

Introduction

1. What type of images are used to sell food?

2. How many products does the average modern American supermarket sell?

Fast Food

3. When did the Fast Food industry get its start?

4. What type of system was applied by the McDonalds brothers their restaurant in order to keep prices low and speed up service?

5. Who is the largest purchaser of ground beef in the United States?

6. In the 1970's, how much of the beef packing industry was controlled by the top 5 companies?

7. Today, the top 4 control how much of the market?

8. Describe chicken growth in the 1950 vs. 2008.

9. Who told Vince that he couldn't show the inside of his chicken houses?

10. Describe the conditions in Carole Morison's chicken houses.

11. How much does one chicken house cost?

12. How much does a typical two-chicken house grower earn in a year?

Cornucopia

13. Where does the industrial food system keep leading the author Michael Pollan in his search to discover the source of our food?

14. Why is corn produced below the cost of production?

15. List 5 things that contain corn?

16. How much meat does an average American eat per year? How is that possible?

17. How might manure find its way into our ground beef?

18. How many inspections did the FDA conduct in 1972 versus 2006?

19. How many slaughterhouses are there today (2006)?

20. What killed Kevin? “Food, Inc.” 2009

21. Who said that the USDA could not shut down a plant that continuously fails inspection?
22. What law is being proposed to give power to the USDA?

The Dollar Menu

23. Why are snack food calories cheaper than fresh produce?
24. What does the food industry say causes obesity?
25. What three tastes are we hardwired to seek out?

In the Grass

26. Describe the system of grass-fed cattle.
27. Describe how chickens are slaughtered and processed on Polyface Farms.
28. How far away do workers have to travel to work in Smithfield's slaughterhouse?
29. What put Mexican corn farmers out business?

Hidden Costs

30. What makes the industrial food system dishonest?
31. Who has been buying organic food companies?
32. Why is Wal-Mart getting into organics?

From Seed to Supermarket

33. Name three products that Monsanto makes.
34. What happens if a farmer saves their seeds?
35. How many investigators does Monsanto have?
36. What does Moe Parr do for farmers?

The Veil

37. How did Monsanto gain so much control?
38. Why is such controversy for labeling food?
39. Why happened to Oprah when she talked about not eating burgers on her show?

Shocks to the System

40. How did the price of oil affect the price of food?
41. How can we vote for a better food system?