

# Analyzing the cost of food and nutrition essay

[Technology](#), [Development](#)



## **Are we moving towards good health?**

Food, nutrition and cost<sup>2</sup>

Abstract

It is a matter of no sheer coincidence that the entire world is moving towards diabetes, hypertension and obesity. There has been a significant change in the food pattern followed every day which is greatly influenced by the market strategies and prices of the foods at various outlets. Why it is that same food is sold at different prices at different stores even if there is not much difference in quality? Isn't the brand power and 'business' concepts taken over the food industry in a way that is adversely affecting the nutrition worldwide? This essay deals with the analysis of the current food trends and its drawbacks along with comparing the prices of some common foods we eat when bought from different outlets.

## **Food, nutrition and cost<sup>3</sup>**

Introduction

The following bizarre graph depicting the prices of foods and beverages was shown in The New York Times in 2009:

When one closely looks at this, it becomes clear that the prices of healthy foods such as fresh fruits and vegetables have shown an incredible hike in price in last few decades. On the contrary, it is the unhealthier ones like beer, butter and soda which have enjoyed the trip downwards to become more cheaply available foods. The one whose monthly budget is fixed or cannot go beyond a certain limit would like to buy and partake in foods which are lighter on wallet. So, why would nutrition experts blame the

common man entirely for choosing the unhealthier foods and making their way to diabetes, hypertension and obesity? Is not it something for which the administration or concerned authorities should be blamed? In fact, it is the prices of healthier foods which have shown a steep rise in last few decades which in a way compelled most to turn

## **Food, nutrition and cost<sup>4</sup>**

The Food Chart

Have a look at the following chart:

The prices of same food item, has such differences when bought from different stores. It is clear that the discount store provides these at lowest price and the conventional stores as well as Farmer's Market have set the highest prices. As a matter of fact, people would rather buy a pack of potato chips and aerated drink rather than fruit juices and salads, because of the difference in prices. And hence, in the long run of consuming packaged and processed foods, the body has to bear with the unhealthy consequences of partaking in the wrong foods.

## **Food, nutrition and cost<sup>5</sup>**

Impact of health

Who bears the brunt of all these price rises? The common man, for sure. Those who are capable of affording farm fresh fruits and vegetables do not usually compromise with high-carb and oily foods. The trend of eating packaged or processed foods in breakfast makes it most difficult for the body to stay satiated for long. Ideally, the breakfast must comprise foods with high fiber and carbohydrates which provide the body with ample energy

along with keeping the stomach satiated for longer. When packaged foods are eaten, the stomach feels empty soon. And the person ends up eating another short meal like chips or coke which is again not very healthy. In the long run, it shoots up the production of insulin, adversely affects digestion and metabolism and has an overall degenerative effect on the immunity.

### **The Strategies to follow**

The Government must open outlets where fresh fruits and vegetables can be purchased at a lower price. Also, there is a requirement to spread awareness regarding this for in the long run, the symptoms of obesity and fatigue would eventually covert into cardiovascular ailments and diabetes. When talking of Government subsidies, these are the paid to farmers and agribusinesses to help them foster their income and businesses. These subsidies have a direct impact on transferring income from the general tax payers to farm owners which makes way for a strong income for farmers in developed countries but severely affect the plight of farmers in developing countries. The farmers which do not receive subsidy are not strong enough to compete with the ones who receive a good amount to strengthen their farming practices. It is evident how extensive farming leads to tremendous production in developed countries while in developing

### **Food, nutrition and cost**

countries, the farmers often are forced to sell their lands. It has one major impact of global society- widening gap between developed and developing countries. However, even in developed countries, if a farmer is receiving subsidy for his farms and is capable to yield better crops, it is not seen that

they tend to sell it at cheaper prices. The race is then linked to money. Profit making is the main reason why unhealthy foods are cheaper and healthier foods are not easily affordable by all. In a non-specific speculation, the entire world is moving towards poor nutrition which helps pharmaceutical industry bloom and the economy of most developed countries are earning huge profits from the pharmaceutical companies. Eg. Pfizer! It all seems to be a strategic planning. The documentary Food Inc. by Robert Kenner is that is why an eye-opener. It shows how various levels of marketing, planning and economic analysis are engrossed in money making which has seriously imposed a threat on the health of people in developed countries. Yes, it is the developed countries with stronger agriculture which suffers most from unhealthy food practices!

## **What changes to introduce**

In an honest opinion, the common man has to start questioning the authorities for their hidden strategies. Why cannot the milk be cheaper rather than coke? Why can't a pint of strawberries be cheaper than a pint of cold beer? Is profit making the only goal left in hands of agricultural or marketing industry? When apt questions are put forth and the authorities are demanded to provide an answer, it might reveal another set of shocking stories behind such price rises. And hopefully, measures would be taken. It must also be demanded to reduce the prices of fresh fruits and vegetables so that the common man has some means left to heal the already degraded health.

## **Food, nutrition and cost<sup>7</sup>**

### Conclusion

Any idea why there is no difference in children and adults when it comes to vulnerability to diabetes or obesity? It is the marketing strategies to sell unhealthy foods which have firmly taken hold of the daily food habits in children. People are getting obese at young age, falling victim to asthma and cardiovascular diseases. It is time people question the concerned authorities regarding the reasons of price rise. If inflation is indispensable, why do not prices of unhealthy foods get affected as well then? Questions apart, it is also the time when people start to change their lifestyle- by making efforts to earn more in order to afford fresh foods and above that, by incorporating an active lifestyle to combat the adverse effects of packaged foods. This short analysis was all about giving a glimpse of the loopholes in food industry so that people can learn and improve their lifestyle for better health.

Food, nutrition and cost<sup>8</sup>

## **References**

- ' What's Wrong with this chart'. (May, 2009) By David Leonhardt. The New York Times. Retrieved From Web on 7 May 2013 <http://economix.blogs.nytimes.com/2009/05/20/whats-wrong-with-this-chart/>
- " Food Inc."- A Robert Kenner Film. (August, 2011). POV Documentaries. Retrieved From Web on 7 May 2013 <http://www.pbs.org/pov/foodinc/index.php#.UYhcWme8Ea8>