



VSU TERMINAL REPORT FOR RESEARCH AND DEVELOPMENT

A. Bibliographic Data

1. Research Title: More than Just Food: Exploration of the perceptions ascribed to food by the different social groups in Eastern Visayas
2. Proponent (s): Gina A. Delima, Christopher Jr. R. Galgo
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B. Technical Description

**Chapter: Exploration of meanings and visions ascribed to food by the
consumers in Eastern Visayas, Philippines
(Gina A. Delima, Christopher Jr. R. Galgo)**

Abstract

In the context surrounding the complex dynamics of food meanings and their implication towards healthier food transition, this study aimed to comprehensively understand the perceptions, beliefs, and practices ascribed to food by consumers in Eastern Visayas, Philippines. Employing a mixed-methods approach using an online survey and photovoice methods, the study delved into the multifaceted meanings and visions of food among the local population. In total, 138 respondents participated in the online survey and photovoice method providing a rich sample of narratives and photos for data analysis using thematic analysis and computational text analysis. Several prominent themes were identified in the analysis. Moreover, analysis revealed the most frequently associated words ascribed to healthy, and unhealthy foods, and the future of food. Notably, fruits and vegetables emerged as the most commonly identified sources of healthy food, with descriptors encompassing various aspects such as food type, quality, cooking methods, and frequency of consumption. This emphasis on fruits and vegetables can be attributed to the influence of early childhood education, community norms, and government interventions promoting healthier eating habits. These findings shed light on the intricate and context-dependent nature of food meanings and visions in Eastern Visayas. The study underscores the significance of considering local perspectives and preferences in the development of public health and nutrition policies. By recognizing and respecting the diverse meanings ascribed to food, policymakers, and practitioners can formulate targeted interventions that align with the specific values and beliefs held by the local population. Such context-specific approaches are crucial for fostering improved food