

"All the
fast food
news that fits."

Fast Food Times

Faculty / Staff
Edition

Oswego: Today, Cloudy
with a chance of meatballs.

Spring/Summer 2003

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Events Calendar

- Monday, April 21, 3:00pm
ORientation kickoff -
"Fast-Food Nation: the
Marketing of Fast Food"
An interactive presentation
by Paula Bobrowski of the
Marketing Dept.
Hewitt Union Formal
Lounge
Student FFN posters also on
display in lounge.
- Quest, April 23, 9:00am -
220 Hewitt Union
ORI: Using the summer
reading effectively in the
classroom.
- Fall Convocation
- Fast Food Illustrated
(an exhibition of student art)
- Film Series 2003-2004

Fast Food Nation Comes to Oswego

By Jean Ann, Chair, ORI Committee

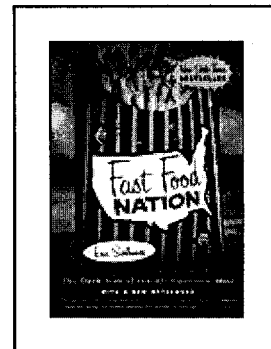
It's ORI again! The Oswego Reading Initiative (ORI) is a campus wide effort. The committee selects a book for the campus community and the community at large to read over the summer. When classes start in the fall, enthusiastic faculty and staff can incorporate ORI-related reading and discussion in classes or attend ORI-related special events on campus with their students. Faculty who try this often find that it brings classes to life.

This past year, you might or might not have seen fit to incorporate *Haven* by Ruth Gruber into your classes and activities with students. Fall 03 starts a new year and affords a new opportunity for you to support your students and ORI. The book is *Fast Food Nation* by Eric Schlosser. The ORI book is always chosen with several criteria in mind including applicability to a range of

disciplines, readability and length, availability and cost. *Fast Food Nation* was chosen because no one who read it could put it down. This included many students, both committee members and other students whose professors encouraged them to give their opinions to the ORI Committee.

All interested faculty and staff members should also consider joining the committee to choose the book for next year. The ORI Committee itself has grown from a small group of faculty, staff and one student (who selected *Haven*) to a huge committee of faculty and staff from every corner of campus and 6 students (who selected *Fast Food Nation*). The committee meets infrequently during the summer months to discuss books they have read and decide whether they are appropriate for ORI.

You can also contribute to our book selection process



by suggesting books you believe in through the ORI Website. (<http://www.oswego.edu/ori/>). Book suggestions come from literally everywhere through our website.

Check out this newsletter for teaching ideas, resources and all the information we have so far about ORI-related campus activities for next year! Check the ORI website throughout the year for updates. And why not think about participating in any way that makes sense for you and your students?

Critics in an uproar!

Fast Food Nation: Fact or Fiction?

Critics around the world are reacting to Eric Schlosser's book *Fast Food Nation*. Here's just a sampling of what they have to say:

"'Fast Food Nation' isn't

an airy deconstruction but an avalanche of facts and observations as he (Schlosser) examines the fast-food process from meat to marketing

...This is a fine piece of



muck-raking, alarming without being alarmist."
-- New York Times
Book Review 1/21/01

Critics in an Uproar!
Continued on page 4.

Business Digest

McDonald's Reports Quarterly Loss – First Time Ever

As a result of closing under performing restaurants, the world's largest fast-food chain reported a net loss of \$343.8 million or \$.27 per share for its year ended December 31, 2002. A year earlier McDonald's had net income of \$271.9 million (\$.21 per share). The company still expects earnings to grow by 10 to 15 percent, though in this "challenging economic environment" no time frame for this growth has been specified.

--CNN Money January 23, 2003

Will Fast Food Benefit from Iraq War?

The consumer market is facing difficult times as uncertainty about the economy is exacerbated by the war. Analysts have suggested that casual dining franchises, i.e. Olive Garden, Chili's, Red Lobster, may suffer disproportionately. Consumers are expected to opt for fast food – McDonald's, KFC, Pizza Hut – so that they can get back to their TVs for ongoing war coverage.

--New York Post, March 27, 2003

Obesity Lawsuit Dismissed

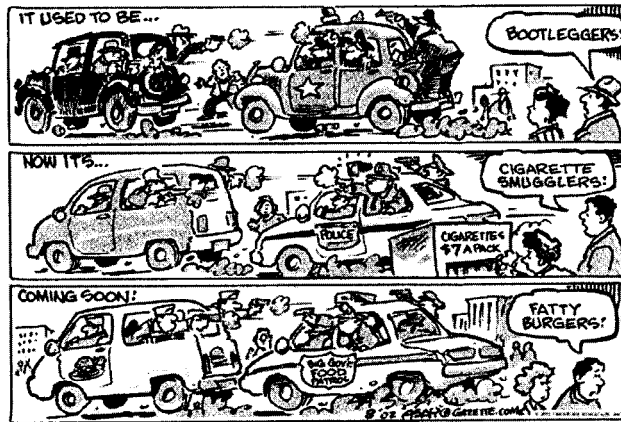
Between 1984 and 1993, obesity doubled in Great Britain and during the same period, the number of fast-food

restaurants also doubled in that country. Any connection? It is not clear in the courts at this point.

The parents of two girls, who sought to prove that McDonald's was responsible for their daughters' obesity and related health problems, filed the suit. In defending itself, McDonald's submitted that "the public is well aware that hamburgers, fries and other fast food fare contain high levels of cholesterol, fat, salt and sugar" and that the "dangers of over-consumption of such foods have been well known for some time."

Nevertheless, the suit was dismissed in US District Court, though Judge Robert Sweet provided the option for an amended complaint, going so far as to spell out appropriate grounds. Stay tuned ...

--McLibel Support Campaign, Press Release, February 6, 2003



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Editorial Fast Food Nation is coming to Oswego!

In response to this news, you might be asking yourself "So what? We are already surrounded by the shock troops of the food-toxic environment!"

Those feelings are certainly true, but any apathy towards the selection of this book amounts to a "missed opportunity" to explore a number of issues important not only to our campus, but also to our civilization. *Fast Food Nation* is not simply "culinary critique" - it provides insight into a number of aspects of contemporary American society. Some themes include:

— How McDonalds built McMansions: The paradigm of Los Angeles as a progenitor of urban sprawl .

— The Consummate Consumer: The spread of "affluenza" within our society.

— The art and science of taste: How virtually any flavor can be synthetically produced.

— Upton Sinclair's "Jungle" revisited: How our food supply can still be contaminated.

— How the "far-flung facets of food production" are reaching across the globe.

— Fat as a theme that affects both genders. How "body image" is important to women and to men.

— How "turning farms into factories" is not only destroying the livelihoods of farmers, but is also changing the quality of food produced in our society.

So, from American fiction to scientific fact, from policy to polity, *Fast Food Nation* addresses virtually every academic field from art to zoology. And best of all, written by respected journalist Eric Schlosser, it makes for compelling reading. Join the intellectual "fast track" and make *Fast Food Nation* a part of your courses for the next academic year!

A Taste of the Arts

Art Community's Work Promotes *Fast Food Nation*

Combining art and publicity with a flair that would have made Roy Lichtenstein proud, faculty, staff and students in the Oswego State University art community are producing works and planning numerous events to highlight the Oswego Reading Initiative's recent campus book selection for summer 2003--*Fast Food Nation* by Eric Schlosser.

Students in Kelly Roe's ART 414 (Advanced Problems in Graphic Design) and Jacquie Holmes's ART 308 (Graphic Communication) were asked to design a poster that would publicize ORI's book choice for incoming freshman and transfers, in

addition to the wider campus community. These students submitted forty-four creative posters and after great deliberation five finalists were chosen. The posters are on view during the week of April 21st in the Formal Lounge in the Hewitt Union, including the winning design by Ryan Kenny.

All are also invited to attend a fall exhibition of student art at the Tyler Art Gallery, entitled "Fast Food Illustrated." Organized by the Assistant Director of the Tyler Art Gallery Mindy Ostrow and sponsored by the Student Association Art Exhibition Committee, the opening date for the exhibition has yet to be released but interest across campus is

said to be already high.

Film buffs will also find much of interest in the coming academic year as Ostrow and other members of the ORI committee organize a video/film series to complement the issues raised in *Fast Food Nation*. The selection process is ongoing but look for show dates in September, October, November, February, March, and April.

Provocative films on the American food industry, dieting, and marketing are sure to appeal to even the most demanding film critic.

Sports Update

The fast food industry is under fire for contributing to American youth's weight problems. Is lack of exercise also a factor? According to an article* in the June 2001 issue of *Archives of Pediatrics & Adolescent Medicine*, it was estimated that 22% of youth aged 6 – 17 were overweight in 1995, and by 1998 that figure had risen to 25%.

The results of a study outlined in the article indicate, not surprisingly, that youth who participate in sport and

exercise programs are less likely to be overweight. Statistics provided in the article indicate a decrease in participation in physical education classes, with 59.6% of surveyed students in grades 9 – 12 taking part in 1995, and only 48.8% participating in 1997. Food for thought.

"...youth who participate in sport and exercise programs are less likely to be overweight."

* Dowda, M., Ainsworth, B.E., Addy, C.L., Saunders, R., & Riner, W. (2001) Environmental Influences, Physical Activity, and Weight Status in 8 to 16 Year Olds. *Archives of Pediatrics & Adolescent Medicine*, 155(6), 711. Retrieved March 25, 2003, From InfoTrac OneFile database

Alternative Cuisine: by *Chef Slow Food*

Need a break from "deserv[ing] a break today"? Try a delicious home cooked meal without the artificial oranges and the polystyrene reds and the seats that are built to keep people from loitering. Steer clear of the all too friendly to be really friendly clown face and of course the not so happy, happy meal. Try our Lentil Burgers recipe. Broil them in the oven! Firm Texture!

*Lentil Burgers

Serving Size : 4 Preparation Time: 1:00

Amount Measure Ingredient

Amount	Measure	Ingredient
1	cup	lentils
2/3	cup	rice
2 1/2	cups	water
1	slice	wheat bread
1/2	cup	onion -- chopped
1/4	teaspoon	celery salt

Cook Lentils and rice together in water till water is absorbed. Mash lentils and rice. Tear bread up and add to lentil mixture with the remaining ingredients. Mix thoroughly, and form into patties. Broil until browned, turning once. Yum!

**No lentils were hurt in the preparation of this column.*



On the web at:

<http://www.oswego.edu/ori/>

Call the Provost's office
at 312-2232 for more
information and to obtain
copies of the student guide.

Chapter Summaries

Chap 1 – The Founding Fathers: Traces the early history of several fast food restaurants and their founders. Key to the development of this new industry was the Southern California culture of the 1940s, especially the popularization of the automobile.

Chap 2 – Your Trusted Friends: Compares the development of Walt Disney Company and the McDonalds Corp. Marketing is a big focus here, including the beginnings of marketing to children and, since 1993, corporate partnerships with public schools.

Chap 3 – Behind the Counter: The scene shifts to a new economic/socio/political scene in Colorado Springs, following a 1990s migration of thousands of Southern California residents. Labor is the heart of this chapter, including: teen employment practices, assembly line techniques and technology, response to unionization attempts, and work-place injury and crime concerns.

Chap 4 – Success: The sports connection is made with the story of former NHL hockey player Dave Feamster's franchise business. Purchasing and managing franchises, with McDonalds as the model, is the focus.

Chap 5 – Why the Fries Taste Good: A history of potato farming, farming business concerns, and french fry processing are described. Also, an intriguing section on "flavorists", those specialized scientists who use their knowledge of biology, psychology, and chemistry to make the fries taste just right.

Chap 6 – On the Range: Beef ranches and chicken growers, and how large businesses have gained control of the market through mergers and price-fixing. Also a report on high suicide rates among ranchers and farmers.

Chap 7 – Cogs in the Great Machine: With reference to Sinclair's *The Jungle*, the meatpacking industry is examined, including: history, government, legal settlements, and union and immigrant labor issues.

Chap 8 – The Most Dangerous Job: Slaughterhouse working conditions and injuries. Health, economic, and OSHA perspectives, including a sad case study.

Chap 9 – Food borne disease, limitations of government regulations (USDA), and the importance of proper food processing and cooking techniques.

Chap 10 – Global Realization: Explores great international success of fast food franchises and the corresponding spread of marketing to children and obesity. Also describes these restaurants as targets of anti-"U.S. imperialism" demonstrations, and the McLibel lawsuit brought against activists by McDonalds of the UK.

Critics Outraged! (Continued from p. 1)

"I was disturbed by Mr. Schlosser's cavalier manipulation of data, which produced some startling – and frankly, unbelievable facts."

— Wall Street Journal 1/12/01

Fast Food Nation is the kind of book that you hope young people read because it demonstrates far better than any social studies class the need for government regulation, the unchecked power of multinational corporations and the importance of our everyday decisions."

— USA Today 2/1/01

"This is the stuff of PR department nightmares. Exhaustively researched, frighteningly convincing."

— San Francisco Chronicle 1/28/01

"...frighteningly convincing."

"Mr. Schlosser writes about fast food the way Sen. Joe McCarthy ranted about Hollywood."

— The Dallas Morning News 2/4/01

"Eric Schlosser provides a view of the country that is both rich and disturbing."

— Times Literary Supplement
9/14/01

"*Fast Food Nation* is a valuable tool for coming to terms with a corporate consumerism that's become untenable and unsustainable, that acknowledges no moral or natural limits or restraints, that long ago passed a fulcrum point and has grown all-consuming..."

— American Scholar spring 2001

