

In this part of our documentary we are going to try and answer the question do young people actually care about the provenance of their food and what factors influence their consumer power ?

Despite it being dubbed « the most important meal of the day » a lot of teenagers actually skip breakfast, due to a lack of time and/or hunger in the mornings. For a matter of fact most young people say that their main/biggest meal of the day tends to be dinner. We can assume that this is because it is the meal they normally eat at home with their families. An overwhelming majority of people surveyed eat with their families and the food is normally brought and cooked by their parents or guardian. These figures show that teenagers do not have a lot of control over what they eat, their parents still make that decision for them.

Despite these figures there are still some young people taking charge and deciding to go against their family's eating habits. The number of people who are pescatarians, vegetarians or vegans is on the rise and tends to concern the millennial generation more than any other. This is partly thanks to the internet platforms like youtube and blogs and social media where people can share their lifestyles and eating habits with the rest of the world. Celebrities such as Beyonce also influence them to change their food habits.

50% of young people say to sometimes take an interest in where their food comes from, but quite a few have no regard for it. It's easy to just eat without taking the time to figure out the provenance of what we are about to put in our bodies and this further fuels the stereotype that young people only eat junk food. And maybe they would if planning and preparing meals was solely up to them.

To summarize we have shown that what a young person eats is normally determined by their parents or guardian but when teenagers have a choice they don't always think about where their food is coming from. They tend to go for the cheapest and most convenient options such as junk and preprepared food. Most young people also don't cook a lot maybe if they took more responsibly for what they eat their choices would be very different. Most say they sometime cook and very few answered that they often cook . This task is left to adults partly because of money. Young people generally can't afford to buy all their own food there for do not make a lot of decisions regarding it. Teens also find it a lot cheaper to eat fast food or prepared food as opposed to buying fresh organic ingredients and cooking for themselves.

To try and stop the obesity epidemic some people think gouvernements should do something. A sugar tax has been proposed to try and stop young people buying so much unhealthy food. If fresh healthy food was cheaper teens would probably be encouraged to eat more of it.

A decent amount of young people do not eat with their families and have their meals in front of the television. This means they are maybe less conscious about what they are eating. It's not a family meal more of grabbing something quick and convenient and sitting on the couch.