

Tuesday

April 23, 2013 (4.23.13)

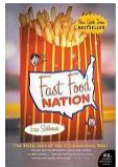
Materials



Composition Book
+ Pen or Pencil



Student Planner



Fast Food Nation

Agenda

<u>Minutes</u>	<u>Activity</u>
4	Warm Up
2	Homework
2	<i>FFN</i> Study Guide
7-10	Notes: Veggie/CB Laws, Obesity
15-20	Read / Discuss: <i>An Empire of Fat</i>
Remaining	Watch: <i>Supersize Me</i>

Special Announcements

- Today we'll be talking about **obesity**, which is currently the number one most preventable disease.

Warm Up

April 23, 2013 (4.23.13)

Volume-O: 0 (No Talking)

Time: 3 Minutes

1. What did you learn from yesterday's video on GMOs and Monsanto? Were you at all surprised by any of what the film presented? Explain why or why not.

Transition



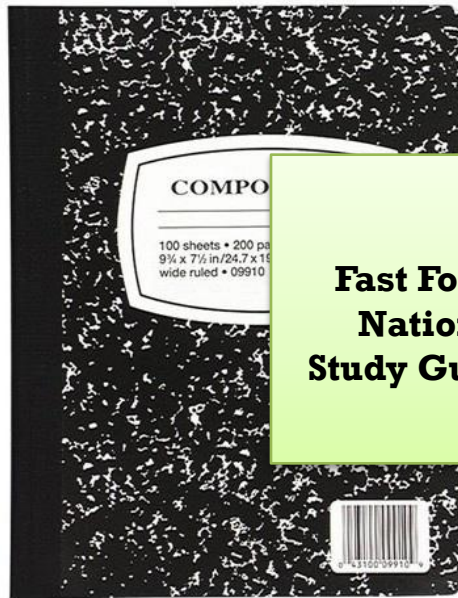
Student
Planner

Homework

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Date Given	Assignment	Due Date
Tuesday 4.23	<ul style="list-style-type: none">▪ Reading Log #7<ul style="list-style-type: none">▪ Read “McLibel”; summarize important findings from reading	Wednesday 4.24
Tuesday 4.23	<ul style="list-style-type: none">▪ Prepare for Quiz:<ul style="list-style-type: none">▪ E Coli (including sub work)▪ GMOs / Monsanto▪ Veggie-Libel laws (“McLibel”)▪ Obesity (“An Empire of Fat”)	Wednesday 4.24

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?**
- 9. **What’s *really* in the meat?**

Vocabulary

Chicken farming, J.R. Simplot, natural/artificial flavor, HFCS, E Coli 0157:H7, “Kevin’s Law”

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

Concept 4:
Lasting Impacts

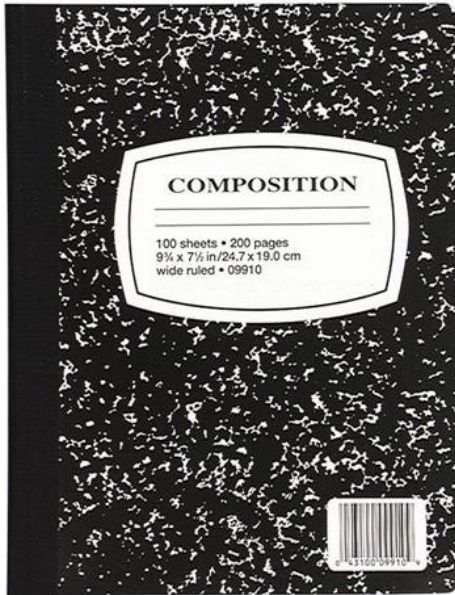
- 10. **How has the conformity of the fast food industry impacted other areas of agriculture?**
- 11. **To what degree has fast food “made” us fat?**

Vocabulary

GMO, Monsanto, veggie-libel law, cheeseburger bill, obesity

Chapters: Corporate Responsibility, Have It Your Way

Transition



Notes

Veggie-Libel Laws

- Mentioned in *Food, Inc.*
- Makes it easier for food companies to sue critics who make statements about their products:
 - Oprah (1996): made comments about “mad cow” disease; was sued by the beef industry; won after spending \$1 million
 - McD vs. Morris/Steel (1997): made pamphlet against McD; was sued; lost (McLibel case)



**What's wrong
with
McDonald's?**



**Everything they don't
want you to know.**

“Cheeseburger Bill”

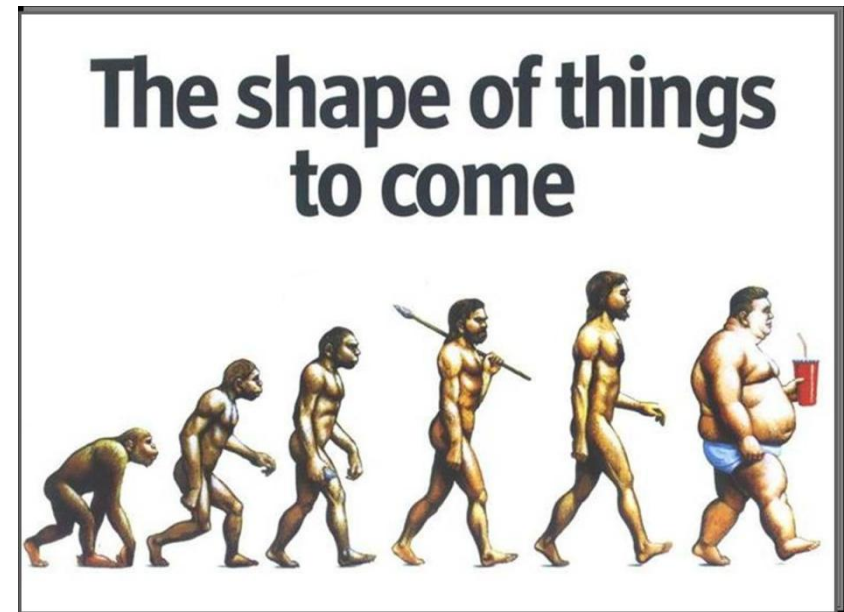
T A K E N O T E S

- “Personal responsibility in food consumption act”
- Protects producers and retailers (like McD) from being sued for negative effects of eating their food
 - Made famous in *Supersize Me* (the two obese girls who sued McD)
- Passed in House of Representatives; failed in Senate



Obesity

- Defined as excess body fat
 - Reduced life expectancy
 - Increased health problems
- Related to BMI (Body Mass Index)
- Ratio of height to weight
 - BMI 30-35 = Obese
 - BMI 35-40 = Morbid Obesity
 - BMI 40+ = Super Obesity



Obesity & Fast Food Addiction

- Body craves three things, not easily found in nature:
 1. Fat
 2. Salt
 3. Sugar
- Fast food typically provides are three in a meal (burger, fries, soda)
- Leads to many people being unable to break their addiction.

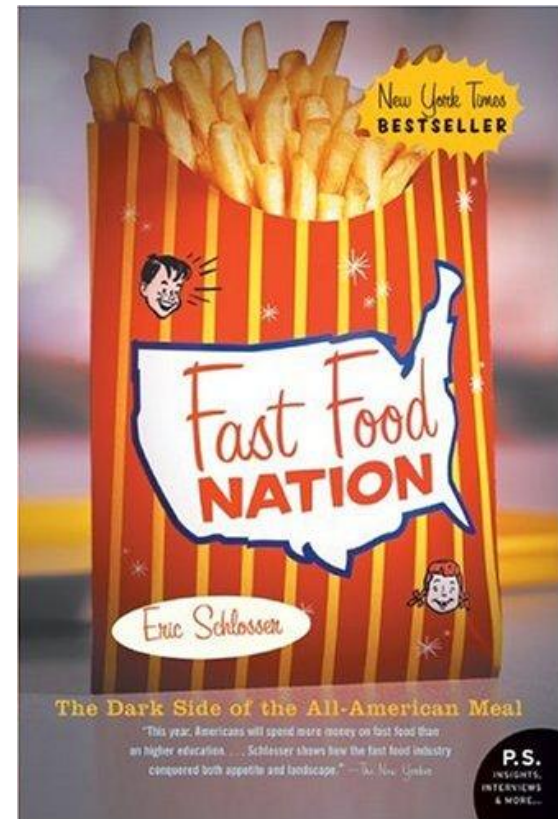


Read: *Fast Food Nation*

A S S I G N M E N T

Directions:

- Find “An Empire of Fat”
- Concentrate on: *To what degree has fast food “made” us fat?*



Watch: *Supersize Me*

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Directions:

- Concentrate on: *To what degree has fast food “made” us fat?*
- SSM*: 1:08:00-1:36:00

