touch with undeveloped physical desires 	<ul style="list-style-type: none"> ■ Red meat 	<ul style="list-style-type: none"> ■ Meat was rare and difficult to come by in hunter-gatherer societies, so eating meat means being strong and macho, powerful and dominant over nature 	<ul style="list-style-type: none"> ■ Adult carnivores eat more than the recommended 175-250 g of meat a day and are no longer lean and hungry predators ■ Today he is a middle-aged, apple-shaped male with a high-stress job, sedentary lifestyle, and at increased risk for various diseases ■ Needs a healthier lifestyle and a more balanced plate—one-third meat or alternatives, two-thirds grains, and fresh fruits and vegetables
The Muncher <ul style="list-style-type: none"> ■ Eats anything, all the time ■ Bored, distracted, eats without thinking ■ Rushed, overwhelmed by life, addicted to convenience 	<ul style="list-style-type: none"> ■ Whatever is quick and handy—has snacks in cupboard, candy in desk drawer 	<ul style="list-style-type: none"> ■ Fat and salt were hard to come by in hunter-gatherer societies so people have deep cravings for both, which are now readily available in snack foods 	<ul style="list-style-type: none"> ■ Needs more balance and structure in his/her eating habits (and maybe in his/her life) ■ Needs more fruits and vegetables

Personality Types	What They Eat	Psychological Reasons for Eating	Advice
The Comfort Seeker <ul style="list-style-type: none"> Some may feel overwhelmed by change or stress 	<ul style="list-style-type: none"> Prefers feel-good foods over more adventurous fare—puddings, buttery mashed potatoes, peanut butter sandwiches, macaroni and cheese 	<ul style="list-style-type: none"> Craves familiarity and security that comfort foods evoke Thinks eating will make him/her feel better if busy or overtired 	<ul style="list-style-type: none"> If food is his/her sole source of comfort, seek other emotional outlets, such as calling a friend or going for a walk
The Socializer <ul style="list-style-type: none"> The unifying force among family and friends Brings people together with food and hospitality Dislikes aggressiveness or upsets Busy 	<ul style="list-style-type: none"> Easy one-dish meals Nibbles while cooking Finishes food on children's plates rather than eating a meal Eats comfort foods when she/he has time 	<ul style="list-style-type: none"> Sharing is sometimes more important than the actual food Keeps food memories/traditions alive 	<ul style="list-style-type: none"> So busy taking care of others that she/he doesn't sit down to a relaxed meal her/himself Is probably overweight and improperly nourished
The Pleasure Seeker <ul style="list-style-type: none"> Outgoing, adventurous, passionate, risk-taker Confident, creative, doesn't need a recipe Comfortable in kitchen 	<ul style="list-style-type: none"> Sets table with wide assortment of colours, textures, and tastes Shops by the season Eats a wide variety of foods 	<ul style="list-style-type: none"> Food is a sensual experience Always open to new taste sensations, eager to explore and experiment A rebel—may resist modern foods 	<ul style="list-style-type: none"> Eat a balanced diet that adds spice to life
The Referee <ul style="list-style-type: none"> Uptight and obsessive Lives life in an orderly, organized manner A technical genius Has no tolerance for life's curveballs 	<ul style="list-style-type: none"> Eats only foods that are good for his/her health Knows the exact number of nutrients, calories, and fat grams in every morsel of food 	<ul style="list-style-type: none"> Eats within a scientific, medical, and nutritional framework that is good for his/her health but involves no pleasure Might have difficulty dealing with emotions, letting go, and experiencing the moment 	<ul style="list-style-type: none"> Try stepping outside the rules to experience food just for pleasure
The Routine Follower <ul style="list-style-type: none"> Old-fashioned and rigid Wants everything in its place Doesn't want to experiment or try new foods Reacts to stress by eating "safe," or familiar, foods 	<ul style="list-style-type: none"> Roast beef, boiled potatoes, corn—traditional foods Likes to eat the same meals at given times throughout the week 	<ul style="list-style-type: none"> Tends to be slightly more anxious in other areas of life as well May be a risk-taker in other areas of life and strives for safety when eating 	<ul style="list-style-type: none"> For young people, introduce a variety of novel foods For adults, try one new vegetable every day
The Maple Leaf Forever <ul style="list-style-type: none"> Patriotic A traditionalist Has a regional outlook 	<ul style="list-style-type: none"> Early Canadian fare—pancakes, oatmeal, back bacon, poached salmon, fiddle heads Seasonal, local ingredients 		<ul style="list-style-type: none"> Choices are healthy because they are varied, fresh, and seasonal Balance high calorie choices with low-fat milk and side salads Could add some ethnic foods for a cross-cultural experience

After Reading

1. What are some examples of your favourite foods? Why are they your favourite foods?
2. Do you think it is possible to change from one food personality type to another, or to change the foods you eat and how you eat? Why or why not?

Parents and teachers try to help children understand their food choices. As students in this course, you will begin to learn how to pay attention to the psychological reasons for why you make certain food choices.

Social Needs

When you go out with your friends, do you have something to eat? When family gets together, are there specific foods involved? Do you associate certain foods with your cultural celebrations? Most people enjoy special foods and beverages at particular social events. These help meet some of the individual's social needs.

Often when you get together to enjoy food and beverages with your friends, the actual food is not as important as the social aspect and the friendship. Usually when friends come to visit, they are offered food or beverages by the host. What types of food and beverages do you offer your friends when they come over?

Most family gatherings centre around food. When was the last time that you met with your extended family that food was not involved? Many families have special foods that have been served for generations and are considered family favourites or specialties. Does your family have a specialty?

Celebrating special occasions often involves food. Birthdays have cakes, weddings have special meals, and every religious celebration has its own food. You will learn more about the role food plays in special occasions in Chapters 2 and 3.

Other social events include specific foods. What foods and/or beverages do you associate with the following events?

- Going to a movie
- Attending a concert
- Playing a baseball game
- Watching a hockey game
- Going to a horseback-riding competition
- Going on a picnic
- Going camping
- Talking with friends
- Attending a place of worship

You can probably list foods that people commonly eat at such events. Did your classmates list the same foods?

FIGURE 1-9 Meals served at weddings are a significant part of the celebration. Here an Uygur family waits for guests to arrive. Why do you think the meal is so important?



Lesley Stowe, Caterer and Food Entrepreneur

Lesley Stowe began her journey into the food industry after tasting incredible food creations in Italy and France. She trained as a chef at La Varenne École de Cuisine in Paris, and then returned to her hometown of Vancouver and started a cooking school in the Wise Owl Kitchen Shop. This led to her catering business, Lesley Stowe Fine Foods in 1985. Her focus was to use natural ingredients of the finest quality to make delicious, nutritious food. As well as catering, she specialized in creating desserts for many restaurants in the Vancouver area.



“The use of local and seasonal ingredients needs to be encouraged by everyone interested in good food.”

Lesley realized that Vancouver had quite a limited selection of specialty items, so she launched the unique and extremely successful Lesley Stowe Fine Foods Shop in 1990. She was able to devote time and effort to tracking down and supplying Vancouver shoppers with rare cheeses, oils, and coffees. She also sold her own fresh appetizers, soups, salads, main dishes, and desserts, and provided tastings as well as classes at the shop. She extended her cooking classes to offer courses in Calgary and even Italy.

Lesley has recently become famous for her Raincoast Crisps. These crackers are available in several varieties, such as spicy sundried tomato, rosemary raisin, cranberry hazelnut, and fig and olive. Leslie makes them from scratch in small batches with the best ingredients and sells them to gourmet stores internationally. This enterprise has become so successful that she has decided to close the gourmet store in Vancouver, and is starting a gourmet food mail order business. Individuals or retail locations will soon be able to order dips, pizza dough, and other specialty items, as well as Raincoast Crisps.

If asked about the most important considerations when buying food ingredients, Lesley returns to the same ideas. She stresses that “recipes can be very simple, as long as the ingredients are of the highest quality possible and have the fewest preservatives.” In an interview by Catherine Jheon from “Food for Thought,” Lesley stated that “the use of local and seasonal ingredients needs to be encouraged by everyone interested in good food.”

Lesley has collaborated with others to create several *Girls Who Dish!* cookbooks. They are full of unique dishes fit for any connoisseur, but the recipes are written in easy steps and have received critical acclaim. Her own cookbook, *The Lesley Stowe Fine Foods Cookbook*, was recently published and has been praised by many. Her new cookbook is full of exciting recipes, including her famous Death by Chocolate dessert, which she originally created for Bishop’s restaurant. Finally, the original recipe is in print for anyone to try.



FIGURE 1-10 Raincoast Crisps are just one example of Lesley Stowe’s fine food products that have become popular.



Diets that are high in sucrose (sugar) and saturated fats sap energy from the brain. The same can be said of diet sodas. They cause a decline in a protein called brain-derived neurotropic factor (BDNF) and a similar decline in brain function. Consequently, the reaction time of the brain's nerves and functions are affected.

LIFESTYLE AND FOOD CHOICES

Have you ever bought some fast food because you only had time to “grab a quick bite?” When was the last time you ate something because you did not have a choice, or because it was the best of some bad choices?

Most people try to make healthy food choices. Sometimes people's lifestyles cause them to make choices they might not make otherwise. For example, many teens have part-time jobs. These jobs may prevent teens from eating meals with their families. Often teens take a meal to work or buy something to eat there. The first job for many is actually in the fast-food industry, so often they end up eating more fast food than they did before they got the job.

Always being busy can also have an impact on your food choices. According to *Profiling Canadian Families III*, from the Vanier Institute of the Family, 75 percent of couples with children under the age of 18 have two working parents or guardians. Some parents work different shifts and so both cannot be at home for meals with the family. In other families, parents commute to work and come home in the early evening. In this case, children often have a snack after school to tide them over until their parents or guardians come home. Many teens prepare the evening meal for their families. Single-parent families face challenges eating together as well. According to a Statistics Canada report in 2004, approximately 16 percent of families were single-parent families. In these families, if the parent is working, the children end up helping out more with food preparation and cleanup.

Many children are involved in out-of-school activities as well. Scheduling meals around these activities can be a challenge even for families with a stay-at-home parent, and it can be an even greater challenge for single and working parents. Families with more than one child involved in activities can struggle to fit in meal times. Feeding children is often squeezed in between or on the way to some activity.

People's busy lives have led to the growth of the fast-food industry, the development of drive-through restaurants, and cup holders in vehicles. What would you

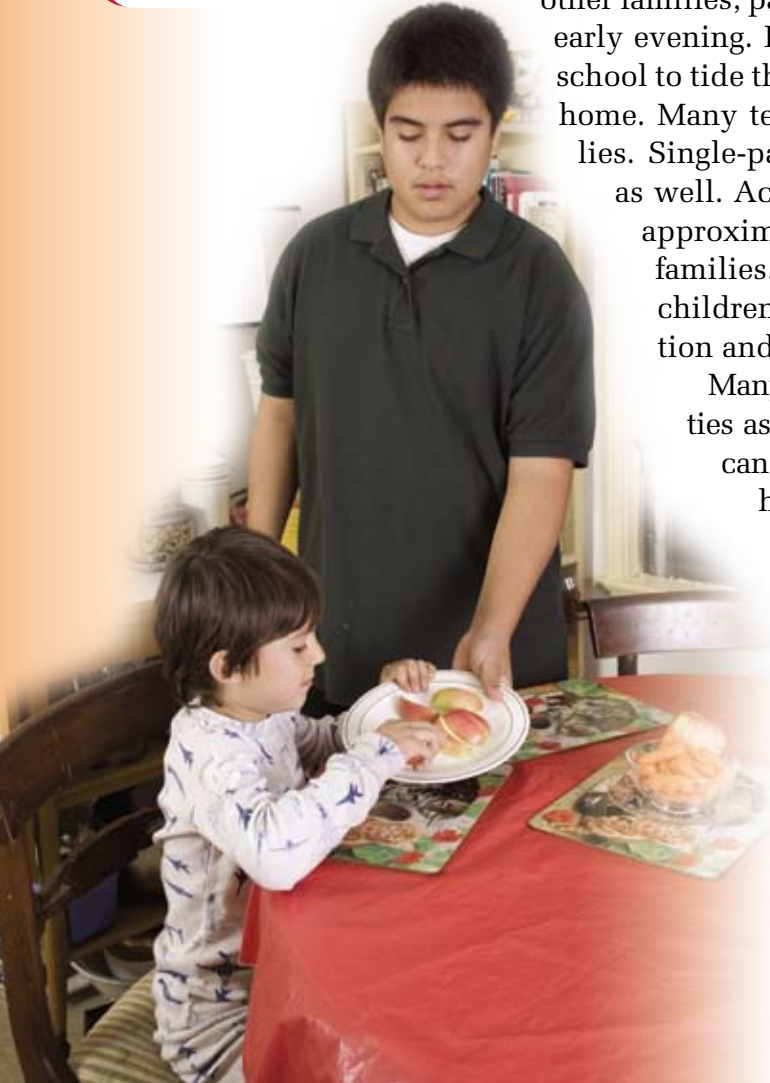


FIGURE 1-11 When parents and guardians work, often teens care for younger siblings as well as prepare the evening meal.

do if vehicles were not equipped with cup holders so that people can eat on the run? What if there were no drive-through restaurants?

A person's lifestyle has a major impact on her or his food habits. How has your lifestyle influenced your parents' eating habits and how have your parents' lifestyle affected yours?

MAKING HEALTHY CHOICES

You must be wondering how you can make healthy food choices when there are so many factors at work. The answer is simple:

- Learn about the foods that will help you maintain your health.
- Think about why you make the food choices you do.
- Find healthy food choices by learning to read and understand nutrition labels.

This course is a good first step in making healthy food choices for your current and future health.



FIGURE 1-12 Have you ever been surprised by what you read on a nutrition label for one of your favourite foods?

Connecting to the Community

In each Connecting to the Community activity you will find out more about your local community by completing one of two assignments. This section forms one part of your Connecting to the Community for Unit 1. For the activity you will create one product from a choice of the following products.



Chapter 1 Choices

1. Contact local agencies to find out how food insecurity is addressed in your community. Answer the following questions in the form of a one-page article for your Connecting to the Community product.
 - Who provides the service?
 - What types of services are available? (For example, food bank, soup kitchen, community garden)
 - Where do people have to go to get access to food?
 - Is transportation provided?
 - How many people in your community are affected by food insecurity?
 - What are the causes?
 - How can teenagers become involved and make a difference in their community when it comes to food insecurity?

OR

2. “The 100 Mile Diet” encourages buying locally-produced food because buying foods produced within 100 miles (160 km) reduces the impact of transportation on the environment. Purchasing food this way also helps increase the freshness of foods, since they do not have to be harvested so early. Using the food groups from *Eating Well with Canada’s Food Guide* as an organizer, list foods that are produced within 160 km of your community.

Chapter 1 Summary

In this chapter, you looked at some of the factors that influence people’s food choices. These included:

- Physiological reasons, such as nutrients to help you maintain a healthy body, prevent fatigue and disease, and keep a positive attitude
- Reasons for food security and insecurity in Canada
- How parents and guardians use food to influence children’s behaviour and the psychological impact this has on children as adults
- Reasons why some foods comfort people
- The role food plays in social events
- Factors that affect people’s lifestyle today and how this influences their eating habits

Activities

1. Your friend, an athlete, does not believe that the food she eats has an impact on her health and performance. Explain the concept of nutrition and nutrients to your friend.
2. What is food insecurity? Give three reasons why people might experience food insecurity.
3. What are the dangers of using food as a reward or punishment?
4. Think of three social occasions that you have attended that involved food, and use your memory of them to complete a chart similar to the one below.

Occasion	Foods and Beverages Consumed	Special Significance

Write a half-page summary of the social role of food in these events.

5. List the different psychological ways in which people experience food. Write a three to five minute script that portrays at least four of them.
6. Take a good look at the impact your lifestyle has on your food choices. Develop an action plan to help you incorporate more healthy foods into your diet. Share your plan with your parent or guardian. Have him or her comment on the plan. Follow the plan for a week. Share the plan, the additional comments from your parent or guardian, and the results with your teacher in a one-page report.