

Felicitations to Functional Foods and Health

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Introduction

The functional food sedulity has endured rapid-fire- fire growth and development in the Canadian business. The expansion of the functional food sedulity can be attributed to numerous factors including inventions in food wisdom and technology, a growing population with growing health enterprises, an evolving nonsupervisory terrain allowing health claims on foods and increased marketing of functional food products. Abecedarian to the advancement of functional foods has been the elaboration of scientific and consumer interest in the capability of nutrition to help habitual complaint and optimize health, which goes beyond the traditional focus on forestallment of nutrient insufficiency conditions. Functional foods illustrate this elaboration in food and health as they have been demonstrated to have physiological benefits and reduce the trouble of habitual complaint beyond introductory nutritional functions. Still the long- term business success of functional foods is dependent on consumer acceptance, and stations and perceptions related to these products. Related to this, the effective communication of nutrition and health information has been linked as a factor that can impact consumer acceptance of functional foods, yet further disquisition is demanded to interpret consumer perceptions of nutrition and health information.

Among consumers, the awareness and perceptions of aged grown-ups in relation to functional foods is of particular interest, as this population could greatly benefit from the incorporation of functional foods into their diets. The aged adult population member is swiftly adding, with projections of those 65 times old in Canada adding from 4.2 to 9.8 million between 2005 and 2036 and comprising up to 25 of the Canadian population by 2041. In suggesting, habitual age-related conditions analogous as cardiovascular complaint, cancer, osteoporosis and age- related macular degeneration are also adding, posing a significant burden on the health care system. Functional foods, with their bioactive constituents, are an implicit strategy to palliate the increased trouble of habitual complaint among aged grown-ups. Since the aged adult population interacts further constantly with health care providers, there is a need for an understanding of aged grown-ups' awareness and perceptions of functional foods to inform proper advice in felicitations to functional foods and health.

Food sedulity

Nutrition and health information, and the source of this information, has the implicit to impact acceptance of functional

food products by communicating the health benefits of analogous products. Consumer disquisition has suggested that consumers are more likely to substitute conventional foods for functional foods if they perceive the functional food products to be healthier. Still, unlike sensitive characteristics of a food product, the health benefits of functional foods cannot be directly perceived by consumers, hence information pertaining to health benefits and the ways in which this information is communicated can impact perceptions of functional food products. Consumer confidence and trust in the source of nutrition information are also core factors that impact acceptance of functional foods. Health professionals, including corksers and dieticians, have been linked in consumer disquisition as perceived credible sources of information pertaining to nutrition and health. Family members and buddies have also been linked by consumers to be trusted sources of nutrition and health information. As nutrition and health information can impact consumer acceptance of functional food products, it's of value to establish the favored sources of information and perceived need for farther information regarding functional foods among aged adult consumers.

While there is validation that nutrition and health information has the implicit to impact acceptance of functional foods, the awareness and understanding of this information among aged grown-ups, a pivotal heir of functional foods, has yet to be explored. There is substantial diversity among consumers in terms of their conditions, interests and perceptions related to nutrition and health information yet the current disquisition regarding consumer perceptions has not been sufficiently targeted. The purpose of the current study was to induce information related to functional food consumption among a sample of aged grown-ups through an exploration of the sources of information related to functional foods and the awareness, perceptions and understanding of health claims on functional food products.

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