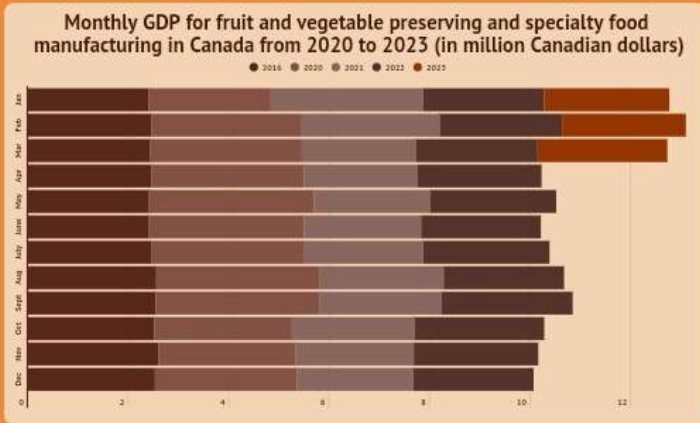
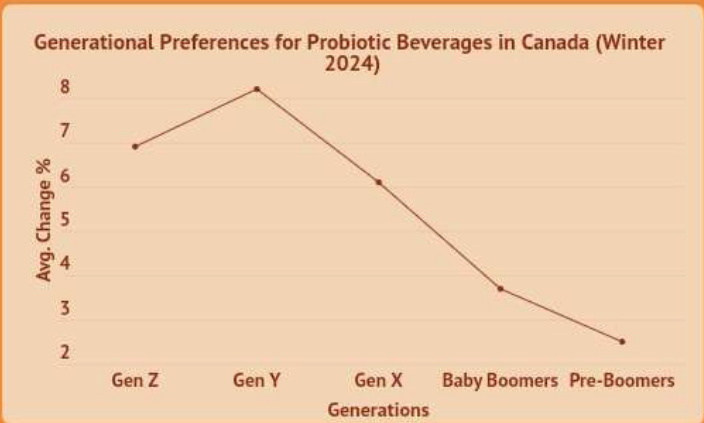


How has Food Technology impacted consumer's Food choices?

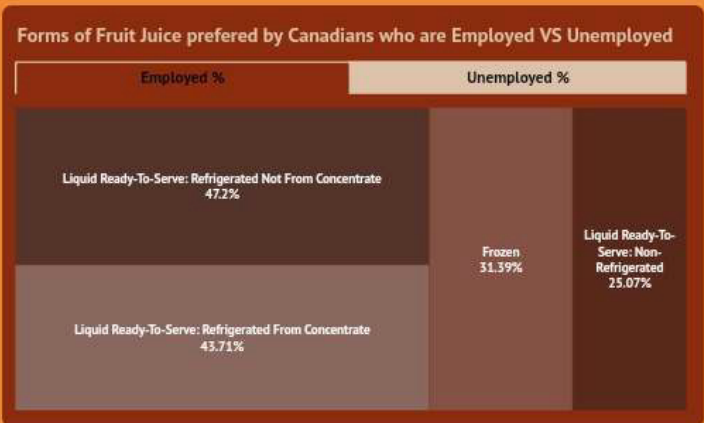
An infographic on Food Technology



- o The GDP of Canada's fruits and vegetables preservation market increased by C\$ 840 million from January to May 2020.
- o Genetically modified foods are more likely to be opposed by lower-income groups 55.8% of people making \$50,000 or less strongly agreed that they would never buy them.
- o Superfood sales in the United States are expected to rise from \$43.7 billion in 2018 to \$65.2 billion in 2025, primarily due to consumer interest in health and wellbeing.



- o Generation Y (born 1980–1995) is most likely to look for probiotic beverages, with 20.9% agreeing and 8.2% strongly agreeing.
- o Both employed and unemployed people strongly prefer chilled, liquid ready-to-serve orange juice (47.20% of employed people and 44.36% of jobless people).
- o Consumers in the United States primarily eat processed or packaged foods for convenience (59%), with simplicity of preparation (52%) and time savings (49%) also being significant factors.



RECOMMENDATIONS

1. Boost Food Technology Education for Consumers
2. Promote Sustainability in Food Technology
3. Increase Accessibility to Low-Cost Food Technologies