

Turnitin Originality report

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Submission date: 09-Aug-2021 08:36AM (UTC-0400)

Submission ID: 1629560595

File name: Nutrition_project.doc (58K)

Word count: 1463

Character count: 7995

Name

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Project: Nutrition Perspectives

Fast Food Nation Summary

The book provides insight into the damage caused by the fast-food industry in three spheres, economically, the food supply systems, and public health. The book's core argument is driven by the assertions that the fast-food industry has completely transformed American society. Through a historical evolution, Americans tend to spend more on fast food more than anything else. For instance, the author posits that in 1970 Americans spent \$ 6 billion on fast food and over \$100 billion in 2001 (Schlosser 9). The projections are much higher than in the past, with the expenses on fast food exceeding those on higher education and other aspects of life. The historical growth of small franchises such as MacDonald to big entities has been attributed to the "uniformity analogy" in which every franchise strives to offer the same product and services to the customers (Schlosser 10). This aspect to conform is also driven by technological changes in that the food consumed is more manufactured in chemical plants in New Jersey. This aspect delves into the differences between the convectional foods and the fast food which are contaminated.

The author also argues those Fast food marketers are effective in attracting children through marketing efforts. The marketing concepts of McDonald's were designed to attract families and children through a cleanness and low pricing model, which Ray Kroc later adopted. The evolution of the marketing strategy has focused on kids to make them want a given product (Schlosser 22). In this regard, the development of the playground by the fast-food chain aims to attract children who bring their parents and later money. This strategy has

proven efficient to the fast franchise but costly to the children's health (Schlosser 26). The author also provided insight into how the fast food industry has affected the labor market and destroyed employee skills. In essence, the fast-food franchises have adopted the utilization of machines and low-skilled employees who cannot be unionized due to the need to keep adhering to the low minimum wage plan (Schlosser 31). It can be noted that 90% of the fast food employee are treated poorly and do not adequate remuneration when compared to other industrial sectors. Besides, manager in the fast food sector with low operation cost are rewarded (Schlosser 32). Besides, the industry has also destroyed other industries such as meatpacking jobs and increased the vulnerabilities of small-scale farmers. The industry is also associated with high rates of food poisoning and resistance to the FDA regulations (Hussain). The author winds up by providing insight into the worsened condition in terms of negative health impacts and recommends using public pressure to trigger change and mitigate the impacts of fast foods.

Book Selected and rationale

Fast Food Nation was a preferred book due to the relevancy of the topic with regards to nutrition. The increased consumption of fast food in the recent past is attributed to limited knowledge on the health effects of replacing nutritious food with fast food and how the formation of free radicals and antioxidants affects the body (Ali et al. 17). In this regard, the book fast food was appropriate since it provides in-depth view mechanization of the fast-food industry and the danger of eating meat. Through this vivid description ranging from the start to the current scenario, the book provides valuable information that can be used to create awareness on the negative impacts of fast food on public health and the entire food production systems and society at large. Besides, the book is based on factual events and data analysis to provide an accurate picture of the fast-food industry.

Author Profile

The book *Fast Food Nation* was authored by Eric Schlosser, who is not a nutritional professional. In particular, Schlosser is an investigative journalist who studied American history at Oxford University (Book Browse). Currently, the author works as a freelancer for magazines such as the Atlantic and the rolling stone. The author is acclaimed for producing top-notch literal devices that address the issue of concern in society. As mentioned earlier, the author does not have any nutritional background, but the information presented in the book can be attributed to his investigative skills. In essence, the information in the book is well researched, and instances of fallacies and personal bias are equally nonexistent.

Date of Publication

The book was first produced in 2001, and the themes in the book are as relevant as they were 20 years ago. The theme related to negative health impacts attributed to fast food is still relevant today. Study findings revealed that over 33 % of children in the US consume fast food and over 70% of adolescents consume fast food once a week (Hossain and Islam 29). Similar studies revealed that the increased rate of obesity globally is attributed to the marketing methods used by fast-food franchises (Hossain and Islam 30). Besides, issues related to food contamination among fast-food retailers are also applicable in today's world. The book also addressed issues related to impacts on small-scale farmers and the poor pay to the employees. Such issues are still prevalent today since major players such as Mc Donald's have had negative impacts on other businesses and contributed to the homogenization of American life.

The need to conform and standardize products as per the large industry players has forced other businesses to lose control in the foodservice industry and the death of small-scale businesses. As Schlosser contended, the purchasing power of the fast-food industry affected how beef is processed resulted in consolidation and control, which has negatively impacted other businesses. Currently, fast food players such as McDonald's have increased in

scope and size, and so is the influence on the culture of the host nations. Issue related to children-centric advertisements is still prevalent. The rate of obesity among children and adolescents is adequate proof that what was written in Fast Food Nation is still occurring today, and the situation has worsened.

Topic from the Book and Class Text Book

The book addresses three major topics, marketing, eating habits, and contamination of fast foods. In this way, the book provides insight on the negative impacts of fast foods and ways that have been used to influence the public perception into buying the fast food product and masking the negative health impacts. On the contrary, class textbook focuses on healthy eating habits and how one can improve their nutrition. For instance, the topic of vegetables and fruit serving provides insight into the need to improve fiber intake as a source of vitamins and minerals. The topic on calories also provides insight on the need to cut down on empty calories and reduce intake of beverage and alcohol-related products. Besides, the book has a section that provides insight into the recommended dietary intake of proteins, vitamins, carbohydrates, and water. Unlike the Fast food nation, the class book does not dwell on the negative impacts of the fast-food industry but rather on components necessary to improve one nutritional status.

Lesson about Nutrition

One of the important lessons accrued from the assignment is that good nutrition improves well-being. Proper nutrition promotes healthy development and the aging process and helps maintain body weight, decreasing the risk of other complications associated with obesity. The fast book nation provided new ideas on how to combat the influence of fast-food franchises by public influence and pressure to the lawmaker to regulate the fast-food industry. Besides, the marketing strategy targeting children seems to be effective in influencing behavior and promote unhealthy eating habits. However, despite the influence of

the fast-food franchise, one important lesson is those fast foods are unhealthy and expensive in the long run. In this regard, I will make some behavioral modifications in my dietary habits and cut down on fast foods instead increase the intake of fruits and vegetables and water in the place of beverages. The other important component I will integrate into my life once I have children is creating awareness and limiting the impacts of cartoons and toys used by Disney world to influence behaviors. Throughout the assignment, it has come to my attention that the marketing technique targeting children is the most effective strategy used by the fast food franchise to influences consumers buying bahaviour.

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