III. Fast Food Nation and advertising

A. Meet Ray Kroc

1. Packaging McD to kids

a. 65 years of purchases

b. + parents

2. Make McD an attractive wrapper

3. 90% of American children visit Mc once a month

B. Packaging or the wrapper

1. Ronald McDonald

a. Willard Scott of Bozo's circus

b. too fat

2. Playgrounds and McDonald lands

3. toys -promotional links with manufacturers

a. Pokemon, Cabbage Patch, Furbies

b. 1997 Beanie Babies 10 days 100 million

happy meals +10x

c. Happy meals and Super happy meals

4. "Your trusted friend"

a. never use the word "trusted friend"

b. kids trust love Ronald

5. school

4. value: family

C. Success: children

D. Success: an empire of fat, salt, and sugar

1. 1990s 3 burgers a week

2. soda 56 gallons per person per year

a. 1 out of 5 one and two year olds

b. Pepsi logo to baby bottles

3. what's in the food

a. food born pathogens

b. each day

i. 200,000 sickened

ii. 900 hospitalized

iii. 14 die

c. one study

i. e coli, staph 30%, Listeria 11.7%, salmonella

7.5%, shit 78.6%

d. since Jack in the Box

i. 500,000 made ill by e coli

ii. FDA no mandatory recall

iii. no statutory obligation to make public

aware

iv. no public notification on 1/3 of Class I

recalls, lethal threat, ground beef with glass

e. don't worry most bad meat to schools