

Natural vs. Processed Foods

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Biology 114

Question: Do people prefer the taste of natural or processed foods?



What's the difference?



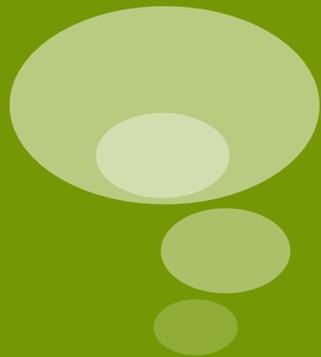
- A natural food refers to something minimally processed, containing no manufactured ingredients.
- A processed food refers to a food product that has undergone physical or chemical treatment resulting in a substantial change in the food's original state.





Hypothesis:

More people will prefer the taste of the natural foods than the processed foods.



Method:

Set up a comparative tasting of cheese, bread and fruit.

Action!





Breads:

- Option A
 - enriched wheat flour(wheat flour, malted barley flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folate), water, high fructose corn syrup, soybean oil, salt, yeast, sodium stearoyl lactylate, calcium propionate, calcium sulfite, azodicarbonamide, monoglycerides, corn starch, ammonium chloride, and peroxide.
- Option B
 - unbleached flour, water, honey, yeast and salt.

Cheese:



■ Option A

- water, palm oil, cornstarch, gelatin, whey, modified potato starch, sodium citrate, salt, carrageenan, kasal, lactic acid, natural and artificial flavoring, sorbic acid, citric acid, annatto oleoresin paprika color

■ Option B

- pasteurized milk, cheese culture, salt enzymes and annatto(vegetable color).

Fruit:



- Option A
 - (canned fruit cocktail) peaches, peach juice, pears, grapes, pineapple, cherries(cherries, carmine), pear concentrate, water, natural flavor
- Option B
 - Pears, pineapple, grapes and banana

Results:



- 100% of my participants preferred the natural option!



Reflection:



- *”Natural is treated as a basic good thing, not subject to evidence, somewhat like a belief in God for those who believe in God.”(Hale 2011).
- * Were the results skewed based on aesthetics?
- *If I did individual blind taste tests, would different results be produced?



New Question:

What would it take to change a person's eating habits? If natural foods taste better, and are more nutritious, why do people continue to eat convenience foods?