

Research paper on food trends and sustainability

[Nutrition](#), [Fast Food](#)



\n[[toc title="Table of Contents"](#)]\n

\n \t

1. [Introduction](#) \n \t

2. [Discussion](#) \n \t

3. [Conclusion](#) \n \t

4. [References](#) \n

\n[/toc]\n \n

Introduction

For a long, French fries and hamburgers have been the order of the day in most restaurants. This is rapidly changing across many food restaurants. It is not the end of French fries and burgers as such. It is the dawning of an era of quick, affordable and increasingly healthier foods compared to erstwhile fast foods. More precisely, real food is rapidly becoming the new fast food. There is widespread commitment to healthy food choices as a lifestyle rather than a diet. This has developed this new trend where previously fringe foods like vegetable juice, kales and organic produce have made their way into the mainstream. In addition to the recognition of the need for lifestyle change, this new trend is also fuelled by the need for healthy and fresh fast food (Udev, 2013).

Discussion

Advancements in agricultural technology have led to the production of more refined foods than ever before. There is also increased processing where chemicals are added to not only improve food properties but also to lengthen the shelf life of the said food products. This has weighed in on the population

with an increase in non-communicable diseases that are attributable to the copious consumption of these processed foods. This is one of the reasons why the United States of America is battling with the problem of obesity and other 'lifestyle' diseases among its populace.

However, this has changed tremendously owing to a new enlightenment and the need for quality life. While people still want fast food options, they prefer healthier options that have not been previously provided. People are more informed compared to before and are aware of the healthy food choices on the menu in restaurants. This has forced restaurant owners to change with the changing desires and needs in the consumer pool.

Such changes have seen an increase in organic farming where crops are grown with minimal use of inorganic chemicals. This is in response to the need for food items with minimal amounts of harmful chemicals. This also ensures that consumers get fresh products because without the preservatives, these products do not keep for long. Conventional farming still accounts for most of the deliveries in the food industry. However, with the new awakening, there is no telling the potential for organic farming. This is because of the increased consciousness about healthy food choices and lifestyle changes rather than dieting (Udev, 2013).

This trend is both sustainable and environmentally conscious. Firstly, the trend is sustainable because it is motivated by the need for healthy lifestyles and it has developed spontaneously. Additionally, the trend not only offers fast food options like the preference of the majority, but is also cheaper and healthier compared to the food choices offered in the fast food industry at present. This trend also indicates a move towards sustainability because the

production of food items is not capital intensive like in conventional agriculture (Francis, American Society of Agronomy., Crop Science Society of America., & Soil Science Society of America, 2009).

Secondly, the trend is environmentally conscious because it calls for production methods that are environmentally friendly. Organic farming employs the use of organic matter to provide nutrients to the plants. This contributes to the cycle of decomposition and improvement of the soil profile and structure. Additionally, organic farming does not use inorganic fertilizers and chemicals that wash down into water bodies and fill the atmosphere respectively (Francis, American Society of Agronomy., Crop Science Society of America., & Soil Science Society of America, 2009). Nonetheless, this trend can be modified further to make it even more environmentally accountable than it is at present.

Previous food trends employed more resources in comparison to this trend. This is because there was increased wastage and the food choices required a lot of natural and manmade resources to produce. This trend can be modified so that it is intensive on resources rather than extensive. For instance, intensive organic farming can be practiced at the expense of extensive farming. This ensures that the resources are used optimally, hence not depleted.

Everyone has a role to play in changing markets. Arguably, this trend resulted in changes in consumer perceptions and subsequent actions. In this regard, our buying habits can change the market landscape significantly. If people desire to purchase healthy food items, there will be increased demand for the said food items. Increased demand will trigger increased

supply. If this is sustained, the production of the non-healthy food items will decline because of decreased consumptions. Additionally, such a decision tends to influence others. For instance, the changing trend towards healthy food choices will influence other people into lifestyle changes. In the same respect, buying habits of a few people will influence other people, and with the interplay of supply and demand, change the markets (Osswald, 2012).

Conclusion

This trend is very sustainable because it is informed by the need for a healthy life, a concern which is genuine. It is expected that there will be a backlash from the fast food industry. However, the need for a healthy life is a force too strong for the allure of fast foods, especially when the alternative is in addition to fast, cheaper and healthier compared to the options provided by the fast food industry.

References

- Udev, A. (2013). Food triumph: The knowledge that puts you in charge of your health and weight. Nanaimo, British Columbia. Aleksandar Udev.
- Francis, C. A., American Society of Agronomy., Crop Science Society of America., & Soil Science Society of America. (2009). Organic farming: The ecological system. Madison, WI: American Society of Agronomy.
- Osswald, N. (2012). Sustainable food consumption and abstract urban lifestyles. S. I.: Europaischer Hochschulver.