



Why did I choose this?

OBJECTIVE

Realize that **selecting food is not neutral**: it involves personal, social, cultural, economic, ethical, environmental, and health factors. Develop **critical thinking** about one's own food decisions.

YOUR MISSION

Choose a **food or meal** that you have recently bought or consumed and analyse why you chose it.

Step 1 – The Choice

Notes:

- Food/M meal chosen: _____
- Where you bought/ate it: _____
- When: _____

Step 2 – What influenced your decision

Tick the factors that influenced your choice:

☐ **Personal factors**

- Personal taste
- Hunger / Haste
- Routine
- Curiosity
- habit



☐ **Social factors**

- Friends
- Family
- Fashion / Influencers
- eating with a partner

☐ **Cultural or religious factors**

- Family tradition
- Religious restrictions
- Cultural Customs

☐ **Economic factors**

- Price
- Promotions
- Available budget

☐ **Ethical and environmental factors**

- Animal welfare
- Local production
- Sustainability
- Packaging type

☐ **Health issues**

- intolerances or allergies
- Concern about sugar, fat or salt
- Trying to eat better



Step 3 – Critical Look

Answers:

- What was the most decisive factor in this choice?

- Was there any important factor that you ignored at the time? Which one?

Step 4 – Alternative choice

Imagine that you would make this choice again.

- **What alternative could you choose** that kept the taste or practicality, but was:
 - healthier?
 - more sustainable?
 - best suited to your budget?

Proposed alternative:

FINAL REFLECTION

What did you learn about **how you decide** when choosing food?



FOODWISELAB TIP

Selecting food is an act of **autonomy and responsibility**. The more conscious your choices are, the greater the positive impact on your health, the planet and society.