# Feeding the Future: Constructing Development and Testing of a Food Paradigm Scale

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## What is Food Value?

#### The inherent qualities food holds





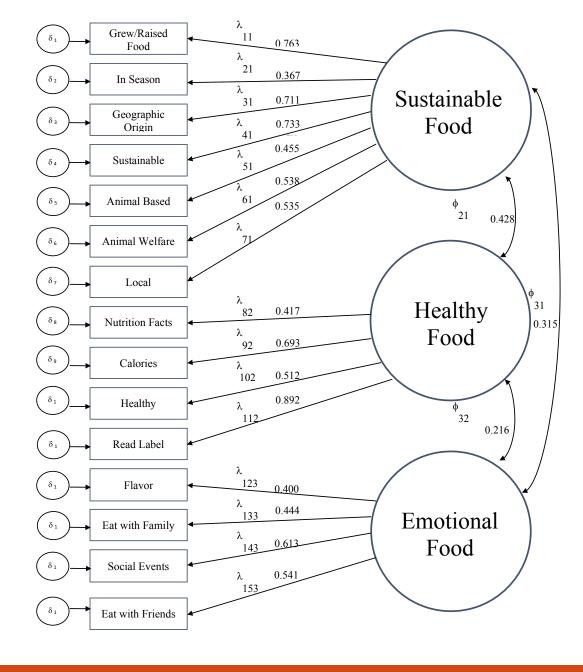




#### Development of the Food Paradigm Scale

#### **Food Paradigm Scale**

- 1. I strive to know the person that grew/raised my food.
- 2. I eat food that is in season in my geographic region.
- 3. I seek out the USDA's nutrition facts of unlabeled foods (e.g. fruits & vegetables).
- 4. I enjoy the flavor of my food.
- 5. I want to know the geographic origin of my food.
- 6. I eat food that is produced in an environmentally sustainable way.
- 7. I choose food that is not animal-based.
- 8. I eat meals with my family when possible.
- 9. I consider the amount of calories per serving in my food.
- 10. I want to know how animals used for food are treated.
- 11. I include food with social events.
- 12. I buy locally produced food.
- 13. I choose healthy food.
- 14. I read the nutrition label of my food.
- 15. I eat meals with my friends when possible.



### Major Constructs