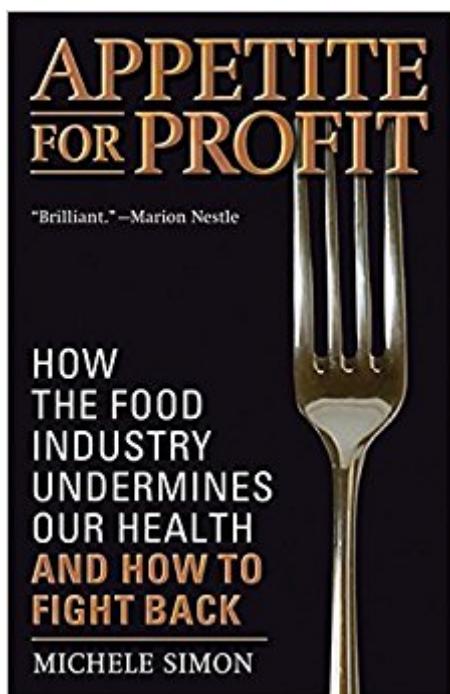


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Appetite For Profit: How The Food Industry Undermines Our Health And How To Fight Back



Synopsis

The United States is currently embroiled in a national debate over the growing public health crisis caused by poor diet. People are starting to ask who is to blame and how can we fix the problem, especially among children. Major food companies are responding with a massive public relations campaign. These companies, including McDonald's, Coca-Cola, Kraft, and General Mills, are increasingly on the defensive. In response, they pretend to sell healthier food and otherwise position themselves as "part of the solution." Yet they continue to lobby against commonsense nutrition policies. *Appetite for Profit* exposes this hypocrisy and explains how to fight back by offering reliable resources. Readers will learn how to spot the PR and how to organize to improve food in schools and elsewhere. For the first time, author Michele Simon explains why we cannot trust food corporations to "do the right thing." She describes the local battles of going up against the powerful food lobbies and offers a comprehensive guide to the public relations, front groups, and lobbying tactics that food companies employ to trick the American public. Simon also provides an entertaining glossary that explains corporate rhetoric, including phrases like "better-for-you foods" and "frivolous lawsuit."

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Customer Reviews

Simon, a health policy expert and law professor, skewers the food industry for undermining the health of Americans with "nutrient deficient factory made pseudofoods." In lawyerly fashion, she explains the ABCs of the business imperative of "Big Food" (Coca-Cola, Kraft Foods and McDonald's, among many others): make short-term profit without regard to the product's nutritional

value or societal effects. Permissible tactics, she says, include false advertising, sham "healthy" food initiatives and co-opting the government, press and academia. Simon also argues that food-industry advocates use front groups to attack critics and spread misinformation about nutritional needs. Simon also chastises her fellow food activists for applauding all "steps in the right direction," no matter how inadequate; the press for its passive publication of scientifically dubious industry statements; and the government for abandoning effective regulation of the food industry. Her case made, Simon offers a host of suggestions and a manual-like set of directions to parents and other food activists on how to work with legislatures, school boards and the media to create a "just food system" that is "sustainable, affordable, accessible, and convenient." (Nov.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

America's fast-food purveyors, beverage industry, and processed-food manufacturers conspire with pliant government regulators to seduce a gullible populace into eating habits that ultimately lead to ill health. So Simon, a health-policy attorney, argues in this volume. Defending their own actions as preservation of people's right to choose, these corporations and the government agencies charged with monitoring them actually restrict consumers' range of choices. This hegemony, Simon contends, leads ineluctably to the present national plagues of obesity, heart disease, diabetes, and other nutrition-related sickness. Simon expresses particular outrage at how the beverage industry, which so often controls schoolhouse vending machines, has tried to restrict children's choices for break-time snacks and drinks. Among the more controversial recommendations that Simon makes, nutrition labeling of restaurant meals presupposes that chefs exercise more consistency than creativity. Simon also fears that concerns about obesity often misfocus on symptoms, not causes.

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Although I can't say I learned anything new about corporate food in this book, the organization of the information was excellent and the presentation clear and precise. More important was the continual reminder that corporations aren't people (despite what Congress might say) and aren't driven by ethics or morals. Corporations are responsible only to their shareholders and their only purpose is to generate profit. To expect them to be anything else is an exercise in futility. If achieving corporate profit requires a corporation to drive the American public into obesity and death, so be it. The only way to change this system is found in the tobacco industry: require these corporations to be responsible for the public health costs that result from the use of their products.

received, thank you

Michele Simon's dark reality is that corporations and big money can market and sell just about anything in this country. If it's cheap enough, corporations can hire the best minds to market their products. Politicians are bought off in the name of getting re-elected. And Americans get fatter and unhealthier. Our health costs rise as does health insurance premiums. Does anyone see a pattern here? Amidst the Tea Party fear mongering of socialism and government take over of private industry, Simon lays out a well documented book of what is driving the food industry in our country.

Excellent read. Shocking and quite frankly, sad that corporate profits are put before public health. I was say this is a much read for anyone interested in pulling off the blinders and taking a more active role in their health by first becoming an objectively informed consumer.

Nothing in this book was all that surprising, but I am glad that someone had the back bone to put it writing. This book has a message that needs to get out into the public. American consumers just don't have enough information. This book should be required reading in high school.

Michele Simon does an excellent job of painting a clear picture of our broken nutritional system. Appetite for Profit should be required reading for all who eat.

Learn more about how companies taint food to addict you and keep you coming back. this is sick! but it should not be surprising to anyone.

Professor Simon brings an incredible depth of information to this important topic. As a lawyer and a health professional, she has a unique viewpoint that makes this book stand out from the plethora of other food-advice books.

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