

Chris Eng

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Documentary Notes:

- Feeding Frenzy: The Food Industry, Obesity and the Creation of a Health Crisis
- We are made for the food system and the food system is made for us, with the primary goal of selling as much food as possible no matter the health implications.
- No chance for the average consumer, a basic human need has been twisted to fit corporate profit margins.
- It's changed the very way we eat. It is wild for me to think about how big of an impact that the food companies have had on this basic human need.
- Obesity is first and foremost in the dangerous health implications.
- It has upped the healthcare costs and we are left to pick up the bills for the over eating problems
- The 1980's is when the obesity crisis emerged. And obesity's problem is not universal in its distribution which is interesting in that it proves that individual responsibility is not the primary cause.
- Broader structural factors in society are to blame.
- It really goes back to how we farm. Subsidy structures that helped build bigger richer farms, making huge conglomerates centered on agriculture especially corn, soybeans and cotton seeds.

- I found it interesting that the rise of processed foods is so closely related to the rise in the large scale farming industry.
- The excess of these non nutritious food items have made industries that need a way to sell these excesses of food.
- Consumer needs are pushed off and instead marketing takes center stage.
- Society has normalized overconsumption so we cannot rely on personal responsibility. That really hit home for me in that yes we know overconsumption is the problem but why can't we change that is truly due to our weak wills or is it a larger force and that's what they seem to be getting at.
- Marketing is much broader than just advertising and includes much more than just the ads we see but also how we view the products in our lives.
- Normalized not cooking and the gender inequality that pushed women to faster ways of cooking as a way to free them from the chore of cooking has damaged our health.
- Connecting food to more than just nutrition but rather as a part of our lives. I actually agree with this and maybe its because of my upbringing but meals with friends and family has always been more than just nutrition at least in more traditional chinese households it is seen as more than just sustenance and I do not necessarily agree that that is a problem as long as the food is nutritious.
- Supermarkets also play a role as the shelfspace is actually being sold to the companies, to grab our attention and sell us food we don't need.
- This highly competitive market has gotten our habits down to science, the ways we shop and what types of food we find enticing.

- Food environment makes a huge factor of how that we eat and sadly many of the poorer parts of the county give the worst possible choices.
- But we can make a difference by eating a better and more sustainable way of eating.
- But the food companies fear that and often target kids for their products to instill them as lifelong customers.
- We need to focus on the environment rather than individual choices when it comes to our consumption of food and this is a perfect mirror to what we have been learning so far in the class is that it's all interconnected, and that the environment that has been shaped by marketing under capitalism is what is driving our overconsumption.