

Wednesday

April 10, 2013 (4.10.13)

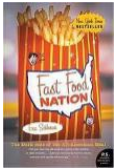
Materials



Composition Book
+ Pen or Pencil



Student Planner



Fast Food Nation

Agenda

<u>Minutes</u>	<u>Activity</u>
4-6	Warm Up
2	Homework
5-7	Notes: Flavors & HFCS
Remaining	Read: <i>Food Product Design</i>

Special Announcements

- Today we'll be learning about **what makes food taste, look, and smell the way it does**...ironically, it has nothing to do with the food itself!

Warm Up

April 10, 2013 (4.10.13)

Volume-O: 0 (No Talking)

Time: 4 Minutes

1. Riddle me this, riddle me that: how did the **French fry** become popular? Defend your answer from what you read yesterday in class and at home.
2. What did you think about yesterday's two question quiz? Explain how it was similar and/or different from quizzes we've done in the past. Did you like it more, less, the same? Briefly explain.

Transition



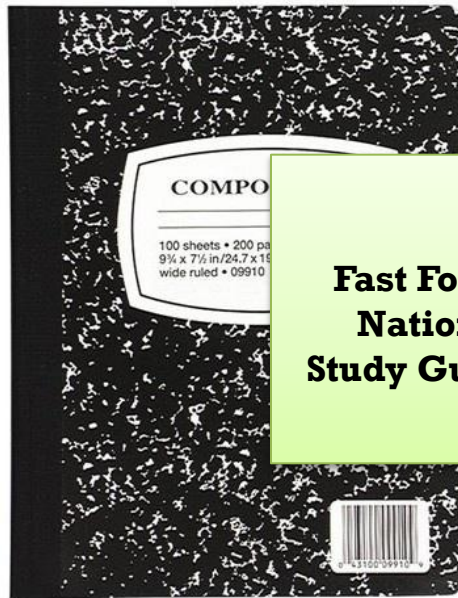
Student
Planner

Homework

A
S
S
I
G
N
M
E
N
T

Date Given	Assignment	Due Date
Wednesday 4.10	<ul style="list-style-type: none">▪ Reading Log #5 (Q4)<ul style="list-style-type: none">▪ Find 2-3 items in your food pantry at home or in a store.▪ List whether that product has natural or artificial flavors/colors and/or high fructose corn syrup.▪ Are you surprised at all? Explain.	Thursday 4.11

Transition



**Fast Food
Nation
Study Guide**



Study Guide

The BIG Question:

How has the fast food industry impacted our culture?

Key Text(s):

Fast Food Nation (book/movie), Food, Inc., Supersize Me

Concept 1:

Origins

1. **How did the FF industry begin...and who was responsible?**
2. **How does the fast food industry market to “kids”?**

Concept 2:

The People

3. **Who is the average McDonald’s worker...and what is their life like?**
4. **What is a meatpacking facility really like?**
5. **Who is the average meatpacking worker...and what does their job entail?**

Vocabulary

Carl Karcher, carhops, speedee service, Ray Kroc

Vocabulary

Throughput, stroking, Upton Sinclair / *The Jungle*, meatpacking, Kenny Dobbins

Chapters: Founding Fathers, Trusted Friends

Chapters: Behind the Counter, The Most Dangerous Job

Concept 3:
The Food

- 6. **What exactly is involved in chicken farming?**
- 7. **Who was responsible for the “birth” of the French fry...and how did it come to be?**
- 8. **What makes food taste, smell, and look the way it does?**

Concept 4:
Lasting Impacts

Vocabulary

Chicken farming, J.R. Simplot, natural/artificial flavor, HFCS

Vocabulary

Chapters: Why The Fries Taste Good, On The Range, What’s in the Meat

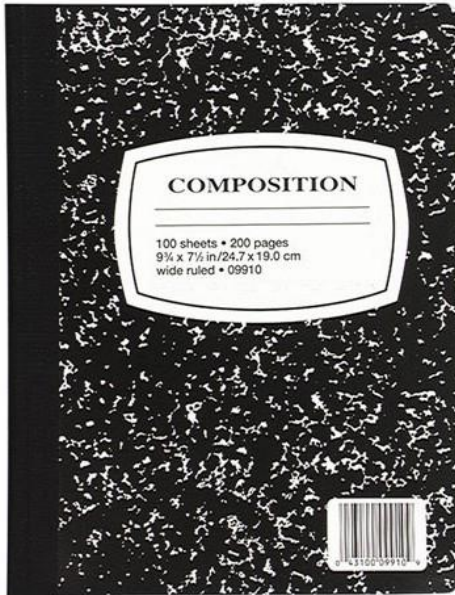
Chapters: Corporate Responsibility, Have It Your Way

Questions, questions...

- What makes food taste and smell the way it does?
- What makes blue Doritos taste different from red?
- Why do brands of perfume/cologne smell different from one another?
- What makes my strawberry milkshake taste like strawberry (when there is no actual strawberry in it)?
- What gives Mountain Dew a yellow color, versus Coke that has a brown color?
- What's better...natural or artificial flavor?



Transition

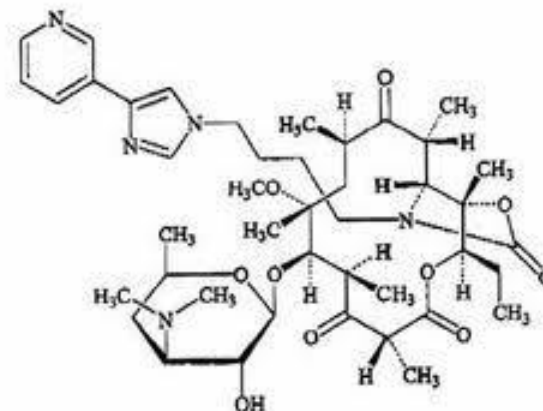


Notes

Artificial Flavors

T A K E N O T E S

- A volatile (can be smelled or tasted) chemical added to food
- Produced by distillation or by chemical manipulation of molecules
- Many are esters (acetate)
- Can produce taste or smell flavors (coffee, chocolate, strawberry, “summer breeze”)



Natural Flavor

T A K E N O T E S

- Nearly the same as artificial
- Comes from natural source, such as:
 - Herbs
 - Spices
 - Fruits
 - Vegetables
- Not necessarily healthier
- Can actually be more dangerous (almond flavor extraction produces cyanide, a deadly poison)



High Fructose Corn Syrup (HFCS)

T A K E N O T E S

- Corn kernels that have undergone chemical manipulation to produce:
 - Glucose
 - Fructose
 - Hundreds other things
- *Mildly* different from cane sugar
- Much less costly than traditional sugar sources (cane)
- Recent study suggests HFCS has mercury in it



Read: *Fast Food Nation*

A S S I G N M E N T

Directions:

- Turn to pg. 119: “Food Product Design”
- Read aloud (Hampton + volunteers)
- Will finish tomorrow if not done

