

# Foods 1050



# Fast and Convenient Foods

DUE:

Name:

# FOD1050: Fast and Convenience Foods

\*\*\*all assignment must be handed in before you will be allowed to cook\*\*\*

Assignments and Exams	Due Date
<b>Research Project</b>	<b>30%</b>
Assignment 1: Fast Food Project	
<b>Theory</b>	<b>10%</b>
Assignment 2: Convenience Food Comparison Assignment 3: Nutrition Labeling	
<b>Labs:</b>	<b>50%</b>
<p><b>Mixed</b> Lab 1: ...in a Pan!</p> <p><b>Partially Prepared Foods</b> Lab 2: Eggs Benedict with Hollandaise Sauce Lab 3: Marvelous Mini Meatloaf</p> <p><b>Entirely Prepared Foods</b> Lab 4: Hawaiian Dump Cake</p> <p><b>Food from Scratch</b> Lab 5: Chicken Pot Pie vs It's Nemesis Lab 6: Hot Chocolate Mousse in Crispy Wrappers</p> <p><b>Iron Chef Challenge</b> Lab 7: Secret Ingredient is _____</p>	
<b>Module Reflection</b>	<b>10%</b>
Assignment 4: The Daily Plate (7 days)	

## Advertising Techniques

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### INSTRUCTIONS

- Complete the chart by giving the meaning of the advertising techniques and providing food-related examples.
- Refer to *Food for Today, First Canadian Edition*.

<b>Technique</b>	<b>Meaning</b>	<b>Food-Related Example</b>
Limited information		
Positive images		
Celebrity endorsement		
Appeal to basic needs		
Scare tactics		
False claims		
Infomercials		

- List any other ways that advertising may influence you to buy products.
- Which technique do you like the best or do you think influences you to buy a product?
- How might advertisers use different techniques with different target groups (age, gender, culture, etc.)?

## Assignment 1: Fast Food Project

Kitchen Group Members:

\_\_\_\_\_

\_\_\_\_\_

In your kitchen groups, complete the following research project below using the Internet and Food For Today textbook.

1. On average, how many calories should someone your age and activity level have in one day?
  
2. How many calories are in 1 gram of fat? How many tsp is this?
  
3. Choose three commercial fast food outlets found in Canada. List them below.
  - a.
  - b.
  - c.
  
4. List 3 items that someone would order for a meal from each establishment. Using the nutrition guide online, what is the total fat for each item you listed, what are the calories? Calculate the total fat and calories of the meal in the chart below.

Example:

Fast Food Establishment: <i>Tim Hortons</i>			
		Fat (g)	Calories
Menu item 1	<i>Lg Double Double</i>	<i>12 g</i>	<i>230</i>
Menu Item 2	<i>Multigrain Bagel w/ cream cheese</i>	<i>22g</i>	<i>471</i>
Menu Item 3	<i>Vanilla Yogurt and Berries</i>	<i>2g</i>	<i>160</i>
<b>Totals</b>		<b>36g</b>	<b>861</b>

Fast Food Establishment:			
		Fat (g)	Calories
Menu item 1			
Menu Item 2			
Menu Item 3			
<b>Totals</b>			

Fast Food Establishment:		
	Fat (g)	Calories
Menu item 1		
Menu Item 2		
Menu Item 3		
<b>Totals</b>		

Fast Food Establishment:		
	Fat (g)	Calories
Menu item 1		
Menu Item 2		
Menu Item 3		
<b>Totals</b>		

5. Using the same nutrition guide found online choose 1 of the 3 fast food chains & list 3 items that:
- a. Would be healthy choices for lunch.

b. Exceed your entire daily calorie intake in only those three items.

6. Consumers are now looking for healthier choices when it comes to fast food. In what way is the above fast food establishment improving their nutritional value of their products? Give 3 different examples of how they are achieving this?

7. Look at [www.mcdonalds.ca](http://www.mcdonalds.ca) and brainstorm some common marketing strategies that fast food establishments use to create a **positive** association with their products.

8. You have been asked by a fast food establishment to help them sell their new burger. They have provided your advertising company with the following information about their product:

- *2 Alberta beef patties seasoned with Mexican spices*
- *Swiss cheese*
- *Avocado aioli*
- *Jalapeno crisps*
- *Tomato salsa*

They want you to do the following:

- a. Create a name for their new product.
- b. Create a slogan for their new product.
- c. Create the packaging for their new product.
- d. Create a magazine cover for the **Burger Life** magazine's upcoming edition that encompasses all of your research and design. Use the above marketing strategies to create a 8 ½ x 11 magazine cover (computer, paint, etc...be creative)

## Assignment #2: Convenience Food Comparisons

**Use the power point on Plone to help you answer these questions.**

1. What is the difference between convenience foods and meals made from scratch?

2. Some convenience foods can be eaten as is and some need to be partially prepared.

Give 2 examples for each:

a. Prepared food (eaten as is or by adding water)

i.

ii.

b. Partially Prepared food

i.

ii.

3. The amount of research and preparation that is put into prepared food affects its' cost. List 5 factors that affect the price of convenience foods besides the cost of the food itself.

a.

b.

c.

d.

e.

4. What are 3 advantages to cooking with convenience foods?



### Assignment #3: Nutrition Labeling

Read over the "Reading Food Labels" handout. Choose 1 food label from an item of your choice, attach it to this assignment and answer the questions listed below.

1. How large is one serving?
2. How many servings are in the entire package?
3. How many calories are in one serving?
4. What percentage of **your** total calories is in one serving?
5. How much sugar is in one serving?
6. How much total fat is in one serving?
7. Of all the ingredients listed on the label, this food contains the most \_\_\_\_\_.
8. One serving of this food provides \_\_\_\_\_ % of the Recommended Daily Value for "saturated fat".
9. Choose two ingredients that are found in the food that are NOT on the nutritional label. Find out why these ingredients are in the product (what is their function?).

## Reading Food Labels

The labels on canned, packaged, and frozen foods tell you what's really in the foods you eat. Comparing labels will help you choose foods that are low in fat, cholesterol, sodium (salt), and calories. Reading food labels is a big step toward eating for a healthier heart. Look for the "Nutrition Facts" label on packaged foods.

### 1. Serving Size

Look at this closely. This is the amount of food in 1 serving. If you eat more, you get more of everything on the label—including fat, cholesterol, and calories.

### 2. Total Fat

This number tells you how many grams (g) of fat are in 1 serving. Choose foods with a low number for total fat.

### 3. Saturated Fat

This number tells you how many grams (g) of saturated fat are in 1 serving. Saturated fat raises your cholesterol the most. Look for foods that have little or no saturated fat.

### 4. Trans Fat

This number tells you how much trans fat is in 1 serving. Like saturated fat, trans fat raises your cholesterol. Choose foods that have little or no trans fat.

### 5. Cholesterol

This number tells you how much cholesterol is in 1 serving. You should eat less than 300 milligrams (mg) of cholesterol a day.

### 6. Calories from Fat

This number tells you how many calories from fat are in 1 serving. Look for foods with few calories from fat.

### 7. % Daily Value

A large number means 1 serving contains a lot of that ingredient. A low number means 1 serving contains a small amount. Look for foods that have low numbers for total fat, saturated fat, trans fat, cholesterol, and sodium.

### 8. Sodium

This number tells you how much sodium is in 1 serving. Choose foods with low numbers for sodium. Or look for foods that say Low-Sodium or Sodium-Free.

### 9. Dietary Fiber

This number tells you how much fiber is in 1 serving. Look for foods that are high in fiber.

Nutrition Facts	
1	Serving Size 1 cup (240g) Servings Per Container 2
<b>Amount Per Serving</b>	
	<b>Calories</b> 100 <b>Calories from Fat</b> 20
	<b>% Daily Value*</b>
2	<b>Total Fat</b> 2g <b>3%</b>
3	Saturated Fat 0g <b>0%</b>
4	Trans Fat 0g
5	<b>Cholesterol</b> 0mg <b>0%</b>
	<b>Sodium</b> 70mg <b>3%</b>
	<b>Total Carbohydrate</b> 17g <b>6%</b>
	Dietary Fiber 3g <b>12%</b>
	Sugars 5g
	<b>Protein</b> 4g
	Vitamin A 70%    •    Vitamin C 20%
	Calcium 15%    •    Iron 8%
	<small>*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.</small>

## Assignment #4: The Daily Plate

Keep track of ALL of the foods that you eat throughout a 7-day period.

Use the option listed below to record your diet:

1. [www.livestrong.com](http://www.livestrong.com) or Calorie Tracker by Livestrong.com on iTunes.
  - Click on Diet & Nutrition
  - Click on "The Daily Plate"
  - Create an account for yourself
  - Browse through the layout of the website and familiarize yourself with it.
  
2. Once your account is set up record the following items each day:
  - Daily Water Consumption
  - Fitness
  - My Plate
  
3. Once your 7 days have been recorded, print your 7 day report by:
  - Going to My Plate
  - Scroll to the bottom of the page and click "Print", then click "past 7 days" and then click "detailed" and then print.
  
4. Reflection:
  - Review the food that you ate over the past week. Note trends, low food intake days, overeating etc. What have you noticed? Any "light bulb" moments that made you think twice? Write a paragraph reflecting on your eating habits for the past week.
  - Attach your reflection to your "7 day" report and hand it in to Ms. Spanier