CONVENIENCE FOODS
Convenience foods are used to shorten the time of meal preparation at home. There are two types:

- **Ready to Eat**
  - Eaten immediately or after adding water, heating or thawing
    - Canned soup and frozen dinners
    - Slice and Bake Cookies

- **Partially Prepared**
  - Add water, oil, eggs, etc.
    - Cake and Cookie Mixes
    - Dry Packets of Salad Dressing
Why do people buy Convenience foods?

- Busy schedules don’t allow time for made from scratch dinners
- Less clean-up, fewer leftovers and reduced planning, buying, and storing of ingredients
- Easy to fix—don’t need to know how to cook
- Storability – usually keep well for extended periods
- Feel that the time saved makes up for extra $$ spent
Why don’t people buy convenience foods?

1. Less time spent interacting with family
2. May have lower nutritional value
3. May not include enough portions of fruit, vegetables, meat, etc
4. May not get enough servings from the Food Pyramid
5. Contains a high percentage of fat and sodium
6. Feel there are too many additives and preservatives
7. May cost more than homemade meals
THREE LEVELS OF CONVENIENCE

- **BASIC**
  - Canned, frozen, or dried foods with one or very few ingredients
    - Instant potatoes, Frozen juice concentrates, and canned vegetables

- **COMPLEX**
  - Several ingredients with more time-saving processing
  - These often cost more than homemade
    - Ready-to-use frosting, frozen waffles, and frozen entrees

- **MANUFACTURED**
  - Cannot be made at home
  - Relatively expensive because of production technology
    - Carbonated beverages, instant breakfast, and ready-to-eat cereals