



I. Examine Your Eating Habits More Closely

Choose one day of the week that is typical of your eating pattern. Using the first table found in Appendix E, list all foods and drinks you consumed for 24 hours. In addition, write down the approximate amounts of food you ate in units, such as cups, ounces, teaspoons, and tablespoons. Check the food composition table in Appendix J for examples of appropriate serving units for different types of foods, such as meat and vegetables. After completing this activity, you will use this list of foods for future assignments.

After you record the amount of each food and drink consumed, indicate in the table why you chose to consume the item. Place the corresponding abbreviation in the space provided to indicate why you picked that food or drink.

FLVR	Flavor/texture	ADV	Advertisement	PEER	Peers
CONV	Convenience	WTCL	Weight control	NUTR	Nutritive value
EMO	Emotions	HUNG	Hunger	\$	Cost
AVA	Availability	FAM	Family/cultural	HLTH	Health

There can be more than one reason for choosing a particular food or drink.

Application

Now ask yourself what your most frequent reason is for eating or drinking. To what degree is health or nutritive value a reason for your food choices? Should you make these higher priorities?

II. Observe the Supermarket Explosion

Today's supermarkets carry up to 60,000 items, compared to 20,000 items 10 years ago. Think about your last grocery shopping trip and the items you purchased to eat. Following is a list of 20 newer food products added to supermarket shelves. Check the items that you have tried. Then use the key from Part I of the Rate Your Plate exercise to identify why you might have chosen these products.

- _____ Prepackaged salad greens (variety packs other than iceberg lettuce) _____
- _____ Gourmet salad oils (e.g., walnut, almond, olive, or sesame oil) _____
- _____ Gourmet vinegars (e.g., balsamic or rice) _____
- _____ Prepackaged lunch products (e.g., nacho, pizza, taco, and tortilla Lunchables) _____
- _____ Precooked frozen turkey patties _____
- _____ Bean soup mixes (e.g., lentil, black bean, combination bean soups) _____
- _____ Microwaveable sandwiches (e.g., Hotpockets, frozen sandwiches) _____
- _____ Refrigerated, precooked pasta (e.g., tortellini, fettucini) and accompanying sauces (e.g., pesto, tomato basil) _____
- _____ Imported grain products (e.g., risotto, farfalline, gnocchi, fusilli) _____
- _____ Frozen dinners (list your favorite of any of the wide variety) _____
- _____ Imported sauces for food preparation (e.g., hoisin or brown bean sauce, mandarin marinade, sesame, curry, or fire oils) _____
- _____ Bottled waters (flavored or unflavored) _____
- _____ Trendy juices (e.g., draft apple cider, hurricane punch) _____
- _____ Roasted and/or flavored coffees (e.g., beans, ground, or instant) _____
- _____ Gourmet jelly beans and candies (e.g., gummi coca-colas or imported chocolates) _____
- _____ Instant hot cereal in a bowl (add water and go!) _____
- _____ "Fast-shake" pancake mix (add water, shake, and ready to cook) _____
- _____ Breakfast bars (e.g., granola or fruit-flavored bars) _____
- _____ Meal replacement/fitness products (e.g., "energy" bars, high-protein bars, sports drinks) _____
- _____ Low-carbohydrate meat and pasta dishes _____

Finally, identify three new food products that are not on this list that you have seen in the past year. Discuss the appeal of these products to the North American consumer.