

Food industry essay examples

[Business](#), [Company](#)



Food is an important part of our daily lives. Food not only protects us from hunger, but the type of food that we eat is instrumental in determining our quality of health (Bourdain 11) In spite of this fact the food industry has also been used as a corporate market where large corporations can be able to maximize profits through the sale of different foods. The root question in this essay is: What is an interesting or important observation about the food industry, our connection to food, or finding success through unconventional, food-driven means.

The first important observation about the food industry is the fact that in recent years, corporate entities have begun to venture into the food industry. It is important to note that in most cases the principle driving force of the corporate market is profit generation. In the light of this, many corporate firms in the food industry are not concerned about the health value of the foods that they sell to consumers (Schlosser 43). For example, the fast food market makes millions of dollars annually due to the large loyal consumer base that the industry enjoys. However, the fact remains that fast foods in most cases are not health to eat. Most fast foods are rich in cholesterol and other elements that are linked to various nutritional illnesses such as obesity. Despite the health implications that fast foods cause, consumers especially in the United States continue to purchase large quantities of fast foods both for themselves and their children. This brings up the question of what shapes our connection to food. Many food consumers in the United States and around the world are concerned with the taste of food. Many people cannot consume food that they feel does not have a sweet taste. In the light of this taste and preference by food consumers, the

corporate market venturing into the food industry has over the years perfected in making sure that foods have a sweet taste. One of the ways that this has been achieved is through the addition of large quantities of sugar to various kinds of foods such as chicken. In this way, more consumers are willing to buy these foods without caring about the nutritional value of the foods or the health implications that these foods are likely to cause.

Therefore, in the case of the fast food industry taste of foods is a key element in enhancing the connection of consumers to these foods.

The second interesting observation of the food industry is that like other business enterprises, there is competition for consumers. In the United States for example, food industries such as MacDonald's are located near other food outlets such as Star bucks or KFC. The location of food industries close to each allows these industries to be able to create consumer traffic and at the same time create a loyal consumer base. Due to the close proximity of these industries, consumers are likely to try out foods in all the food industries and over time, there is a likelihood that consumers are going to be loyal to one food outlet. Therefore, one interesting observation is that food industries are located close to each other so as to give consumers a variety to choose from and to also compete for consumer traffic.

Third, it is an interesting observation that many fast food industries have begun to expand their markets overseas. At the height of globalization, culture as a barrier to convergence of consumer behavior is slowly being eroded. This means that consumers around the world are beginning to have the same tastes and preferences in terms of goods and services. Due to the advancements in technology and communication, many consumers around

the world have been able to learn that there are food products such as Macdonald's that are not in their countries. As a result of the media and other forms of advertisements, many consumers around the world have begun to get a taste of food products that were initially not part of their culture. This explains why fast food firms such as Starbucks, KFC, and Macdonald's have begun to expand their markets overseas. The expansion of these industries to overseas countries illustrates that media and advertisements is a key element in shaping our connection to food. For example, many firms in the food industry in the United States use millions of dollars each year to advertise their goods both through the mass media and social media. In this way, these food industries have been able to capture the minds of consumers and build customer connection to the various food stuffs that these firms have to offer.

Finally, owing to the competition that characterizes the food industry; various firms in the food industry have begun initiatives that are not food driven. Some of these initiatives have been corporate social responsibility in the communities that these food industries serve. These companies have engaged in activities such cleanup of the environment, and also engaging in more green ways of production. For example, a company such as Macdonald's has begun to package its products in bio-degradable material in order to prevent environmental pollution and littering.

Works Cited

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Schlosser, Eric. *Fast food nation: the dark side of the all-American meal*.
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