

FOOD MARKETING TERMS (ТЕРМІНИ ХАРЧОВОГО МАРКЕТИНГУ)

Тищенко В.О., гр. МР-34

Науковий керівник – ст. викл. Муравйова О.М.
Харківський державний університет харчування та торгівлі

Термінологія харчових продуктів часто проводиться за маркетинговим принципом і не завжди відображає реальну картину. Доповідь допомагає розібратися з тим, що приховують від споживачів за яскравими фразами.

Each year brings a host of new food products and trendy terms and claims to describe them. Too often, however, blurry definitions and vague usage can lead to confusion. Learn which food marketing phrases can help you make healthier choices – and which terms won't make much of a difference to your diet.

No formal definition for the use of "natural" on food labels has been issued. U.S. Department of Agriculture (USDA) allows the use of the term "natural" to be used in meat and poultry labelling on products that contain no artificial ingredients or added colour. The product also must be only minimally processed. The label must explain the use of the term natural, for example, no added colouring; minimally processed.

Many people think of "processed" as unhealthy packaged foods with empty calories and loads of additives, and "unprocessed" as foods that are not canned, frozen or packaged. Neither of these beliefs is entirely correct. According to a 2008 federal law, "processed" refers to food that has undergone a "change of character."

The local food movement refers to buying food that is grown close to where you live. This movement is connected to a broader philosophy of environmental sustainability and supporting the local economy. Still, even "local" can have a variety of nuances depending upon who you ask.

"Whole foods" generally refer to foods that are not processed or refined and do not have any added ingredients. By most definitions, whole foods include fresh produce, dairy, whole grains, meat and fish; meaning any food that appears in its most pure form with minimal processing.

"Organic" has the most specific criteria and legal meaning. As defined by the USDA, organic meat, poultry, eggs and dairy products come from animals that are given no antibiotics or growth hormones. Organic plant foods are produced without using most conventional pesticides, fertilizers made with synthetic ingredients. A government-approved certifier must inspect the farm to ensure these standards are met.