

GOODFOOD Project

Good teaching practices in experiential learning for effective education in embedded food systems

Project No. 2020-1-PL01-KA203-082209

O2 – E-learning course on 'Food systems embedded in territories': e-lectures

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„Good teaching practices in experiential learning for effective education in embedded food systems”



Food Consumption - The Taste of Local

Carola Strassner, FH Münster University of Applied Sciences, Germany

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Intended Learning Outcomes

After this lecture students should be able to:

- ▶ understand the many factors affecting consumer perceptions of food and influencing food preferences
- ▶ explain the hierarchy of needs model and the iceberg model of culture
- ▶ apply gender division of labour to own observations
- ▶ draw on the lecture's material to analyse and evaluate their Case Study food



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Contents

The lecture covers:

- ▶ consumers and eaters
- ▶ consumer perceptions
- ▶ food culture (influences including gender, religion, ethnicity, age, geography, globalisation, taboos, etc.)
- ▶ cooks and craft industries
- ▶ taste and traditions
- ▶ local foods

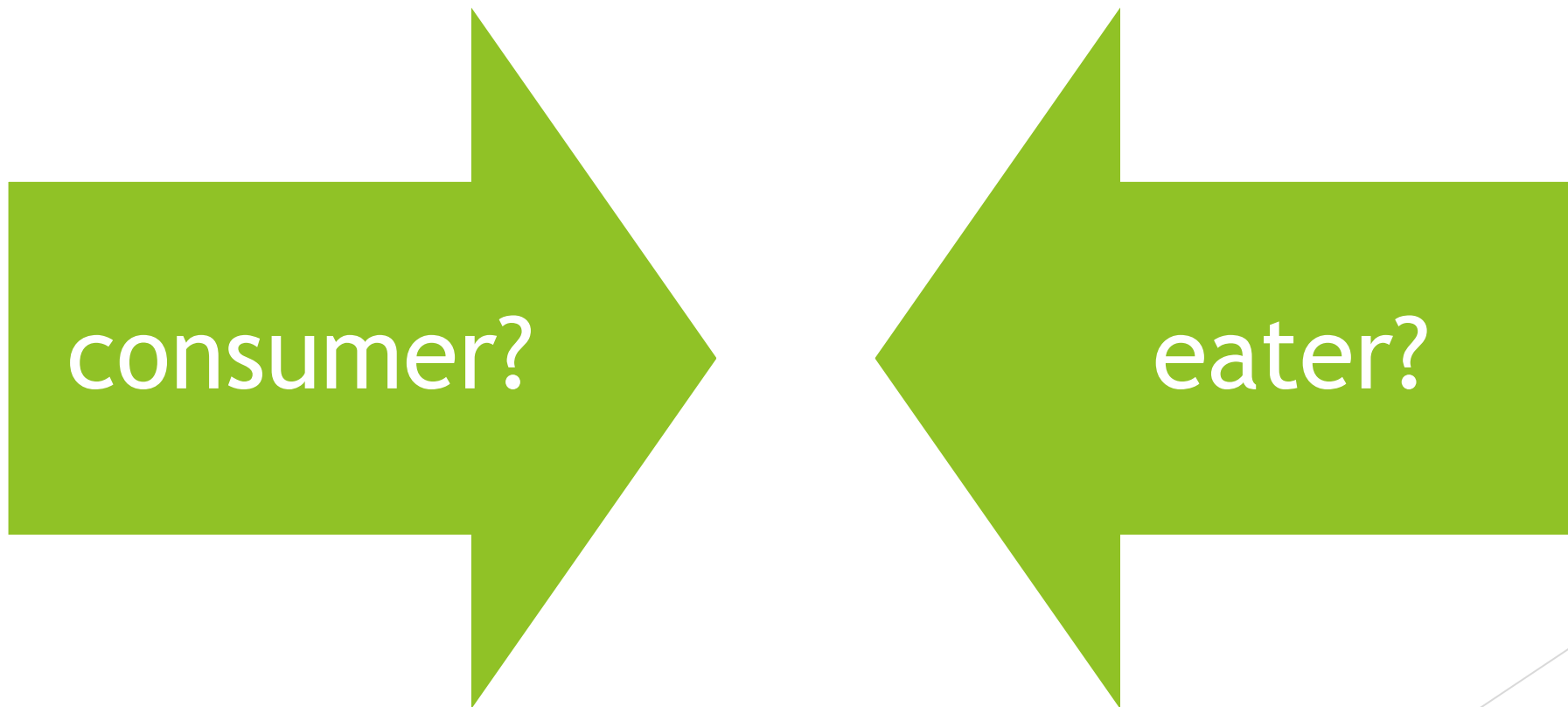


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Consumers and Eaters ... and their choosing



Consumers and Eaters ... and their choosing

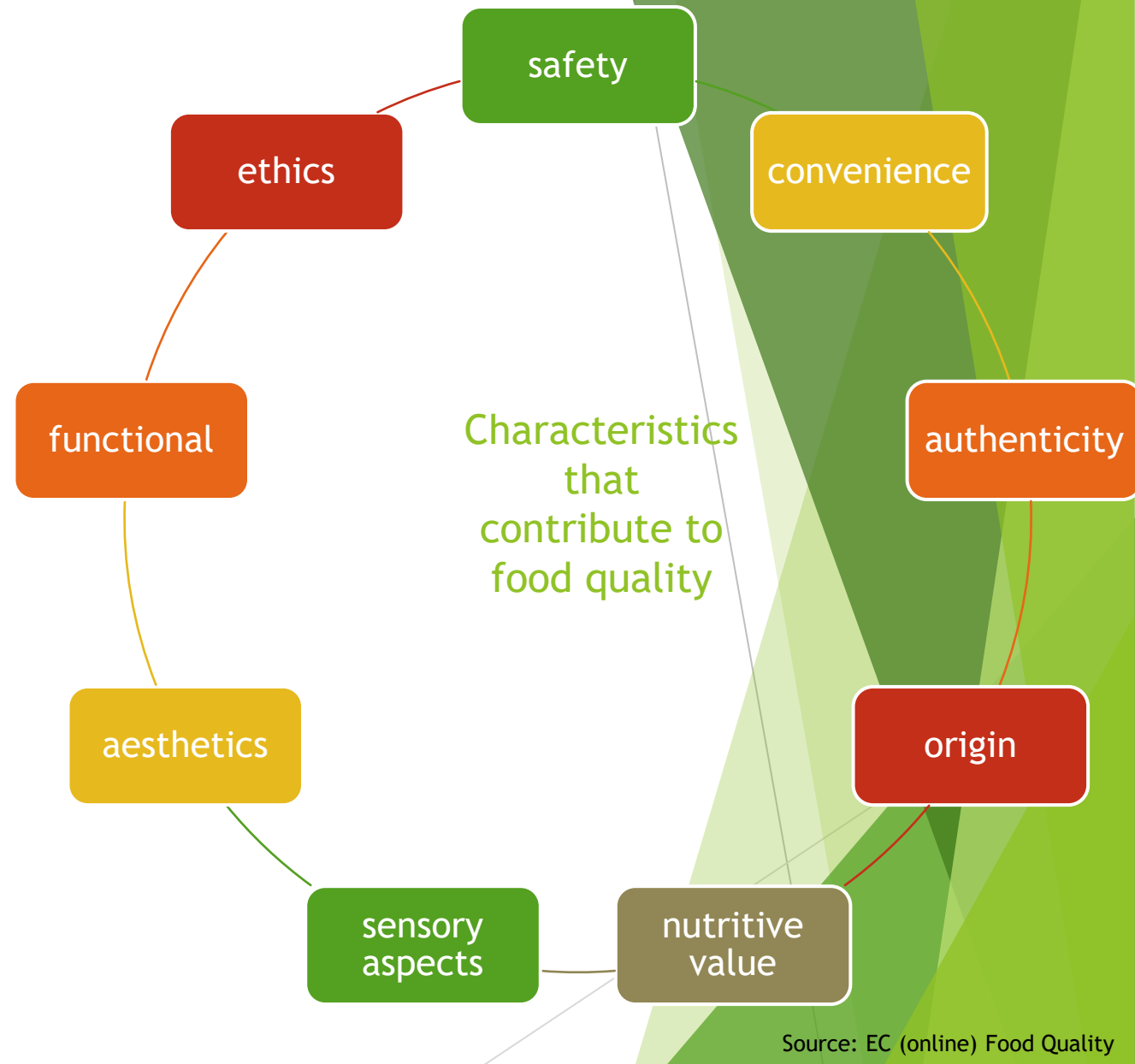
- ▶ Rational Choice Theory explains human conduct as a rational choice between various alternatives under conditions of scarcity
- ▶ Behavioural Economics aims to provide a better psychological underpinning and has uncovered, i.a.
 - ▶ Availability bias (imagining or remembering raises subjectively perceived likelihood)
 - ▶ Confirmation bias (attempts to confirm already made hypothesis)
 - ▶ Egocentric bias (overoptimism, overconfidence)
 - ▶ Loss aversion (greater weight ascribed to losses than equivalent gains)
 - ▶ Anchoring effect (reference to anchored points of view)
 - ▶ Framing effect (positive trumps negative)

(Mathis& Steffen 2015)



Consumer Perceptions

- ▶ Think about the ISO quality definition: "The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs"
- ▶ Implies we need to know the needs or imagined needs of those purchasing and consuming the products
- ▶ Food quality - a notion that is highly individual



Source: EC (online) Food Quality



Maslow's hierarchy of needs

Self-actualization needs

realizing personal potential, self-fulfillment, seeking personal growth and peak experiences

Esteem needs

esteem for oneself, e.g. dignity, achievement, and the need to be accepted and valued by others, status, prestige

Love needs

friendship, receiving and giving affection and love; affiliating, being part of a group, social belonging

Safety needs

protection from elements, security, order, law, stability, freedom from fear

Physiological needs

air, food, drink, shelter, warmth, sleep, etc.

(Source: Maslow 1943)



Food Culture



Carola Strassner, Food Consumption - The Taste of Local

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The Iceberg Model

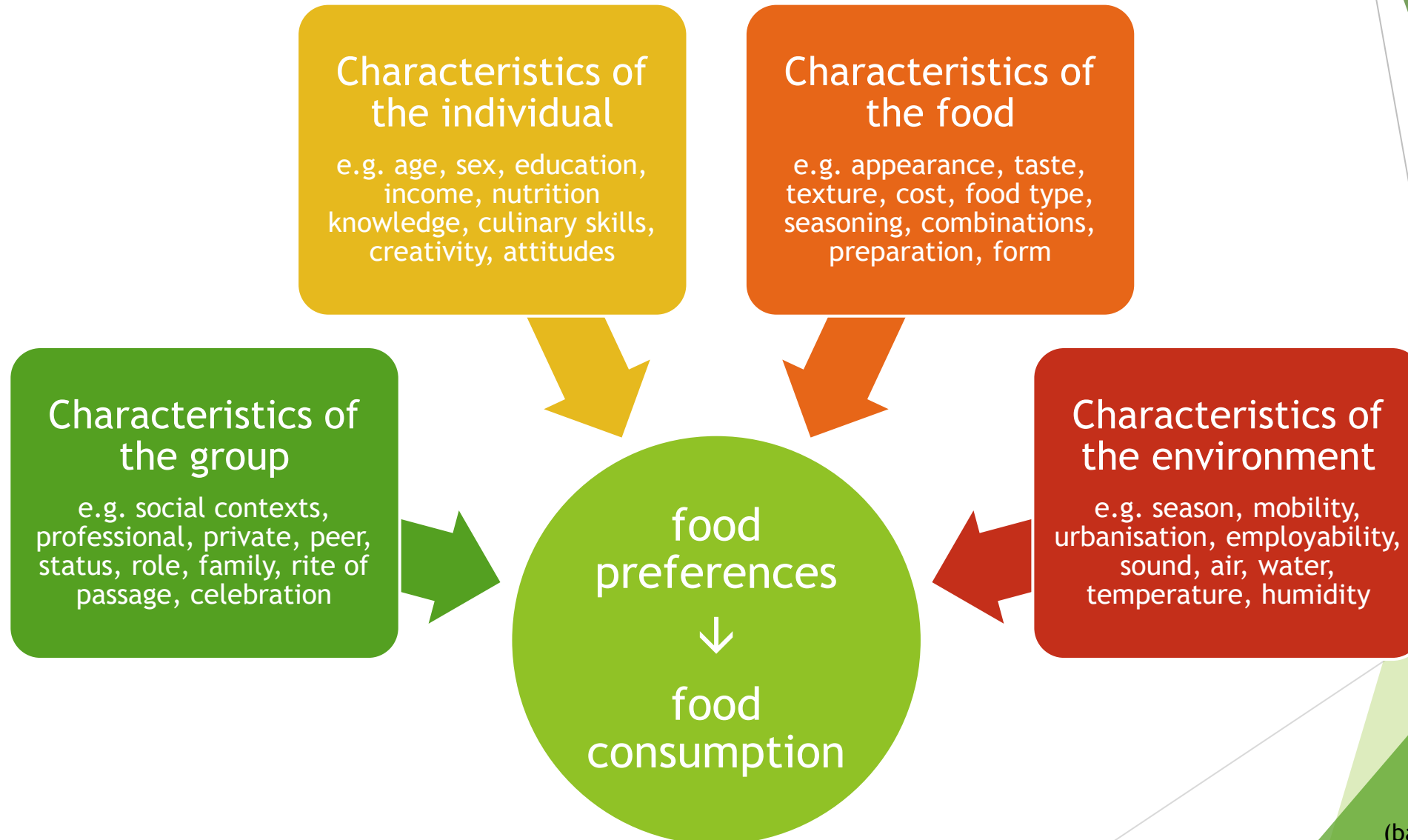


The diagram illustrates the Iceberg Model of culture. It features a white background with a green wavy line representing the water surface. Above the surface, an orange outline contains a list of visible cultural elements. Below the surface, a larger orange outline contains a list of underlying cultural values and practices. Hand-drawn elements include yellow birds in the sky and green waves on the left side.

fine arts literature drama music
dancing sports games cooking dress

notions of modesty, conception of beauty,
ideals governing child-raising, rules of descent, cosmology,
nature of friendship, relationship to animals, facial expressions,
patterns of superior / subordinate relations, definition of sin, courtship practice,
conception of justice, incentives to work, notions of leadership, tempo of work,
patterns of group decision-making, attitudes to the dependent, theory of disease,
conception of cleanliness, approaches to problem-solving, conception of status mobility,
eye behaviour, definition of maturity, conception of 'self', body language, facial
expressions, notions about logic and validity, patterns of handling emotions, preference for
competition or cooperation, social interaction rate, notions of adolescence, conception of
past and future, ordering of time, arrangement of physical space, roles in relation to
status by age, sex, class, occupation, kinship etc.

Factors influencing food preferences



Food in religions

- Foods that may / may not be eaten
- What to eat on a certain day of the year
- How to prepare food
- Time of day to eat
- When to fast
- How long to fast



Image from [Sasin Tipchai](#) at Pixabay

Food taboos

- ▶ Some are obvious, e.g. poisonous flowers
- ▶ Some are self-enforced e.g. vegetarians eat no meat
- ▶ Some may arise from religious beliefs
- ▶ Some may arise from health considerations
- ▶ Some come from traditions, customs and perceptions of society
- ▶ Some authorities impose cultural food taboos in the form of law(s)
- ▶ Some taboos are new

Small exercise I

In a typical family situation, on any typical day or week, which food-related activities are carried out by household members?

Gender division of labour

Productive role

- Contribution to income
- Contribution to economic welfare
- Contribution to advancement of household and community

Reproductive role

- Contraception
- Pregnancy
- Childbirth
- Breastfeeding
- Child-rearing

Household and community services

- Cleaning
- Education
- Healthcare
- Elder care
- Food processing / preparation
- Provision of shelter & clothing
- Fuel & water collection

Community management and political activities

- Participation in religious & cultural ceremonies
- Formal & informal political activities
- Community resources - management / care & protection / conservation

Small exercise II

GO BACK: In a typical family situation, which food-related activities are carried out by male and which by female household members?

Taste and Traditions

- ▶ Taste / Flavour
 - ▶ basic tastes: bitter, salty, sour, sweet, savoury (umami)
- ▶ Smell / Aroma
 - ▶ an almost infinite number
- ▶ Touch
 - ▶ chemesthesis (pain, heat, cold)

(Barham et al. 2010)

See your reading: Damsbo-Svendsen et al. (2020)



Image by [DanaTentis](#) from [Pixabay](#)



Cooks and Craft Industries

Culinary Success Factors

(Klosse et al. 2004, in NL)

1. name and presentation fit the expectation
2. appetizing smell that fits the food
3. good balance of flavour components in relation to the food
4. presence of umami
5. in mouthfeel a mix of hard and soft textures
6. high flavour richness

Culinary Success Factors

(Kawasaki et al. 2015, in JP)

1. utilisation of main ingredient texture
2. utilisation of main ingredient flavour
3. utilisation of main ingredient umami
4. featured main ingredient
5. good pairings between main and secondary ingredients
6. not too rich
7. good balance
8. cuisine more Japanese / French in style
9. elegance
10. surprise

Background Imag by [leemelina08](#) from [Pixabay](#)



Innate and Learned

- ▶ innate preferences - prenatal imprint (amniotic fluid), postnatal (breast milk, baby food)
- ▶ neophobia, especially in children between 18-24 months
- ▶ learned preferences
 - ▶ mere exposure effect - the familiar is popular, through contact with the food or dish
 - ▶ specific sensory saturation - protection against unbalanced diet
 - ▶ flavour-flavour learning - matching or connecting new food with known food

(see, for example, Forestell CA 2017)



Local food

See your reading: JRC (2013)

For non-locals (and locals)

- ▶ Local food can function as an attraction
- ▶ Authenticity is a critical component
- ▶ Food is a potentially valuable resource for tourism

(e.g. Morris et al. 2020)

For locals

- ▶ Local food can contribute to sense of
 - ▶ identity
 - ▶ connection, belonging
 - ▶ esteem

(e.g. Moreno & Malone 2021)

For the system

- ▶ Thought to bring benefits in
 - ▶ environmental stewardship
 - ▶ socio-economic development

(e.g. Kissinger et al. 2018)

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Thank you!

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Some added readings for your enjoyment

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- ▶ Food Inspiration Magazine edition 26, (non-academic / trade magazine) available online: <https://www.foodinspirationmagazine.com/3612/cover> especially Decoding Deliciousness, Flavor Theory, Cooking with Latitude.



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