

FOOD CHOICES: YOU ARE WHAT YOU EAT

PRESENTED BY

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Food and Agriculture
Organization of the
United Nations



World Health
Organization



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World Food Safety Day



LANDMARK UNIVERSITY CENTRE FOR RESEARCH INNOVATION AND DISCOVERIES (LUCRID)

Presents her:

5th Webinar

SAFE FOOD NOW FOR A HEALTHY TOMORROW

Food safety is everyone's business



2:00PM



MON. 7TH
JUNE, 2021



International conference Centre,
Landmark University, Omu-Aran, Kwara State



ZOOM

Meeting ID: 859 0804 1225
Passcode: 047456



Professor Adeniyi Olayanju
(Vice-Chancellor, Landmark University)

CHIEF HOST



Professor B. Olufemi Adebesein
(LUCRID)

HOST



Professor O. Osemwegie

GUEST SPEAKER



Dr. A. E Taiwo

GUEST SPEAKER



Dr. Abiola Olaniran

SDG12, COORDINATOR

#WorldFoodSafetyDay

#SDG 2: Zero Hunger
#SDG 3: Good health and well-being
#SDG 12: Responsible Consumption and production
#SDG 17: Partnerships for the goals



FOOD CHOICES: YOU ARE WHAT YOU EAT

The decision on what to eat or purchase or select to eat per time is regarded as food choice or food selection.

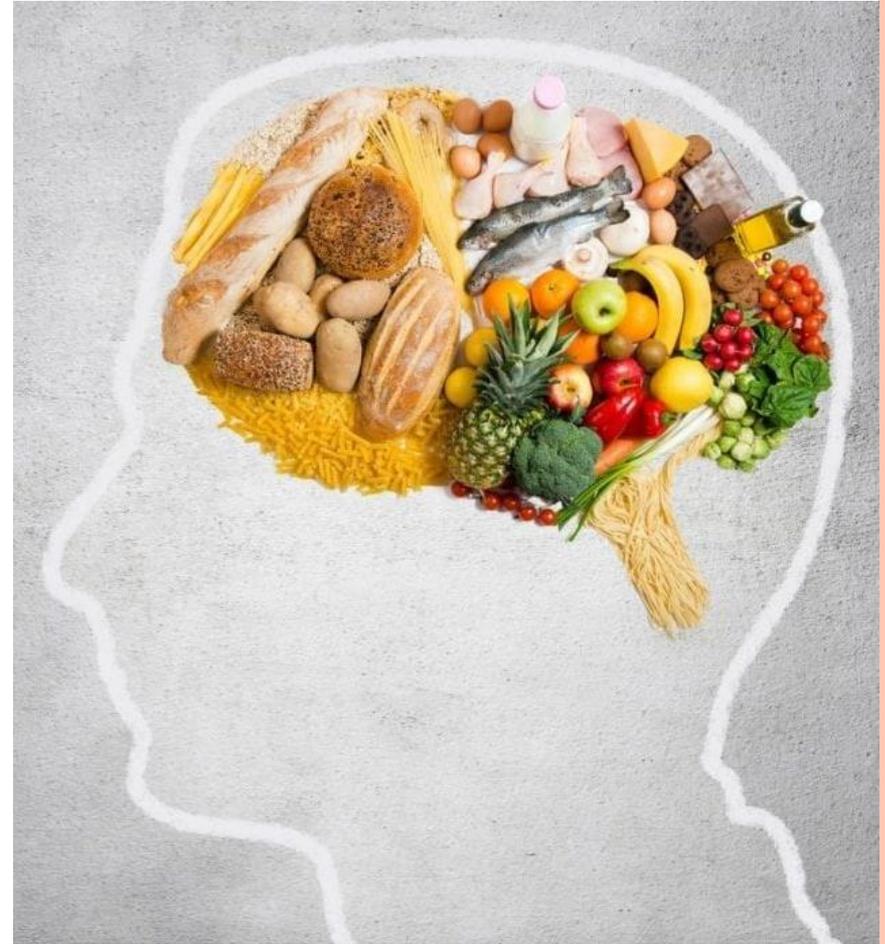
Choice of food for consumption vary from one person to another and it is markedly influence by a number of factors.

The concept of food choice is changing beyond hunger or nutrition satiety to more biofunctional benefits associated with safety and wellbeing



FACTORS INFLUENCING FOOD CHOICES

- Biological
- Economic
- Physical
- Social
- Psychological
- Attitudes, and beliefs
- Health
- Environment



BIOLOGICAL FACTORS

- Hunger
- Appetite/Palatability
- Habit
- Taste
- Smell/Aroma
- Allergies



ECONOMIC FACTORS

- Cost
- Income
- Availability
- Advertizing/Marketing/Branding/Media
- Packaging
- Labeling



PHYSICAL FACTORS

- Access
- Education/Knowledge
- Time and Convenience
- Skills
- Food Texture
- Shelf Life
- Color
- Production and Processing Methods



SOCIAL FACTORS

- Culture/Tradition/Ethnicity
- Religion
- Parental/Family Influence/Background
- Peer pressure
- Social Status/Lifestyle
- Social Setting Exposure
- Political upheavals



From top to bottom: Abacha – Igbo,
Masa – Hausa, Starch with Banga soup
– Niger Delta, Ofada Rice _ Yoruba



PSYCHOLOGICAL FACTORS

- Stress
- Mood
- Eating Disorder
- Prescription Drugs
- Hard drugs
- Food Scares



ATTITUDES AND BELIEFS

- a) Consumers attitude to food is under-researched.
- b) It influences perception on how dietary behavior helps in the design and implementation of healthy/responsible eating habit
- c) Attitude in this context is the degree to which people relate to food for satisfaction of hunger, nutrition and health
- d) Peoples' attitude to, and beliefs about food may be shaped by health concerns, quality, freshness and price of food, family's food choice,



CONTINUATION

- e) Beliefs about the safety of food also alter choices.
Many consumers in current times held on to beliefs that the following foods are unsafe:
 - GMO foods,
 - Chemically preserved foods,
 - Inorganically grown farm foods,
 - Processed foods
 - Health concerns due to loss of natural quality.

- g) Some categories of foods are believed to be forbidden or relegated as taboo or merely symbolic in some cultures, clans or families. Such beliefs disseminated across generations as custom.

- i) Beliefs related to the source of food have also affected food choices



HEALTH FACTOR

- Chronic Diseases

Food choices have been greatly influenced by chronic diseases such as diabetes, obesity, hypertension/hypotension, cardiovascular condition resulting in dietetic options.

- Prevention of Sickness

Deliberate change in dietary behavior is also predicated on knowledge-based effort to consume foods that promote longevity, wellbeing and healthiness.



ENVIRONMENT FACTORS

There are elements that constitute the environment that influence food availability and food choices. These elements include

- Edaphic elements
- Weather elements
- Rainfall pattern
- Vegetation type
- Nature of biotic community
- Topography
- Location

Food Choices

By being more aware of the environment, we can make smarter food choices



CONTINUATION

- Reduced propensity for the occurrence of natural disasters e.g. volcanic eruption, desertification, flooding, earthquake,
- Forest Fire
- Pollution, etc.



CONCLUSION

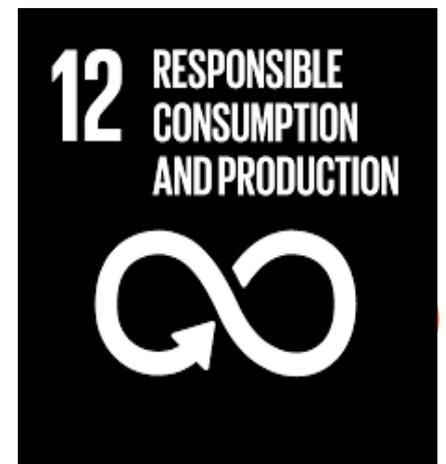
- Food, nutrition and health are three indivisible determinants of a food choice,
- Peoples' experience with food has resulted into broad descriptive reference like traditional foods, continental foods, medicinal foods, functional foods, energy foods, vitafoods, fresh foods, etc.
- Foods and food skills have also become indices for identifying tribes/ethnic groups/cultures.
- Food behavior around the world places conscious premium value on bioactive foods or foods with health benefits



CONTINUATION

- Of paramount concern to consumers is the safety of their food choice and its capacity to evoke physiological as well as mental wellbeing,

- The emerging conceptions about food from consumers, producers, processors, marketers and food scientists now advocate practices or techniques that
 - a. guaranteed safe and nutritious foods
 - b. Keep foods safe over longer shelf life
 - c. Grow safe foods by deemphasizing use of synthetic chemical inputs
 - d. Advertise safe foods and criteria for safe foods
 - e. Concerted effort to ride the market of toxic foods,



CONTINUATION

- Food therefore is part of a consumer's personality because it touches daily living routine,
- Therefore, it is important for us today, which is the **WORLD FOOD SAFETY DAY** to note that food safety habit forms part of the drive to attain **SDGs 2 (Zero Hunger, 3 (Good Health and Wellbeing), 12 (Responsible Consumption and production)**).



Remember that
*“You are not only what
you eat but you are also
why you eat”*



