Reading Questions for “The Extraordinary Science of Addictive Junk Food”

<https://www.nytimes.com/2013/02/24/magazine/the-extraordinary-science-of-junk-food.html>

What was the purpose of the 1999 meeting called for by Behnke and fellow food industry executives?

In what academic field was Behnke’s training in?

What four groups were blaming the food manufacturers for the national obesity problem?

What was the “unthinkable” thing that Mudd did? Explain.

Mudd, in his conclusion, said that industry should make a sincere effort to be \_\_\_\_\_\_\_ \_\_\_ \_\_\_\_\_ \_\_\_\_\_\_\_\_. (and by doing so, we can help to diffuse the criticism that’s building against us.)

Was the effort made by Behnke and Mudd and others successful?

“The meeting was remarkable, first, for the \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_ \_\_\_\_\_\_\_\_\_.”

So why are the diabetes and obesity and hypertension numbers still spiraling out of control? (2 explanations, one proximate and one ultimate or root cause).

So it’s not just poor willpower on the part of consumers, but also a conscious effort by whom to get consumers to do what?

What does Howard Moskowitz do, and how does he do it?

What is the major ingredient in many spaghetti sauces, other than of course tomatoes?

What is the meaning of the concept “bliss point”?

The concept of the “sweet range” allowed Dr. Pepper to save millions on what? Explain.

**II Lunchtime is all yours**

Synthetic question: What does the story of Lunchables tell us about the role of the food industry in the growing waistlines of children?

One very pithy quote to know from this section - “one of the cardinal rules in processed food: when in doubt, add \_\_\_\_\_\_\_\_\_.”

What were the reported contents of the trays known as “Maxed Out”, in terms saturated fat, sodium, and sugar?

What did the Lunchables team learn from adolescent psychology about what was exciting to the kids (1999)?

III It’s Called Vanishing Caloric Density

What was learned about salt, health, and the effects of government regulation in Finland?

What have the trends in the eating of regular meals been?

Summarize what food expert Witherly said about Cheetos and their “vanishing caloric density”.

Why might smaller bags convince some people to buy chips, people who might not otherwise eat them?

Where did the potato chip rank in the list of addictive foods 2011 article published in the New England Journal of Medicine?

List the three reasons why.

Coke executive Todd Putman said: “How can we \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?”

What epiphany did Dunn have in Brazil, while visiting poor neighborhoods? (favelas) (“these people need a lot of things, but they don’t need a \_\_\_\_\_\_\_\_\_.”)

What later happened to Dunn, employment wise (2004)?

What product was he more recently been reported to have been selling? The marketing approach of which industry is he using?

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