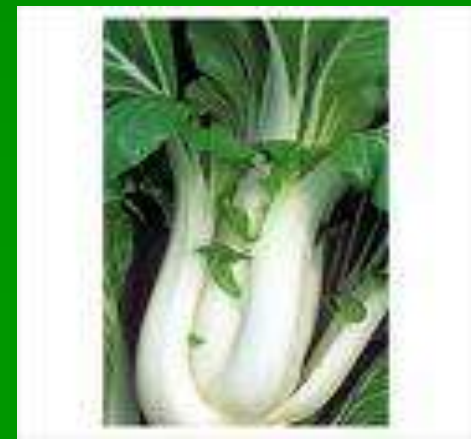


What's in your grocery cart?



Farmers Respond to Changing Demands

- Farmers have decided to grow different crops today than a decade ago.
- There has been a shift away from traditional vegetables to new groups of vegetables



The Old and the New

- Some traditional vegetables that farmers focused on growing in the past but continue to grow include: tomatoes, peppers, sweet corn, green or wax beans and peas.



The new varieties include...

- Cucurbits which include:

- Cucumbers



Artichokes



Melons



squash



Pumpkins



zucchini



New varieties continued...

- Herbs which include:

- Mint



anise



- parsley



basil



rhubarb



New varieties continued...

- Oriental vegetables which mainly include:

- Chinese cabbage



- Bean sprouts



- Bok choy



Why the shift in production?

1. An increase in immigrants coming from Asia and the Middle East rather than just from Europe
 - This ethnically diverse group looks for fruits and vegetables (and other foods) common to their cultures.

Why the shift in production? continued...

2. An aging population

- With a changing demographic (an expanding population of middle-aged and elderly), the demand for food choices has changed.
- Due to a change in dietary patterns these groups of people are consuming more vegetables and less meat.

Why the shift in production? continued...

3. A health conscious generation

- Higher education = a greater knowledge of nutrition.
- A Statistics Canada Study (2008) reported that those with a post-secondary education reported a higher consumption of fruits and vegetables than those with less than a high school education.

A Health Conscious Generation continued...

- Scientists are also using these foods to make new medicines (*nutraceuticals*) which is increasing the demands of a variety of fruits and vegetables.



Why the shift in production? continued...

4. Changing incomes

- With more people obtaining higher education, incomes are increasing as well.
- Higher incomes = \$ to buy a variety of fruits and vegetables
- More dual-income households = more disposable incomes

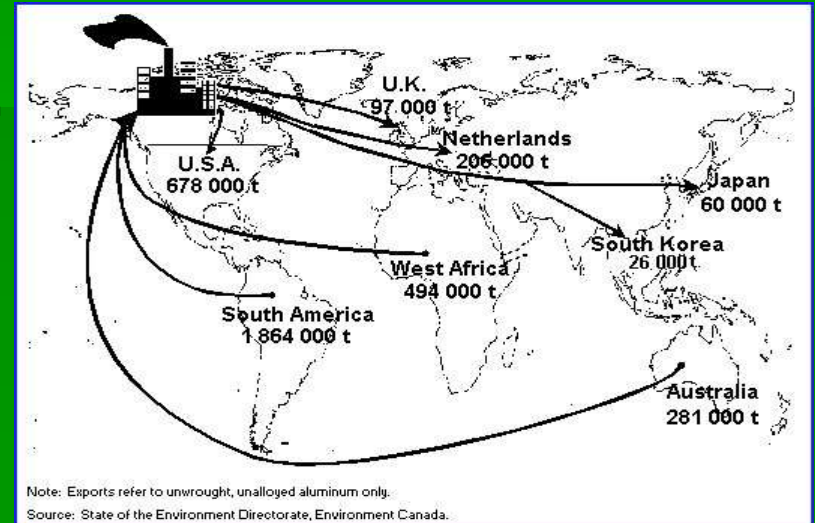
Why the shift in production? continued...

5. Economic factors

- As Canada and other countries have become more open through trade, Canadian producers have been forced to compete on an international level.
- Thus, there has been an increase in production in order to increase possible export opportunities.

In conclusion...

- Canada's vegetable sector is slowly moving away from traditional commodities to new varieties as farmers respond to demographic, social and economic change.



The rule of supply and demand

- Considering these trends, what does this information tell us about our power as a consumer?



Predictions for the Future

- Based current trends, predict what some of the future shifts in production might be.



HFA4U Terms

- **Functional foods:** similar in appearance to, or may be, a conventional food that is consumed as part of a usual diet and is demonstrated to have physiological benefits and/or reduce the risk of chronic disease beyond basic nutritional functions.
- **Food Additives:** chemicals added to food to preserve freshness or enhance colour and flavour.

HFA4U Terms

- **Antioxidants:** substances that protect body cells and the immune system from harmful chemicals in the air, certain foods, and tobacco smoke.
- **Phytochemicals:** disease fighting nutrients contained in plants

Beyond Analyse and/or Evaluate new and emerging food and nutrition related products and services such as:

- Molecular gastronomy
- Slow food movement
- Whole wheat pasta
- Soy products
- Energy drinks
- Vitamin-enhanced drinks
- Local food initiatives
- Agri-tourism