

# The Art of Food "Petru Rares" National College Suceava Day 3

1 How should food be designed so that it would appeal to consumers? 2. How do the human senses interfere with emotions and the way food is absorbed in the human body? 3. Which idea / impression related to your visit to the University of Suceava, The Faculty of Food Engineering would you like to share ?

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## Daria Condurache

Firstly, what we first see when we buy food is the packaging and the way it looks, so I think companies should work on making their food more appealing.

Secondly, emotions definitely have a huge impact in the way our body absorbs nutrients, so when eating, we should always be aware of our mood, our surroundings, etc.

Thirdly, the visit to the university was amazing, and the things the teacher taught us were really interesting.

## Andrada Pislaru

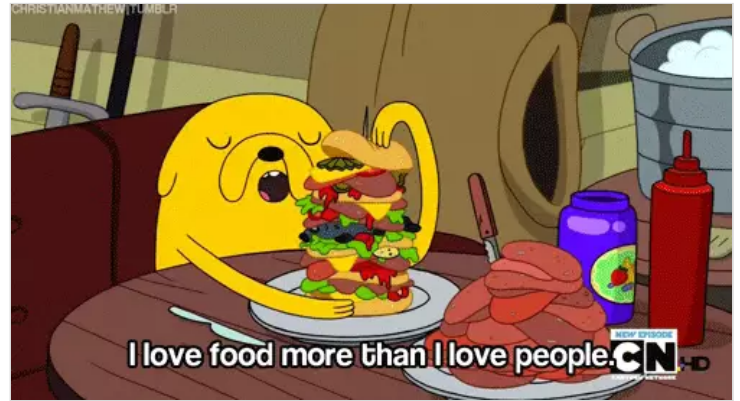
Food should be packaged in colorful and attractive packaging and it should have low calories and low sugars to be more appealing to people.

All of the outside stimuli can interfere with a humans eating experience. For example, emotions can determine sometimes the quantity or frequency. Music can increase the pleasure experience or decrease it based on ones preference. Food is absorbed the best when no outside stimuli is present because it increases the sensory experience.

When we visited The Faculty of Food Engineering from USV, I was completly shocked by the numerous machines and devices that are used there to determine food quality. I really liked the way the lady taught us some basic functions of the machines and how she explained the processes.

## Cezara Zaharia

1. I think the producers have to pay a great deal of attention when designing a food product because it's essential that the product has the same color as the original ingredient in order to seem as natural as possible.
2. Our emotions have a great impact on the way the nutrients are absorbed in our body because if one feels great emotion his/her brain will be stressed and will reduce the quantity of food the body absorbs.
3. I've found it really interesting that every color can be represented with the help of mathematical equations.



## Irena Bilius

Food should be designed to look as good as possible and to seem natural to the consumer so that it would appeal to them.

In general, food makes us feel better, as it stimulates production of hormones and provides as with energy. When we are stressed, our body doesn't absorb the nutrients from what we consume as efficiently.

I loved the microbiology lab and the experiments we did there.

## maria gaitan

I think being aware of our senses during eating is very important and taking in consideration the stress levels when consuming the food.

One of the ideas that I found very interesting at the university yesterday was the experiment the students were doing testing the different color codes of foods with different chemicals in them.

## Selma

1. I think food should be designed to look like you want to eat it. It should have colours because i think then it will look appealing.
2. For an example if you feel sad or stressed you maybe want to eat something sweet because it can make you feel better. Also if your food smells bad you maybe dont want to eat it anymore.
3. I think it was interesting to see that you can make chocolate with 3D-printer.

## Anisia Butnaru

Yesterday was an amazing day, where we got to learn a lot of interesting things.

The trip to USV was very useful, because I got the opportunity to learn things that I don't normally learn in school.

In my opinion, food shouldn't be designed in a certain way. It only should be tasty.

Our brain is always "on." It takes care of our thoughts and movements, our breathing and heartbeat, our senses — it works hard 24/7, even while we are asleep. This means our brain requires a constant supply of fuel. That "fuel" comes from the foods we eat — and what's in that fuel makes all the difference. What we eat directly affects the structure and function of our brain and, ultimately, our mood.

The visit at USV was an amazing experience. The experiment where we got to test how clean are some surfaces was very interesting. It made me realise how dirty our phones are.

## Mette

Food should be designed to taste and also look good to get the most attention from people. Colourful but also as healthy as possible products appeal to consumers.

The human senses can all interfere with each other. For example if you're watching and listening to something while eating it can take your focus away from the food and have an impact on how it absorbs. Also smell and feel have a big connection with food. If something smells or feels weird it becomes less appealing.

I was sure everyone's phones would turn out to be dirty or very dirty and I was surprised to find out that most were clean. Or the screens at least.



## Matea Kostron

1. It should definitely show what are its ingredients. Like actually being honest about the way for example how the animals

of the meat lived.

2. It's important to be in an environment where you can actually focus on food and eating, because if you are distracted the human body can not handle the nutrition as good as without a TV running near by or something like that.

3. I didn't notice that there is so much work behind the food we eat, like the whole food engineering is a very important branch which I've never thought of. I'm glad there are people who do this job to help us trust the food that we buy in supermarkets. Behind every product there are a lot of people trying to get the most out of it, and what was very fascinating was the fact that in the end all very very small bacteria and stuff that are creating out for example yogurt. It was interesting to see the microscope and all the machines that are used to check the quality of our food!

## Fiona Kaspar

1. I think food should be designed so that you get an appetite when you look at it. You should be able to see every ingredient and every color of it.
2. I think emotions and the human senses have a lot to do with how we taste our food. For example if something smells bad there is a high chance you are not going to like the food. If you are distracted while eating (watching TV) the body is not able to absorb the nutrients that easily.
3. The visit to the university was really interesting. In my opinion the most interesting thing was hearing about the experiment where they were testing color codes from the food.

## Iustina Bejinariu

1. I consider that the best way to attract customers to buy a specific product is to give importance to the little details from the packing design. For example, I personally like matte packings instead of glossy ones. Also, the food served at restaurants should have a fancy design to impress the customers.
2. If our body senses some stimuli when we are eating, for instance, our brain is focused on that stimuli and it doesn't absorb the nutrients from food properly. Regarding to the emotions and their influence, the way we feel changes the amount of food we eat, and that's why some people suffer from diseases such as anorexia or obesity.
3. The activity from The Faculty of Food Engineering was interactive and we had the chance to find out how dirty are our phones or our hands and I think that was the most interesting thing we have done here.

## Laia Mataró

1. In my opinion the most important at the first time you going to try something is the appearance, because if we have never tried, the appearance can make us think that it will be good or bad.
2. Our senses and emotions often interfere with our eating, like



when we are nervous and many people binge eat or when you are sad and you are not hungry and you just want to be relaxed and calm

3. The thing was me impressed the most is the 3D printer to do real food, like we can eat



## Johanna Rupp

Food should be designed with a lot of colors so it seems interesting to the customers.

Emotions have an impact to our food consuming, a lot of people tend to overeat, so we have to be aware in which mood we eat something.

I really enjoyed our visit at the university, the experiment about the bacteria on different places was very interesting.

## Mar Segalà

1. Now a days we are really used to see food with really good appearance. This one, it's because the industries want to sell more, so they make the food more attractive to the consumers. Also, when the food is more attractive to us, we buy more and in consequence we waste a lot of food.

2. Our senses and emotions can interfere when we are eating. For example, if we are watching TV or listening to music our brain is focused on other stuff and that makes that our body doesn't absorb the nutrients that they should.

3. A lot of impacted me, because they were amazing, but my favourite one was the clean test. When we did it at the University it was green, that means that it was clean, but this morning I checked it and it was dark purple that it means that it's very dirty.



## Meritxell Pica Vallès

1. Now days, we are getting used to choose our food based on its look, but is this a good thing for us? Normally we would think that the food that looks very nice will be healthier, but this is not always true. In my opinion, we should inform the customers about what they are going to buy independently of its look, showing them where it was made and how.
2. The emotions while eating can affect in so many different aspects. While doing the cookie test we saw that eating with or without music can affect on the weather that our body absorbs the food.
3. Personally, I think that what impressed me the most at the visit to the University of Suceava, was the clean test. At first I thought that my phone was very clean that the test would show it, but while waiting for the results, while the time was passing I saw that this was not true and that my phone is very dirty, and that there are a lot of bacteria in it. Resuming, maybe we can think that the things seem to be very clean but they are not.



## Andreica Tudor

1. I think it should have an attractive design, for the kinds to be more colourful, for the parents to have a simple design because it looks more professional.
2. If you are watching TV or something while eating you can get angry and if you get angry you can't absorb the nutrients properly.
3. I liked it there because it was something new and interesting. We did some experiments and learned a lot of new things.

## Johanna Sailer

1. I think food has to have like a colorful package to attract many customers.
2. Our emotions have a huge impact on our eating habits and the way our body absorbs nutrients.
3. The visit at the university was great. One thing I found really interesting yesterday is that you can test if something has much bacteria on it in short time.

## Ciot Sofia

1. I believe that the most important thing that makes food look appealing is the color. When the colors of a dish are similar or complementary it would make the food look better. Also, the texture is another factor that influences how appealing the food

looks

2. The food is absorbed differently when we listen to music or watch a movie than without it because of the chemicals that are released in the body.

3. The thing that impressed me the most when we went to University of Suceava was probably when we did the cleaning test because I realised how dirty our phones and hands are.

## Mona Schaffer

1.  
In my opinion the packaging of food should look appetizing and appealing. If the food isn't in clear plastic, it would be handy to have a picture on the package.

2.  
Emotions have an influence to our eating habits. For example, some people eat a lot when they're stressed and others eat not that much. So it depends on the person and is individual.

3.  
I really liked the visit to the University, because I got a better insight into the things they do there. I am also interested in the topics that the university deals with, for example microbiology.

## Denisa

1. In my point of view, food needs plating in order to be appealing to people. In terms of colour, we always tend to choose what we eat by the food colour. If it is a greenish colour or something that isn't very bright coloured, we often denied it no matter how tasty the food is. I think that food colourants can solve this problem or to add more vegetables that can enhance the food. Moreover, the packaging and the shape has also an impact. The basic packaging such as a transparent bag and a very common writing won't appeal to people as much as something colourful or with a drawing on it. Not only the

product itself or the shape of the product package can resemble a food, but also the imagery used on the packaging can create an association with food. Not to mention the shape of food, everyone takes after this. If the food on the plate has an irregular shape, it clearly will be hard eaten.

2. The human senses interfere with our emotions while we're eating by the way our brain functions. For example, if we are stressed we tend to eat a lot or if we are sad.

3. I found our visit to the University of Suceava very impressive. The people were very kind and welcomed us very warm.

## Popovici Andreia

1. Fresh food always looks more tasty and nutritious than a packaged/frozen product.  
So, to make it look more appealing you should focus on vibrancy and diversity. Furthermore, we also need to consider plating, smell, colour because a lot of times I won't eat a dish if it has a bad scent, a greenish shade and if it looks messy.

2. The human senses have a big impact on the way food is absorbed in the human body, because, for example, if we watch TV/listen to music/watch a video while we eat, the brain will become stressed and it won't be able to consume all the nutrients it needs.

3. Something that really stuck with me from yesterday's visit to USV, The faculty of Food Engineering, was the experiment we did with a former student of CNPR. I found all of the ideas she shared about microorganisms very interesting and useful. Moreover, the machines and devices that were shown to us by the university's teacher.

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