

## What is to be done

1. Break up the monopolies in the food industry.
2. Ban advertising to children. Tax other advertising heavily. Let informed opinion lead to food selection.
3. Make the food industry pay the full costs of production including plastic clear up.
4. The Government subsidy to the food industry should be conditional on sustainable farming practices. This includes crop rotation, maintaining varieties, hedgerows, and a healthy soil.
5. Factory farming for meat requires massive use of antibiotics. This is creating a major hazard for human beings. The lack of movement and unnatural diet is unhealthy for the animals and produces poor quality meat. It has to end.
6. Work should be a place where people meet for constructive activities. They should be places where people support each other and enrich each other's lives, not a bullies' playground.

Much of society's ills can be traced back to a philosophy of 'greed is good' and everything must be sacrificed on the altar of short-term profit.

We will live healthier richer lives when we break the dominance of these ideas. I hope that this pamphlet helps a little in the process.

This pamphlet is in a series.

Others are at [itisnotfunny.co.uk](http://itisnotfunny.co.uk).

I can be contacted via [dickpitt03@yahoo.co.uk](mailto:dickpitt03@yahoo.co.uk)

# Food for thought

Three quarters of UK workers feel stuck with 'dead-end' jobs



38% of us confess to feeling depressed



Approximately 1 in 4 people in the UK will experience a mental health problem each year



62% of us worried about personal debt levels



Over 50% Of Brits Have Rising Levels Of Stress And Anxiety

Why are so many of us failing to thrive?

Capitalism, puts us under stress, provides release in the form of sweet cheap comfort food. Then blames us for being overweight.

Buy my cheap comfort food



Under conditions of stress, sugar and comfort foods are addictive.

You are black  
You are a woman  
You are a Muslim  
You are a trans sexual  
You are gay  
Most minorities are oppressed

Loser  
Ugly  
Fat  
Stupid  
Too Skinny

Low self esteem  
61% OF girls in the UK have low self esteem

The meat industry contributes as much greenhouse gasses to climate change as all vehicles

Some people are thin but feel overweight

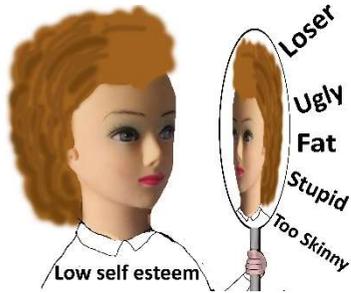
Over 600,000 people in the UK are affected by an eating disorder.

Luckily I am not overweight

Some people are overweight but are in denial

In Britain, nearly 30% of women and just under 27% men are now overweight

**Introduction** 800million of us are under fed. In the richest country in the world, the USA, 40 million people are food insecure.



Today, there is a new phenomenon, millions of people are over fed and under nourished. In the UK 61% of girls have low self-esteem, record numbers have eating disorders. Three quarters of us are in dead end jobs.

62% of us worry about personal debt. 38% of us confess to feeling depressed.

Under these conditions the cheap sweet, low fibre, low vitamin, comfort foods have become widespread.



While capitalist production produces mega profits for the monopolies, food quality falls behind short-term profit, it is also unsustainable.

This pamphlet is intended to be a humorous look at capitalist food production and what we can do about it.

## Sections

1. Production
2. Processing
3. Promotion
4. People
5. Planet
6. People
7. What can we do

This pamphlet would not exist without input from Sue and Madeline.

Thank you

## People

The figures show that our current practices must change. Whether the issue is climate change, deforestation, creation of super bugs, loss of biodiversity or loss of topsoil, things must change.

However, the forces that like the status quo are very powerful. The 1% dominate industry the media, the state and the political class. For them a system that brings vast wealth and power is a good thing.

They will fight and use every weapon in their armoury to defend the indefensible. They will point the finger at some minority and blame all society's ills on them. It is not Muslims that are destroying the topsoil. It is not immigrants that are causing climate change and creating super bugs. It was the rich and powerful that created the 2009 world crisis not gays or Roma.

Everywhere there are big corporations there are workers. There are sporadic struggles over pay, redundancies, over conditions, and over harassment. Those struggles need to be linked to the struggles over scarce resources, peasant struggles over land, and ecological disaster.

Everyone in the 99% gains whenever workers increase organisation, confidence, and dignity. We should all support each other's struggles.

There will always be food production. However, it is only when the workers in the food industry and society in general control production will it have the potential to become sustainable.



2nd Oct 2018 protests Nestle Head Quarters redundancies



Protests over water privatisation El Salvador July 2018

McDonalds UberEats and Wetherspoon Worker strike over pay October 2018



Strikes and demonstrations in USA over women's exploitation Sept 2018



I led by the IUF, unions representing Coca-Cola workers around the world held a spirited demonstration on September 13 outside The Coca-Cola Company-sponsored conference on business and human rights at the company's global headquarters in Atlanta.

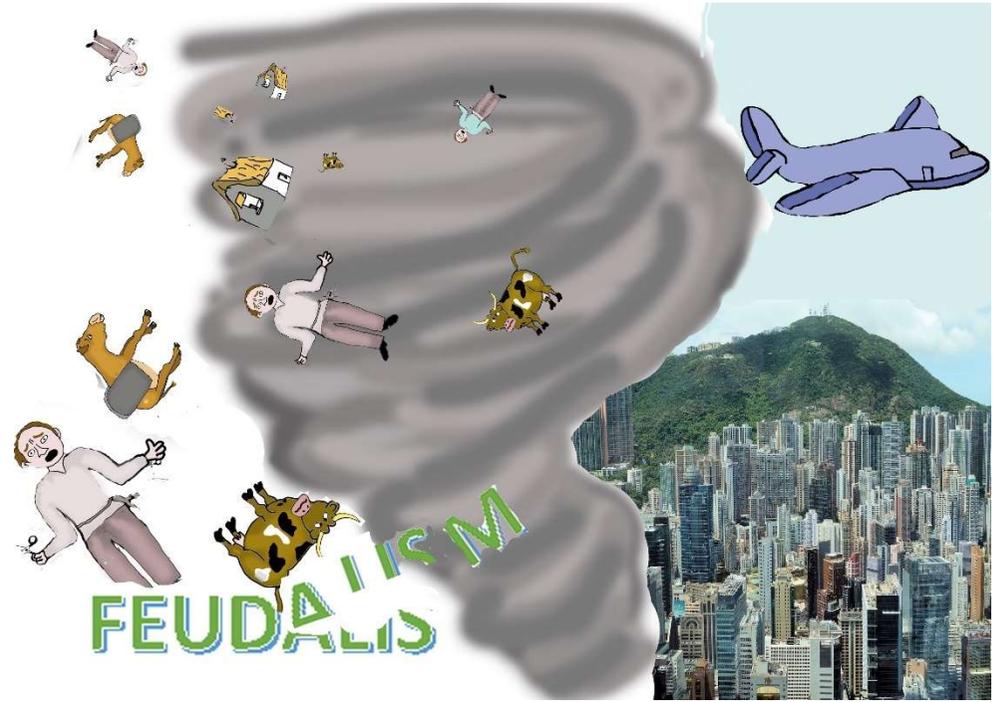


Protest over job losses Feb 2018 Phillipines

Capitalism is based on competition. The capitalist who brings the cheapest most attractive commodities to market will usually out compete the rest.

The system is extraordinarily dynamic. Improvements in technique, efficiency, materials, machinery, spread throughout the world.

The old feudal world was swept away by a more efficient system with more efficient weapons.



Capitalism is the most dynamic and creative system human beings have ever lived under.

This is why we have held on to it, despite it being well past its sell by date.

## Individual Capitalists have little power over the system

At first sight it looks as though capitalists rule the world. But they are not free agents. They are in a system that forces them to make short term profits.



When a capitalist, or senior manager stop being driven by profits, they are replaced by more ruthless, profit driven firms or individuals.

The law instructs all directors to "Act in the company's best interests, taking everything you think relevant into account."

<https://www.icaew.com/membership/regulations-standards-and-guidance/membership/financial-and-accounting-duties-of-directors>

The fatal flaw of Capitalism is its subservience to short term profit. This is held above the needs of people, or the planet.

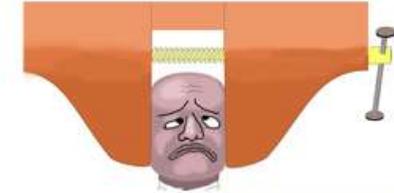


38% of us confess to feeling depressed



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You are a woman  
You are a trans sexual  
You are gay

Over 50% Of Brits Have Rising Levels Of Stress And Anxiety



62% of us are worried about personal debt levels



Under conditions of stress, sugar and comfort foods are addictive.

## People

Too many of us bemoan our lot, our wages, our conditions, and our lack of power.



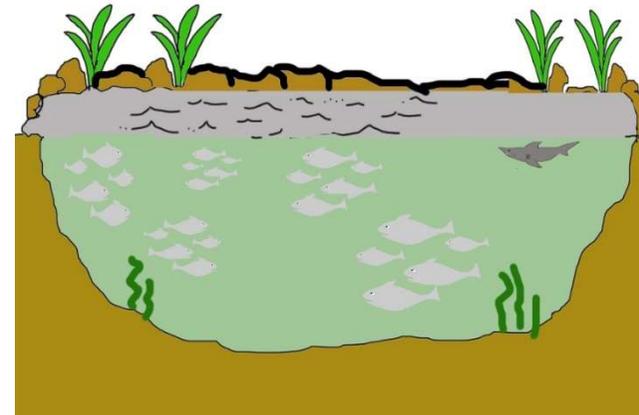
While we work together, we can enrich each other's lives, we can sometimes inspire each other, and we can organise.

Various governments have supported and maintained anti-union legislation because they fear us when we are organised.

Only the workers in the food industry can maintain a sustainable and healthy food industry. This can only happen in a society that puts people before profit.

## Production

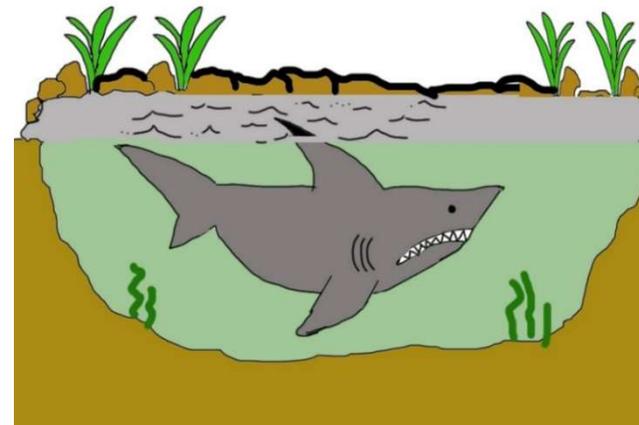
In most situations, big capitalists will out compete little capitalists. They have all the efficiencies of scale. They can buy the most up to date techniques and machinery. They can afford to buy rare commodities.



Free competition is usually replaced by monopolies. 'Tyson, Cargill, Swift & Co, and National Beef Packing apparently kill 84% of cows...; 81% of all corn exports in the US are done by Cargill,

Continental Grain, ADM, and Zen

Noh...Almost 80% of all soybean crushing is done by 4 companies: Cargill, Bunge, ADM, and AGP. ..Monsanto controls 97% of the genetically modified corn and 91% of GM soy. Examples of other dominant companies in



the food industry include Dean (known for their milk production), Kellogg (cornflakes, anyone?), Danone, General Mills, and Tyson. <http://apesportfoliomandy.weebly.com/the-food-industry-a-modern-monopoly.html>

## Production

Big fields are more efficient to sow and crop, than several little fields. One variety is easier to manage than several. Agriculture is moving towards monocultures.

Once you get rid of the hedgerows and weeds, and insects, you get rid of the birds.



These mechanical Blackbirds just don't sound the same.

*In the United States, more than 7000 apple varieties were grown in the last century. Today, over 85 percent of those varieties - more than 6000 - are*

*extinct. Just two apple varieties account for more than 50% of the entire US crop. In the Philippines, where small farmers once cultivated thousands of traditional rice varieties, just two Green Revolution varieties occupied 98% of the entire rice growing area in the mid-1980s.*

*Industrial agriculture requires genetic uniformity. Vast areas are typically planted to a single, high-yielding variety or a handful of genetically similar cultivars using capital intensive inputs like irrigation, fertilizer and pesticides to maximize production. A uniform crop is a breeding ground for disaster because it is more vulnerable to epidemics of pests and diseases.*

<http://www.reimaginerpe.org/node/921>

## People



McDonalds publicly states their commitment to human rights stating "We do not use any form of slave, forced, bonded, indentured, or involuntary prison labor. However the fast-food giant indirectly uses prison labor by working with subcontractors that provide uniforms that have been sewn by Oregon inmates. The prison labor is voluntary, but one needs to question if prison labor can ever really be "voluntary?" <https://www.therichest.com/rich-list/most-shocking/10-products-you-didnt-know-were-made-by-prisoners/>

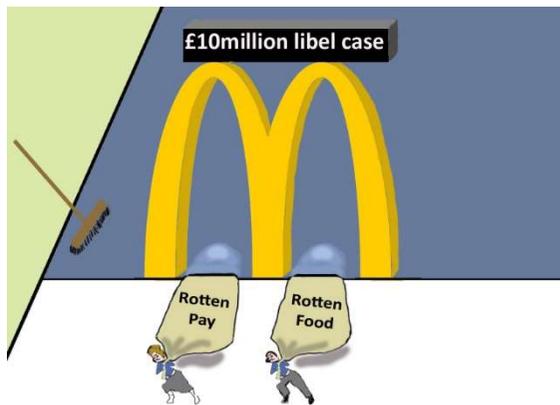
Asylum seekers, illegal immigrants and others are forced into slavery like conditions. Even when workers have legal status they can still be shamelessly exploited.

'The people of Seattle voted in favour of a \$15 minimum wage last summer. In response, The International Franchise Association (IFA), which McDonald's is a part of, is suing the city of Seattle by citing a law used to end slavery as the basis for their lawsuit'. Natural Society March 12, 2015

## People



It is well known that when campaigners produced a leaflet stating that MacDonald's were anti union, paid poorly and sold unhealthy food, they were sued. It resulted in the longest libel case in English history. Less well known is the fact that the Metropolitan police saw it as their duty to spy on the anti-MacDonald's activists.



The Boss of MacDonald's. Mr Easterbrook is paid \$21million, about 1000 (M in Roman numerals) times the pay of a shop worker.

<https://www.restaurantbusinessonline.com/leadership/mcdonalds-ceo-steve-easterbrook-was-paid-218-million-last-year>

## Production

Monocultures are very vulnerable. The potato blight destroyed the Irish peasants' crop in 1847. The result was a massive famine. Other Irish crops

4,000 vessels carried food from Ireland to the ports of Bristol, Glasgow, Liverpool and London during 1847, when 400,000 Irish men, women and children died of starvation and related diseases.



fared well enough. Imperial policy refused to use profitable Irish food exports for the Irish.

*'Florida's citrus industry is facing extinction from a bacterial disease with no cure that has infected all 32 citrus-growing counties.*

*Although the disease, citrus*

*greening, was first spotted in Florida in 2005, this year's losses from it are by far the worst.'*

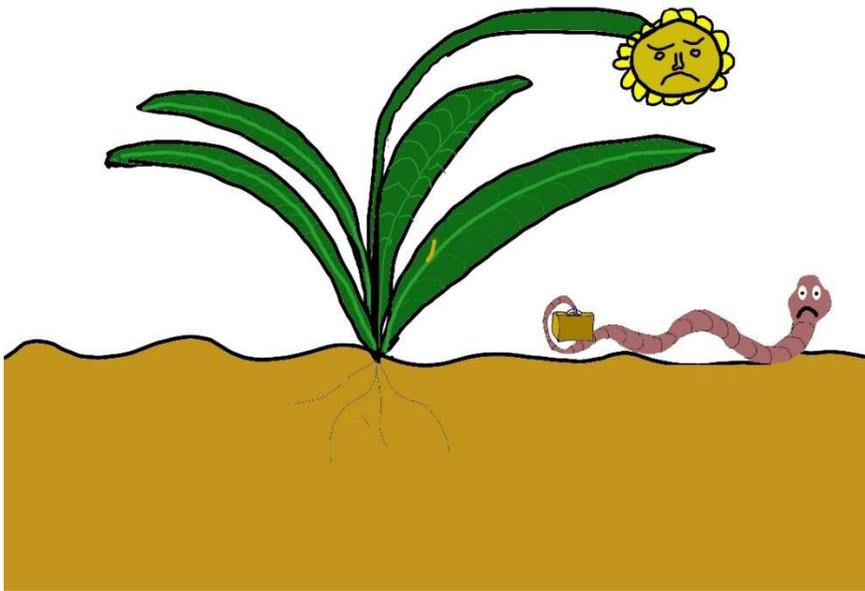
<http://www.tampabay.com/news/business/economicdevelopment/disease-threatens-florida-citrus-industry/2120337>

*'TR4 [a fungus] only affects a particular type of banana called the Cavendish...But no banana has become as ubiquitous as the Cavendish, which accounts for 47 per cent of all global production of the fruit.*

*According to the Food and Agriculture Organisation of the United Nations, this amounts to 50 million tonnes of Cavendish bananas every year – 99 per cent of all global banana exports.* <https://www.wired.co.uk/article/cavendish-banana-extinction-gene-editing>

## Production

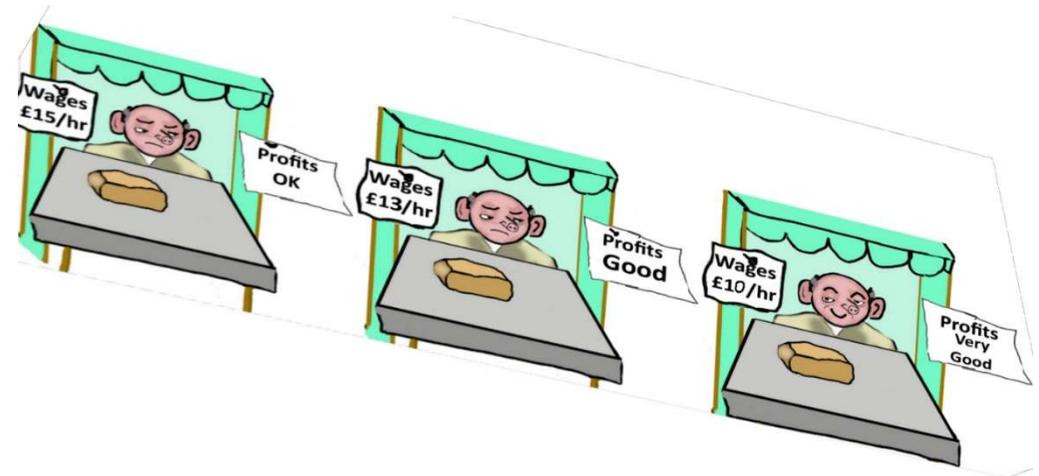
For thousands of years human beings have cultivated crops, allowed fields to be fallow, and in general tended the soil. Production for profit is leading to a depletion of trace elements in food.



Some argue that it is a result of depletion of the soil itself. 'A Kushi Institute analysis of nutrient data from 1975 to 1997 found that average calcium levels in 12 fresh vegetables dropped 27 percent; iron levels 37 percent; vitamin A levels 21 percent, and vitamin C levels 30 percent. A similar study of British nutrient data from 1930 to 1980, published in the British Food Journal, found that in 20 vegetables the average calcium content had declined 19 percent; iron 22 percent; and potassium 14 percent. Yet another study concluded that one would have to eat eight oranges today to derive the same amount of Vitamin A as our grandparents would have gotten from one'. <https://www.scientificamerican.com/article/soil-depletion-and-nutrition-loss>

## People

When workers labour, they do not get the full fruits of that labour.



Some of the wealth they create goes to the worker in the form of wages, the rest goes to the employer in the form of profits.

The history of capitalist food production is a history of class struggle. Slaves in Jamaica went on strike in 1831, it was violently put down. Three years later the Tolpuddle Martyrs, a group of agricultural labourers were deported to Australia for building a union.

Convicts in the USA are paid peanuts to make MacDonald's uniforms.

Illegal migrants and others without legal papers work for well under the minimum wage.

In my own town, Sheffield, there was a strike to prevent pay cuts of up to £5000. 'Bosses at Pennine Foods, owned by 2 Sisters food group have attacked workers' pay. They want to take away the double time pay for Sundays for people who have worked at the company a long time. Other workers are get time and a half, but bosses want to scrap this too'. Socialist worker 20 May 2016

## Planet

Removal of forests, hedgerows and intensive agriculture are removing topsoil at the rate of 36 billion tonnes a year.



*'According to a new study by the University of Basel, the European Commission – Joint Research Centre and the Centre for Ecology & Hydrology (CEH, UK), almost 36 billion tons of soil is lost every year due to water, and deforestation and other changes in land use make the problem worse.'* <http://www.eurasiareview.com/19122017-almost-36-billion-tons-of-soil-lost-every-year-due-to-water-deforestation/>

*'The World Has Lost a Third of Its Farmable Land in The Last 40 Years'* <https://www.sciencealert.com/the-world-has-lost-a-third-of-its-farmable-land-in-the-last-40-years>

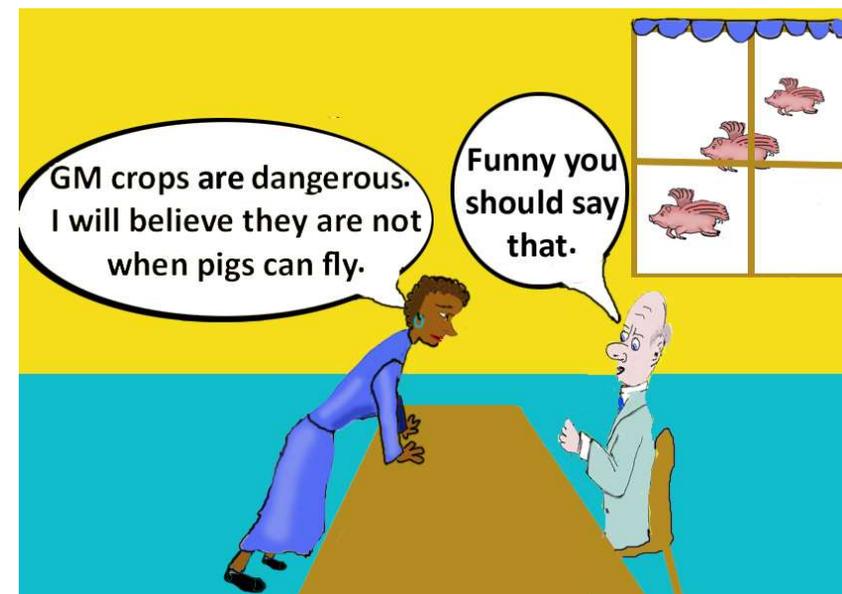
*'Britain's soil to become infertile within 40 years due to intensive farming, warns Gove'* Telegraph 24<sup>th</sup> October 2017

*'U.S. soil is eroding 10 times faster than it can be replenished. Researchers who compiled reports from around the world conclude that . U.S. agricultural soil has been depleted of 85 percent of its minerals and vitamins during the last 100 years'.* <http://thehealthmoderator.com/u-s-agricultural-soil-depleted-85-percent-minerals-100-years/>

## Production

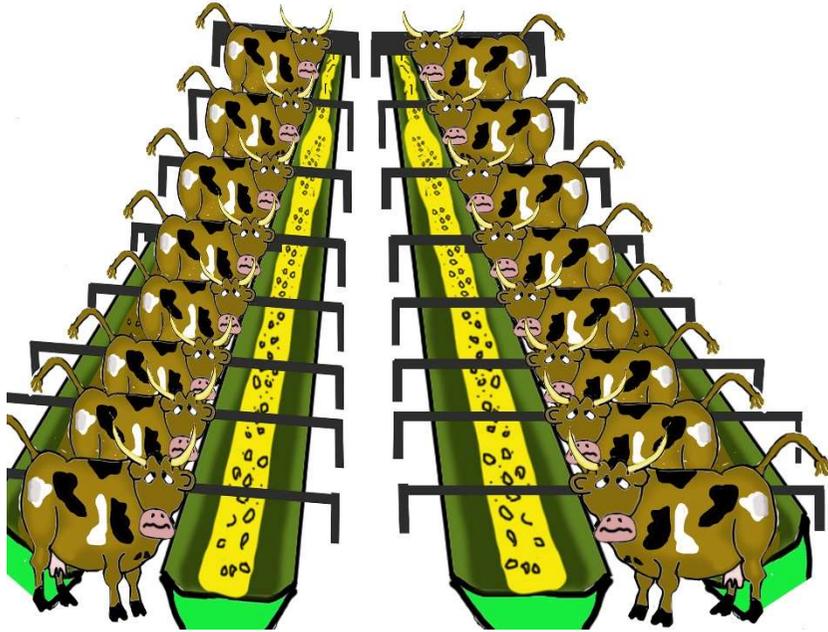


Genetically modified crops encourage chemical driven agriculture and monocultures.



## Production

Since ancient times cattle shit where they get their grass. This is part of the nutrient cycle that ensures a healthy soil.



With intense factory farming, cows eat food produced a long way away. Unwanted slurry spreads into waterways and kills fish. Nutrients are used to replace nitrates. These also run into waterways and kill fish. *'More than 80,000 fish have been killed after farm slurry polluted a three-mile stretch of river and fish farm, the Environment Agency said today.'* <https://www.dailymail.co.uk/news/article-25981/Farm-slurry-leak-kills-80-000-fish.html> The courts will attempt to find and fine the culprits.

*'Nutrient runoff from the Mississippi River contribute to the dead zone's size: This nutrient pollution is mainly caused by agriculture and developed land runoff: It stimulates algal growth, and eventually the algae decomposes, which uses up the oxygen needed to support life in the Gulf.'* Mail 3<sup>rd</sup> August 2017

## Planet

Meat production creates the same amount of global warming gases as vehicle use. 'The IPCC urges consumers to cut down on purchases of meat, milk, cheese and butter, and buy more locally sourced seasonal food.' (Iheartradio).



We have already seen the impact of climate change on food production. It is likely to get worse.

There are record temperature highs, record lows, sea level changes, desertification and salinization.

*'To produce one kilogram of beef requires 25 kilograms of grain – to feed the animal – and roughly 15,000 litres of water. Pork is a little less intensive and chicken less still.'*

There must be a better way.

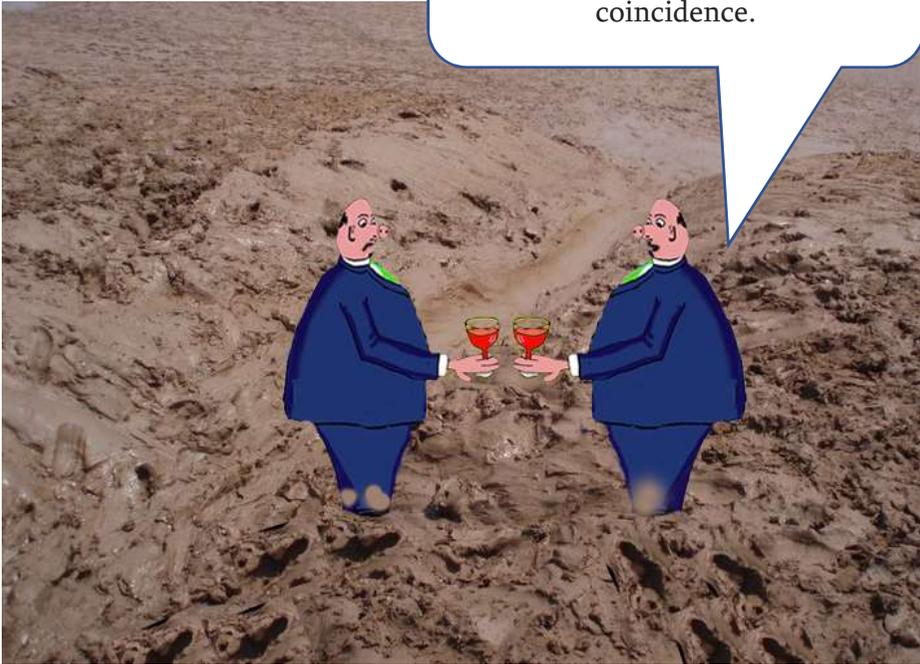


*The scale of the problem can also be seen in land use: around 30% of the earth's land surface is currently used for livestock farming. Since food, water and land are scarce in many parts of the world, this represents an inefficient use of resources.'*

<http://theconversation.com/five-ways-the-meat-on-your-plate-is-killing-the-planet-76128>

## Planet

We will tell them that the tree felling had nothing to do with the land slides. It was just a coincidence.



*"The loss of biodiversity is a silent killer," she [Cristiana Paşca Palmer] told the Guardian. "It's different from climate change, where people feel the impact in everyday life. With biodiversity, it is not so clear but by the time you feel what is happening, it may be too late."*

Guardian 3<sup>rd</sup> November 2018

*MEPs said they were concerned that the global plant breeding market was currently "dominated by just a few large multinational undertakings which invest only in a limited number of varieties". They added that estimates from the UN Food and Agriculture Organization (FAO) suggested that "the diversity of cultivated crops declined by 75% during the 20th Century and a third of today's diversity could disappear by 2050".*

*BBC*  
<https://www.bbc.co.uk/news/science-environment-26382067>

## Production

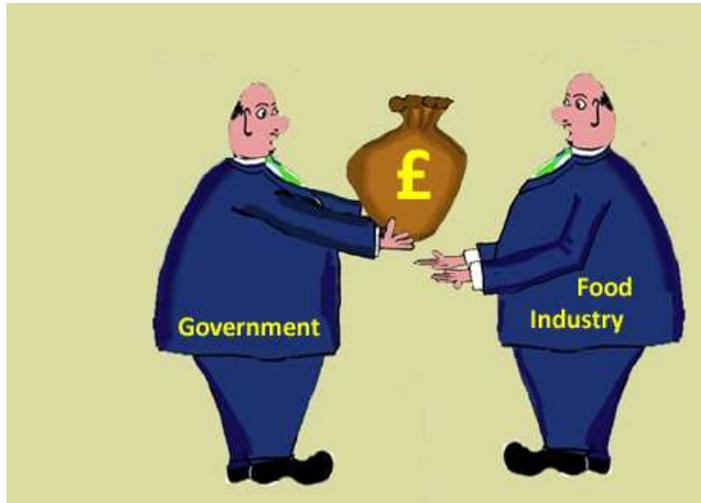
Big companies and the political class are inseparable. The revolving door between directors and senior politicians is visible everywhere.



*'Under the Guatemalan dictator Jorge Ubico, the United Fruit Company gained control of 42% of Guatemala's land, and was exempted from paying taxes and import duties...it also owned the country's telephone and telegraph system, and almost all of its railroad track. The United Fruit Company was well connected to the Eisenhower administration. Secretary of State John Foster Dulles ...Allen Dulles, the director of the Central Intelligence Agency (CIA) and brother of John Foster Dulles, had served on UFCO's Board of Trustees and owned shares of the company'.*

[https://www.umbc.edu/che/tahlessons/pdf/historylabs/Guatemalan\\_Coup\\_student:RS01.pdf](https://www.umbc.edu/che/tahlessons/pdf/historylabs/Guatemalan_Coup_student:RS01.pdf) In 1954 the CIA organised a coup against Arbenz who had nationalised some of the United Fruit Company land.

## Production



*'Last year the average [UK] farm made £2,100 from agriculture and £28,300 from subsidies. The typical cereal farmer actually lost £9,500 by farming cereals.'* *The Times*, 4 August 2016

*'In 2010 the overall [US] agricultural subsidies were \$172 billion, including financial support for product prices... In 2012, China provided \$165 billion in agricultural subsidies.'* <sup>[25]</sup> *Wiki*

*'Highly mechanized farms on large acreages can produce units of food cheaper than even the poorest paid farmers of the Third World. When this cheap food is sold, or given, to the Third World, the local farm economy is destroyed. If the poor and unemployed of the Third World were given access to land, access to industrial tools, and protection from cheap imports, they could plant high-protein/high calorie crops and become self-sufficient in food. Reclaiming their land and utilizing the unemployed would cost these societies almost nothing, feed them well, and save far more money than they now pay for the so-called cheap imported foods'*<http://www.globalissues.org/article/10/food-aid-as-dumping>.

## Planet

*Almost half of the planet's original forest has been destroyed, mostly during the last three decades (WRI/WCMC/WWF, 1997). Between 1990 and 1995, the net forest loss equalled 33*

WWF estimates that 27 per cent – more than a quarter – of the Amazon biome will be without trees by 2030 if the current rate of deforestation continues.

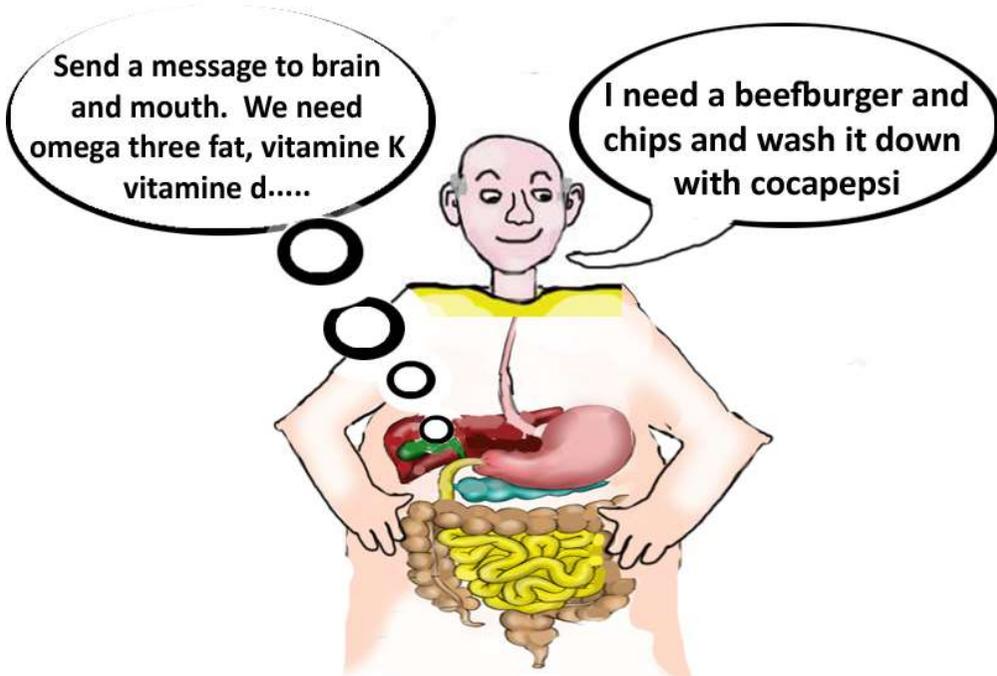


*football fields per minute (112 600 square kilometres annually) (FAO, 1999, reported by GFW). During the 1990s, the total loss of existing natural forests was 16.1 million hectares per year, of which 15.2 million hectares*

*occurred in the tropics (FAO, 2001). Expressed in another way, during the 1990s the world lost 4.2 percent of its natural forests, but it gained 1.8 percent through reforestation (with plantations), afforestation, and the natural expansion of forests, resulting in a net reduction of 2.4 percent over the ten-year period. Thus the net global change in forest area between 1990 and 2000 was estimated as -9.4 million hectares per year: the sum of -14.6 million hectares of deforestation and 5.2 million hectares of gain in forest cover. The global change (-0.22 percent per year) represents an area about the size of Portugal. The estimated net loss of forests for the 1990s as a whole was 94 million hectares – an area larger than Venezuela.* <http://www.un.org/earthwatch/forests/forestloss.html>

## Promotion

# We are over fed and under nourished

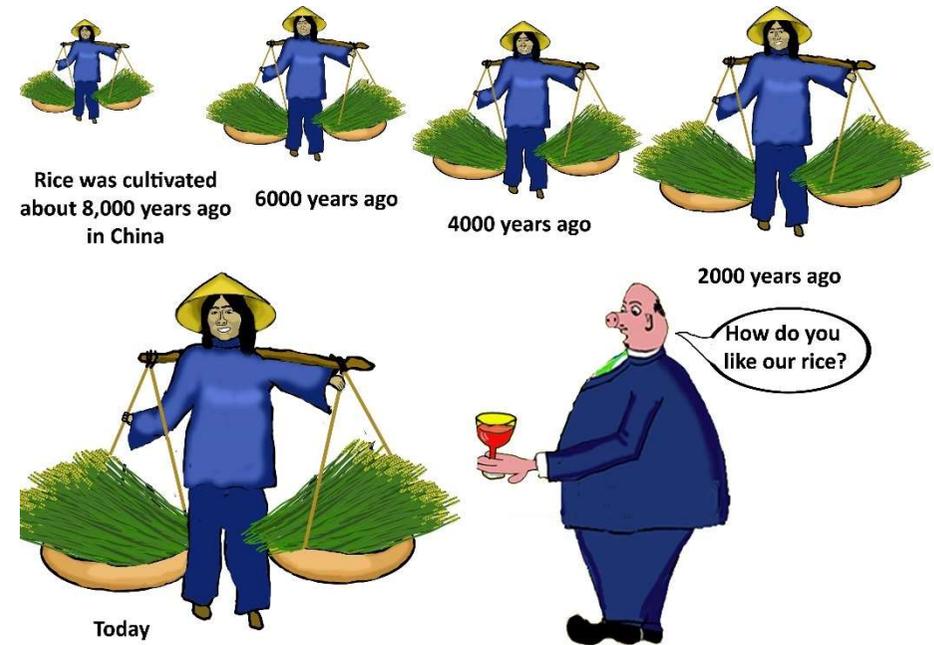


Fibre is very important for a healthy gut. A gut that is full of fibre sends a message to the brain that it is working on absorbing food and not to eat anything for a time. In hunter gatherer societies average fibre consumption was between 100 and 300 gms. Today the average is 12gms/day. Lustig 'The bitter truth about sugar'.

Modern foods have been stripped of fibre and are rich in starch and sugar. The result is that the gut seems empty and sends a message to the brain that it wants more food. So the individual keeps eating.

The prevalence of obesity was 39.8% and affected about 93.3 million of US adults in 2015~2016. <https://www.cdc.gov/obesity/data/adult.html>

## Production



'Basmati rice, sought-after for its fragrant taste, was developed by Indian farmers over hundreds of years, but the Texan company RiceTec obtained a patent for a cross-breed with American long-grain rice'.

<https://www.theguardian.com/world/2000/jun/25/anthonybrowne.theobserver> India objected and the patent was not recognised.

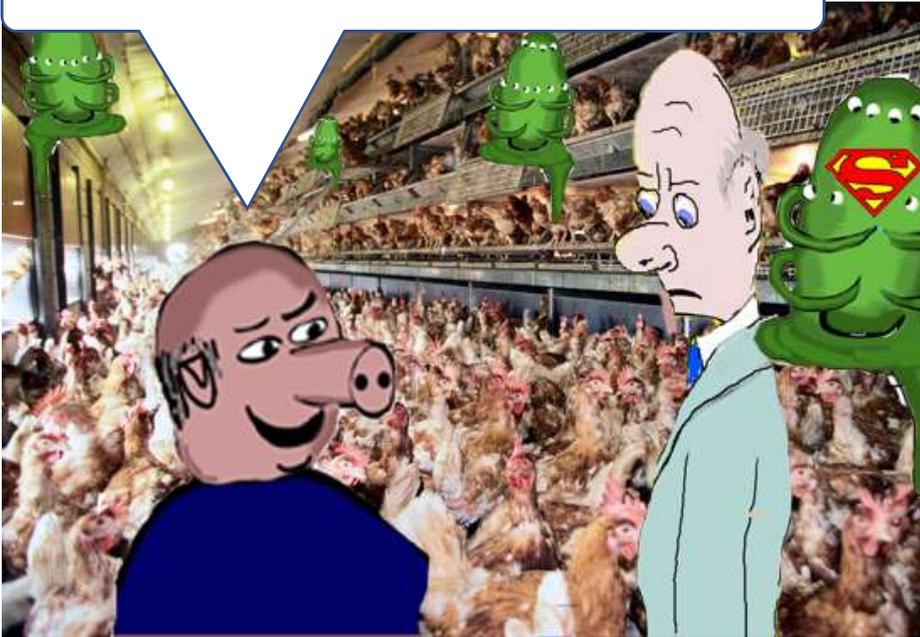
*'London's Observer reported that there were more than 100 Indian plants awaiting grant at the US patent office. And patents have already have been granted to uses of Amla, Jar Amla, Anar, Salai, Dudhi, Gulmendi, Bagbherenda, Karela, Rangoon-ki-bel, Erand, Vilayetishisham, Chamkura etc, all household Indian names. These need to be vacated. Bio-piracy doesn't affect just India. Much of Africa and Latin America are prowling grounds for First World's knowledge pirates.'*

*Abduction of Turmeric provokes India's wrath, Good News India, January 2002*

## Production

*'In production systems with high density of animals or poor biosecurity, development and spread of infectious diseases is favoured, which leads more frequently to antimicrobial treatment...This provides favourable conditions for selection and persistence of resistant bacteria.'* European Medicines Agency That is factory production leads to superbugs.

We will worry about superbugs when it affects profits.



73% of anti biotic use in the USA is in agriculture.

There have been 23,000 deaths in the USA due to antibiotic resistant bacteria.

## Promotion

*'Food addiction is, quite simply, being addicted to junk food in the same way as drug addicts are addicted to drugs.'*



*It involves the same areas in the brain, the same neurotransmitters and many of the symptoms are identical.*

*Food addiction is a relatively new (and controversial) term and there are no good statistics available on how common*

*it is.*

*This is very similar to several other eating disorders, including binge eating disorder, bulimia, compulsive overeating and having an "unhealthy" relationship with food.'*

<https://www.healthline.com/nutrition/how-to-overcome-food-addiction>

*Researchers found that people attempting to cut down on eating highly processed foods experience some of the same physical and psychological symptoms — such as mood swings, cravings, anxiety, headaches and poor sleep — as those quitting smoking cigarettes or using marijuana, according to the study, which was published online Sept. 15 [2018] in the journal Appetite. <https://www.livescience.com/63687-junk-food-withdrawal.html>*

*McDonald's shells out roughly \$2 billion annually on advertising media around the globe.*

## Promotion



In 1974 War on Want exposed the drive by Nestle and others to get mothers to abandon breast feeding and buy their baby milk. *“The last two decades have been characterised by the expansion of the activities of infant food firms into less developed countries, with competitive advertising campaigns...[some] employ “milk nurses” to make home visits and to attend clinics to promote sales further.” ‘...babies who were bottle fed during the first three months of their life suffered treble the mortality rate of their brothers and sisters who were exclusively breast fed.’*

<http://archive.babymilkaction.org/pdfs/babykiller.pdf>

[https://www.methodist.org.uk/downloads/ei\\_Baby\\_Milk\\_Action\\_response\\_to\\_questions.pdf](https://www.methodist.org.uk/downloads/ei_Baby_Milk_Action_response_to_questions.pdf) Nestle did add that the water needed to be boiled.

## Production

When things go wrong the food industry expects us to pick up the bill. Britain is an island free of Bovine foot and Mouth. The whole industry saves money by not vaccinating.

They said why don't we inoculate our animals. I told them, it costs money. There is no Foot and Mouth disease in Britain. What can go wrong?



There was an outbreak of Foot and Mouth in the UK in 2001. It cost the taxpayer £8,000,000,000 (£8 billion) to eradicate it.

## Production



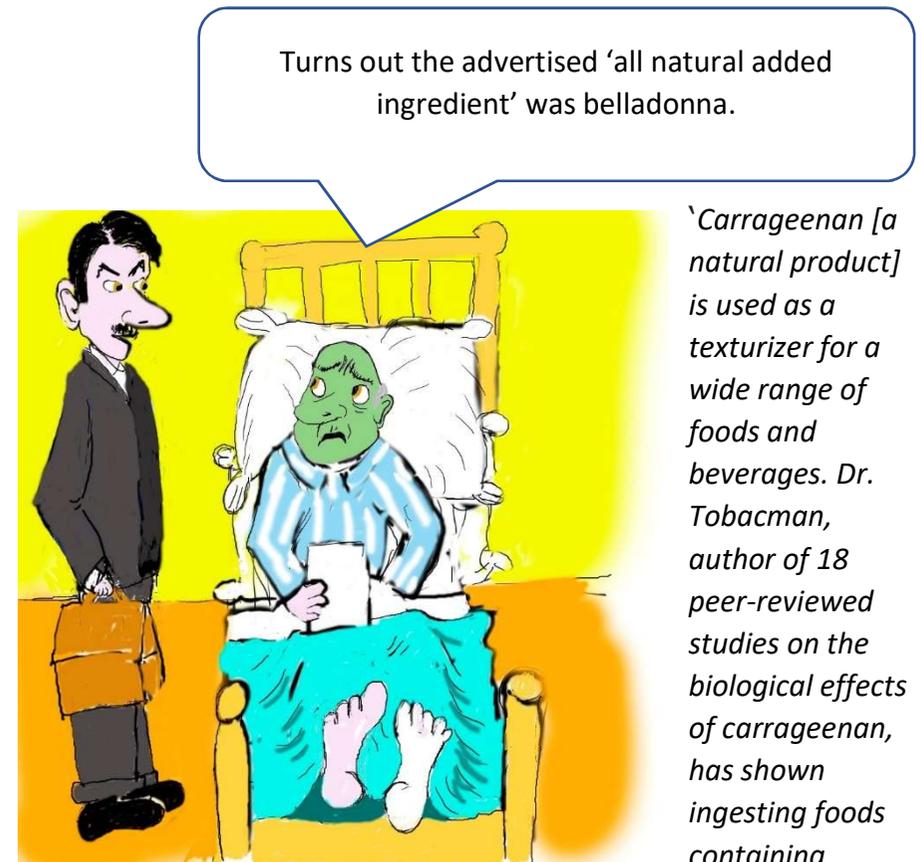
A World Bank report stated that speculators helped drive up the price of grain in 2007-8. If a group of speculators believe grain prices will rise, they 'buy' the coming harvest. This is a self-fulfilling belief. The price will rise because of the demand from speculators.

*'In the last six months of 2010 alone, more than 44 million people were driven into extreme poverty as a result of rising food prices. At the same time, banks and financial investors are making a killing. We estimate that Barclays makes up to £340 million a year from betting, or speculating, on food prices. In the last five years, the amount of financial speculation on food has nearly doubled, from \$65 billion to \$126 billion.'*

<https://www.globalagriculture.org/report-topics/food-speculation.html>

## Promotion

Advertisers bend the truth to breaking point. Their sole purpose is to sell a product irrespective of whether it is good for you.

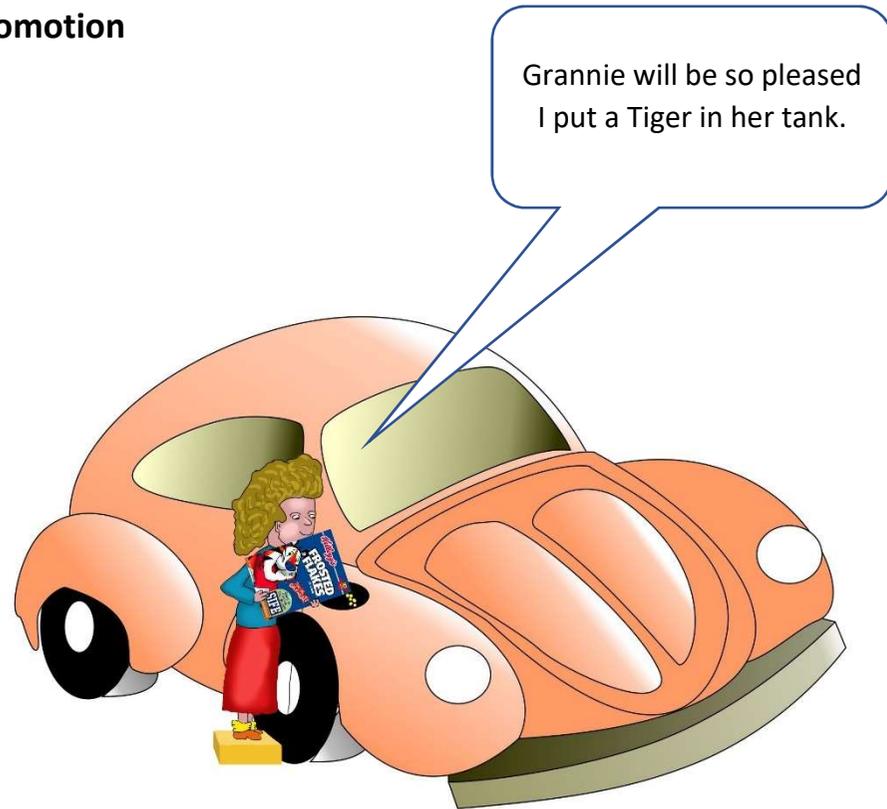


*'Carrageenan [a natural product] is used as a texturizer for a wide range of foods and beverages. Dr. Tobacman, author of 18 peer-reviewed studies on the biological effects of carrageenan, has shown ingesting foods containing*

*carrageenan can cause inflammation... inflammation is "a root cause" of a number of serious illnesses, such as... • Heart disease • Gastrointestinal disorders • Alzheimer's disease • Parkinson's disease • Diabetes • Cancer*

<http://undergroundhealthreporter.com/carrageenan-side-effects/>

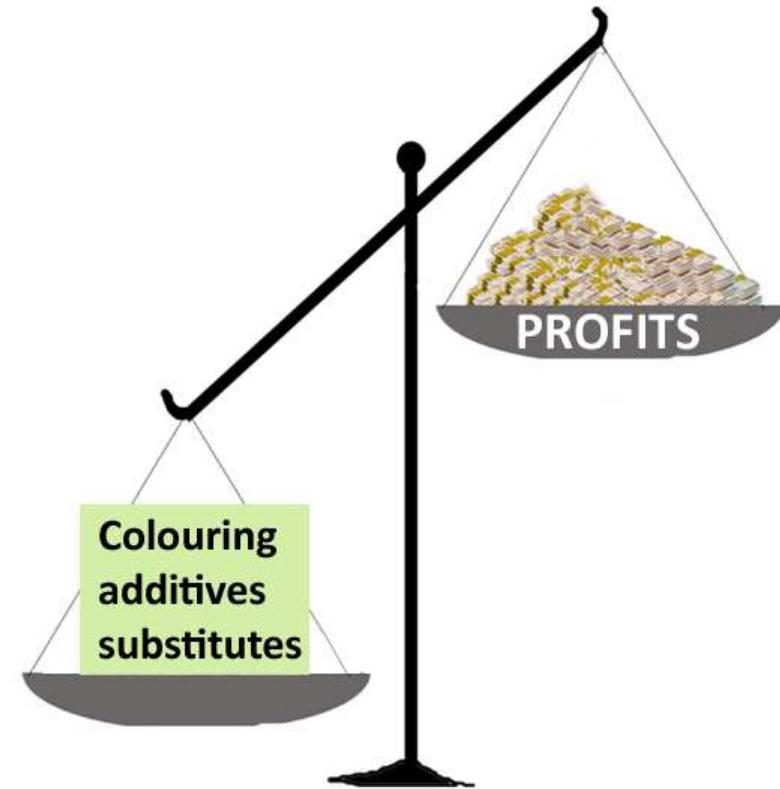
## Promotion



Tigers were used to advertise Kellogg's cereal and Esso petrol. This could confuse children.

In 2017 Kellogg company spent \$700 million on advertising. It is immoral to pollute children's minds with ideas that they have no defences against. *'Research has found strong associations between increases in advertising for non-nutritious foods and rates of childhood obesity. Most children under age 6 cannot distinguish between programming and advertising and children under age 8 do not understand the persuasive intent of advertising. Advertising directed at children this young is by its very nature exploitative.'* <https://www.apa.org/topics/kids-media/food.aspx>

## Processing



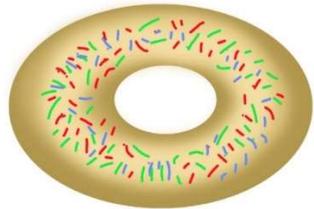
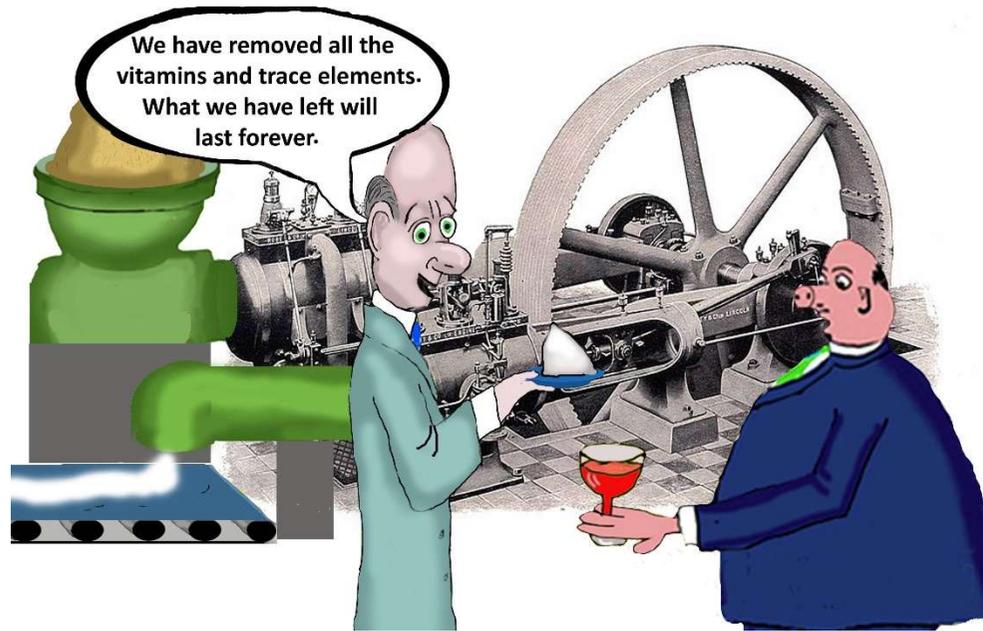
There is a whole industry dedicated to making shoddy food look and smell like fresh food. The more inventive, the more cheap substitutes the higher the profits.

One estimate is that there are 10,000 food additives. Some are known to be harmful. There are very few meaningful studies about how these additives interact with each other.

<https://articles.mercola.com/sites/articles/archive/2015/10/07/food-additives-gras-loophole.aspx>

## Processing

If supermarkets have a choice between foods that can stay on the shelves for months and those that rot quickly, other things being equal they will opt for long lasting foods.



All the nutrients are in the middle.

*'During processing millers remove up to 80% of the nutrients of the original grain. These include minerals calcium, zinc, copper, iron, magnesium manganese, potassium, phosphorus and selenium; the B vitamins niacin, riboflavin, thiamine and pyridoxin and vitamin E.'* We want real food, Graham Harvey (P112)

## Promotion

The same hiding of the truth that we saw in the tobacco and alcohol industries we have seen in the sugar industry. In 1972 Yudkin wrote. *"If only a small fraction of what we know about the effects of sugar were to be revealed in relation to any other material used as a food additive that material would promptly be banned."* *'Prominent nutritionists combined with the food industry to destroy his [Yudkin's] reputation, and his career never recovered. He died, in 1995, a disappointed, largely forgotten man'* Guardian 7th April 2016 .

*'The SRF [Sugar Research Foundation] sponsored its first CHD [heart disease] research project in 1965 ... which singled out fat and cholesterol as the dietary causes of CHD and downplayed evidence that sucrose consumption was also a risk factor.'*

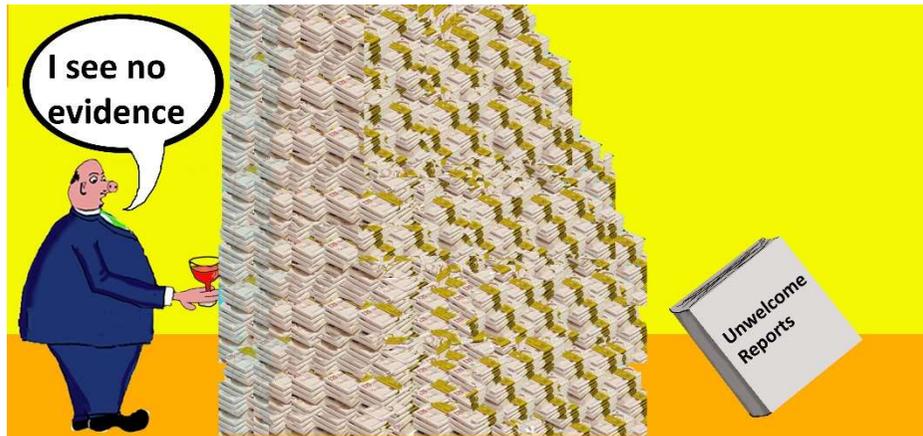
<https://jamanetwork.com/journals/jamainternalmedicine/article-abstract/2548255>



*'Publication in the science journal Nature of an article written by Dr Lustig ... It argued persuasively that an excess of sugar contributes to 35 million deaths a year worldwide, by making us fat, disrupting our metabolism, raising blood pressure, throwing hormones off balance and damaging the liver'.* Swallow this Jonanna Blythmann p102

## Promotion

We have seen the tobacco industry hid evidence of harm. There is evidence that the alcohol industry did the same.



Tobacco industry hid evidence of addiction see above

*'Three main industry strategies were identified: (i) denial/omission: denying, omitting or disputing the evidence that alcohol consumption increases cancer risk; (ii) distortion: mentioning cancer, but misrepresenting the risk; and (iii) distraction: focussing discussion away from the independent effects of alcohol on common cancers. Breast cancer and colorectal cancer appeared to be a particular focus for this misrepresentation.'*

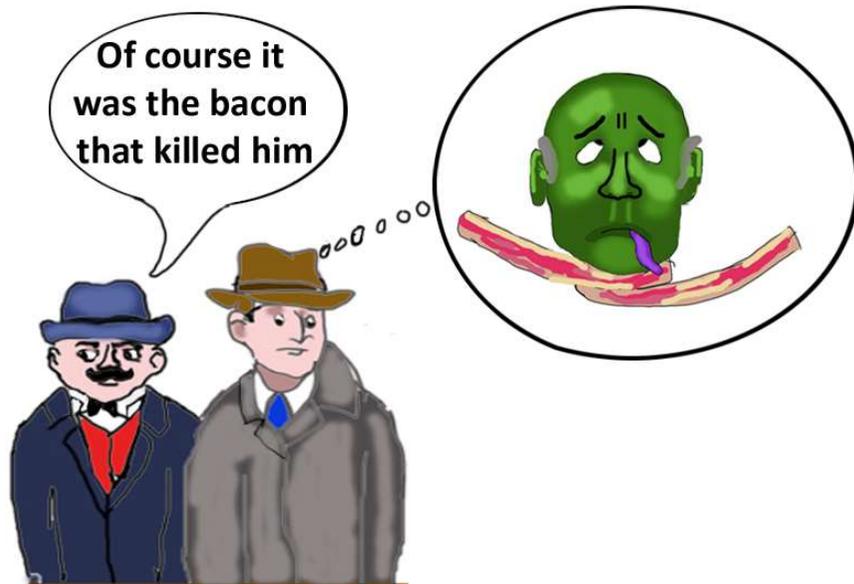
As a result, the researchers concluded: *'The Alcohol Industry (AI) appears to be engaged in the extensive misrepresentation of evidence about the alcohol-related risk of cancer. These activities have parallels with those of the tobacco industry.'* <https://www.thedrinksbusiness.com/2017/09/industry-accused-of-spreading-lies-about-alcohol-and-health/>

Later we will see that it is doing the same thing over sugar.

## Processing



## Processing



*'The International Agency for Research on Cancer (IARC) has classified processed meat as a carcinogen, something that causes cancer'. (American Cancer society)*

*'The health risk of bacon is largely to do with two food additives: potassium nitrate (also known as saltpetre) and sodium nitrite. It is these that give salamis, bacons and cooked hams their alluring pink colour... According to Cancer Research UK, if no one ate processed or red meat in Britain, there would be 8,800 fewer cases of cancer.'* Guardian 1<sup>st</sup> March 2018

## Promotion

It is estimated that tobacco industry killed half its customers. Five companies were taken to court.

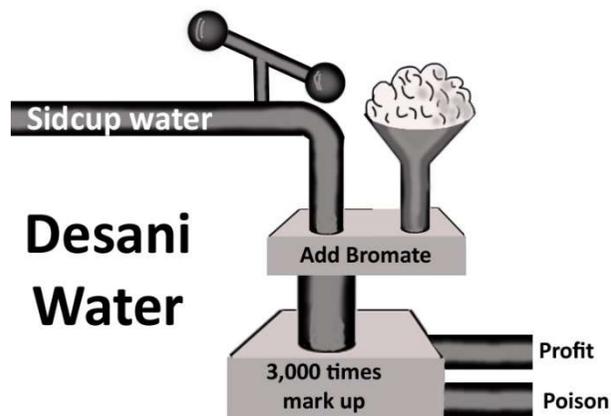


*"Over the course of more than 50 years, defendants lied, misrepresented, and deceived the American public, including smokers and the young people they avidly sought as 'replacement smokers,' about the devastating health effects of smoking ... to achieve their goal -- to make money with little, if any, regard for individual suffering, soaring health costs, or the integrity of the legal system," Judge Kessler wrote.*

## Processing

*'take Thames Water from the tap in your factory in Sidcup, Kent; put it through a purification process, call it "pure" and give it a mark-up from 0.03p to 95p per half litre; in the process, add a batch of calcium chloride,*

*...pump ozone through it, oxidising the bromide - into bromate ... Finally, dispatch to the shops bottles of water containing up to twice the legal limit for bromate (10 micrograms per litre).'*



<https://www.theguardian.com/business/2004/mar/20/medicineandhealth.lifeandhealth>

*'Tap water straight from the mains sold on shelves at Asda and Tesco*

*\*What appears good value is tap water marked up 2,500 per cent*

*\*Tesco start by saying the water originates from France - then admit it's from UK mains*

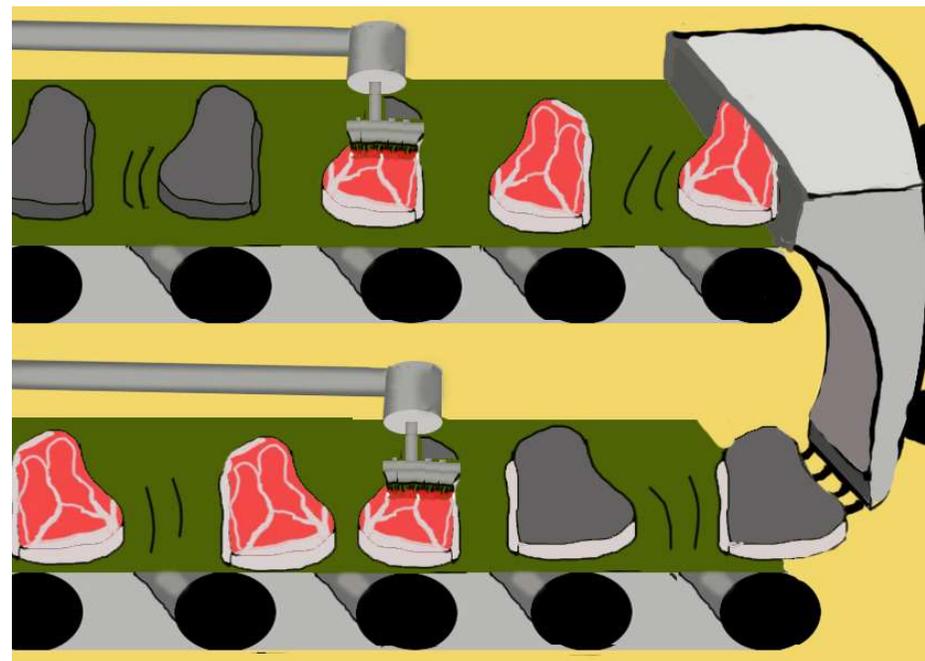
*\*Asda admit it is filtered Yorkshire Water*

*'Ethical group sustain believe people are being conned'* The Mail 17<sup>th</sup> August 2012

*'Californians facing the prospect of endless drought, mandated cuts in water use and the browning of their summer lawns are mounting a revolt against the bottled water industry, following revelations that Nestlé and other big companies are taking advantage of poor government oversight to deplete mountain streams and watersheds at vast profit'. Guardian 19/4/15*

## Processing

Food must be made to look fresh.



*'Red 40, the most-widely used dye, may accelerate the appearance of immune-system tumors in mice. The dye causes hypersensitivity (allergy-like) reactions in a small number of consumers and might trigger hyperactivity in children. Considering the safety questions and its non-essentiality, Red 40 should be excluded from foods unless and until new tests clearly demonstrate its safety'* <https://cspinet.org/resource/food-dyes-rainbow-risks>

*Wild salmon are pink (or pinkish-orange, depending on geography) for the same reason flamingos are pink: their diets, which are heavy in krill and shrimp. But farm-raised salmon are fed a diet that renders them gray... or it would, if they weren't carefully "pigmented" to transform into more appetizing hues.* <https://io9.gizmodo.com/farmed-salmon-is-dyed-from-gray-to-pink-so-consumers-wo-1691708715>

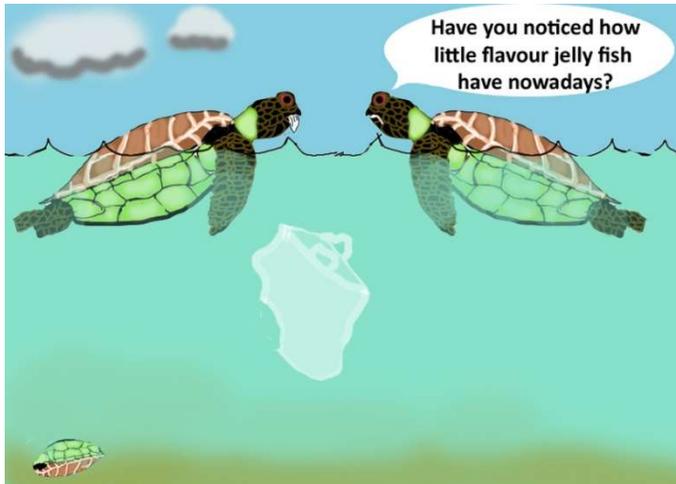
## Processing

The food industry uses plastic film, plastic trays, and plastic bottles. They



are very useful for profits, but very bad for our planet.

A chemical BPA is used in many plastics. It leaches out and can cause reduced fertility and other problems.



*‘Scientists found more than 80% of teenagers have hormone-disrupting contaminants from the plastics industry in their blood and urine, according to a study of 94 young people. The*

*chemical, bisphenol A (BPA), can mimic oestrogen, a female sex hormone, with some research linking it to reduced fertility in men’.* The Times Feb 4<sup>th</sup> 2018

Our oceans are being littered with plastics. If this continues there will be more plastic than fish.

## Processing

Farmers used dead diseased sheep as a cheap protein to feed to cattle. It was believed that the sheep disease scrapie could not cross the species barrier into cattle. They were wrong.



People did not want to eat beef. Old cattle were kept out of the food chain.

*‘The cumulative budgetary cost of BSE since March 1996 is likely to reach £3.5 billion by the end of the present financial year.*



<http://www.veterinaria.org/revistas/vetenfinf/bse/14Atkinson.html>

## Processing

*Coca-Cola used to contain cocaine.*



*Investigative reporter Beverly Bell pointed out that "...more than 12 million people do not have access to potable water in Mexico." She explains how then-Mexican President Vicente Fox, who prior to his election in 2000 was president of Coca-Cola in Mexico and Latin America, "...with help from the World Bank-has successfully pursued water privatization, as well as a massive land privatization program, that allowed companies free access to all the resources on the land, including water."*

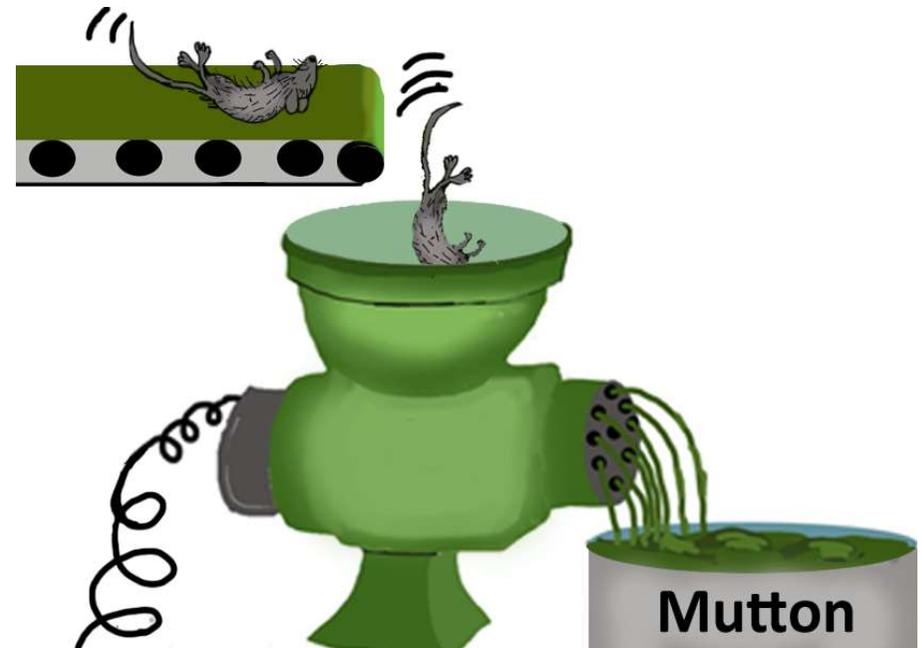
*Bell wrote in 2006, "Since 2000 [while Fox was president], Coca-Cola has negotiated 27 water concessions from the Mexican government. Nineteen of the concessions are for the extraction of water from aquifers and from 15 different rivers, some of which belong to indigenous peoples. Eight concessions are for the right of Coke to dump its industrial waste into public waters." <http://killercoke.org/>*

*"Trade unions around the world have launched a boycott of Coca-Cola products, alleging that the company's locally owned bottlers in Colombia used illegal paramilitary groups to intimidate, threaten and kill its workers.*

*The unions claim Coca-Cola bottlers hired far-right militias of the United Self Defence Forces of Colombia (AUC) to murder nine union members at Colombian bottling plants in the past 13 years. " Guardian 24<sup>th</sup> July 2003*

## Processing

If a capitalist can make a cheap product look very similar to an expensive one, the profits can be huge. Sometimes the practice flows over into fraud.



*'More than 900 people have been arrested in China for selling fake or tainted meat in the last three months, state media say.*

*Officials say they uncovered almost 400 such cases and seized more than 20,000 tonnes of fake meat.*

*In one case, the suspects made fake mutton from foxes, mink and rats after adding chemicals, state media said.' <https://www.bbc.co.uk/news/av/world-asia-22394984/china-arrests-after-rat-mink-and-fox-sold-as-mutton>*

## Processing

*'... Austrian importers and winemakers panicked when there wasn't enough quality wine being produced to meet the requirements of their contracts. The wine was thin and sour .... So some people took matters into their own hands and decided to cheat to improve the garbage wine being made. Typical sweeteners weren't imitating what they wanted so something else had to work... and they found it.*



*Diethylene glycol, also known as DEG, is a chemical used for antifreeze... a bottle of 1981*

*Welschriesling Beereauslese from Bergenland had 48 grams per liter. Drink that whole bottle and call the mortician in the morning.'*

<http://www.thewinestalker.net/2015/04/austria.html>

*'Between 2007 and 2010 it is estimated that 400,000 bottles of what appeared to be Mont Tauch Fitou AOC were imported. The deception was rumbled when reports of Mont Tauch being sold at very low prices reached the ears of Mont Tauch's sales team, the sole distributors of the brand in Asia. Analysis of the wine suggested that it was probably bulk wine from South America in very well forged packaging'.*

<https://www.thedrinksbusiness.com/2011/08/top-10-wine-scandals/11/>

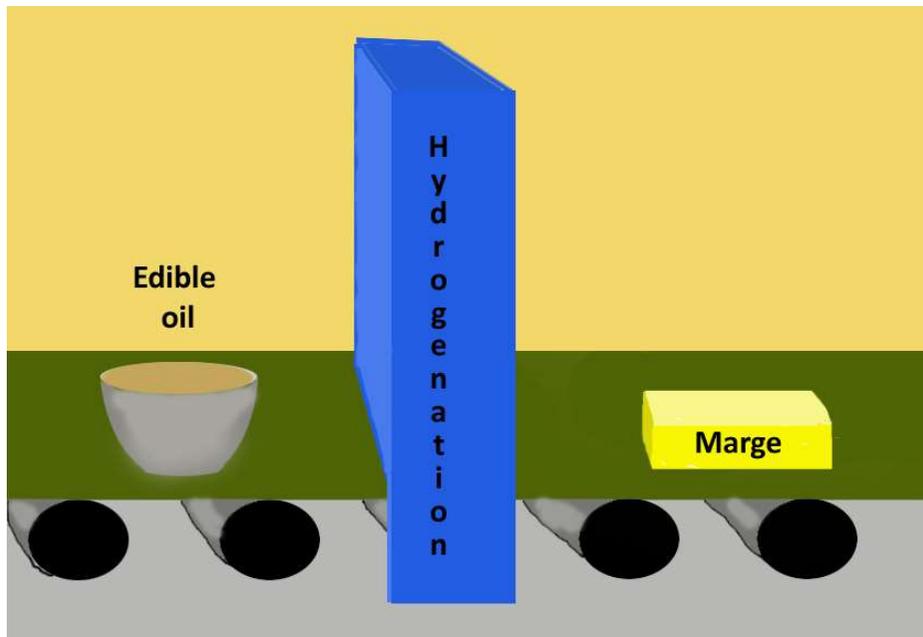
## Processing

*'1944–1956: Radioactive nutrition experiments on retarded children...*



*Developmentally disabled children at the Fernald State School and a state School in Waltham, Massachusetts were subjected to radioactive nutrition experiments sponsored by the AEC conducted by Harvard University and MIT researchers. The children were fed Quaker Oats breakfast cereal containing radioactive tracers to test absorption of plant minerals and calcium. Parents were never informed that radioactive elements were involved in the tests.'* <http://ahrp.org/1944-1956-radioactive-nutrition-experiments-conducted-by-harvard-and-mit-on-disabled-children/>

## Processing



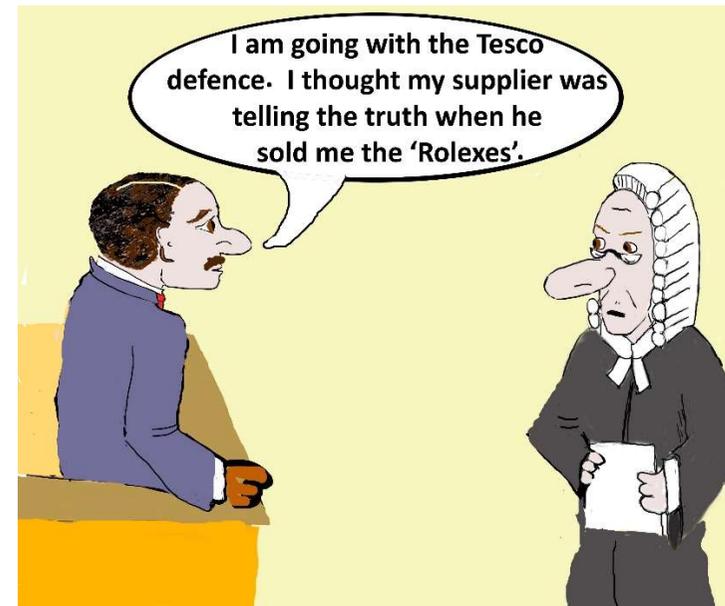
*'The worst type of dietary fat is the kind known as trans fat. It is a by-product of a process called hydrogenation that is used to turn healthy oils into solids and to prevent them from becoming rancid. Trans fats have no known health benefits and that there is no safe level of consumption... Trans fats create inflammation, which is linked to heart disease, stroke, diabetes, and other chronic conditions.'*

<https://www.health.harvard.edu/staying-healthy/the-truth-about-fats-bad-and-good>

Margarine in its natural state looks like lard. The yellow dye is added to make it look like butter. To protect the dairy industry some areas in the United States banned adding yellow colouring to margarine.

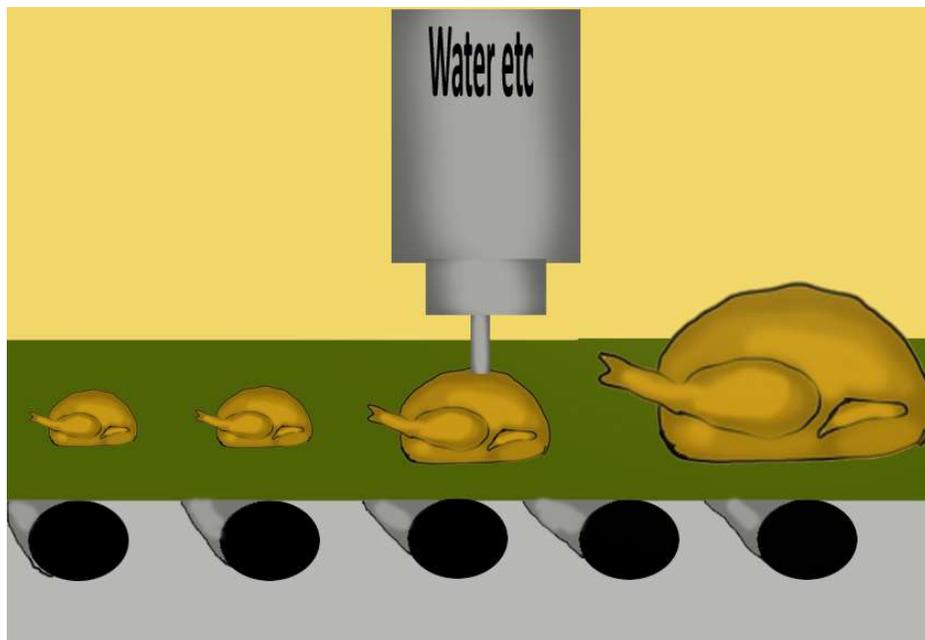
## Processing

In 2013, Tesco sold beef burgers that were 29% horsemeat.



## Processing

Sellers get a higher price for big plump chickens, so they add water.



*'Frozen chicken breasts on sale in leading supermarkets are being pumped up with water and additives that make up nearly a fifth of the meat ...*

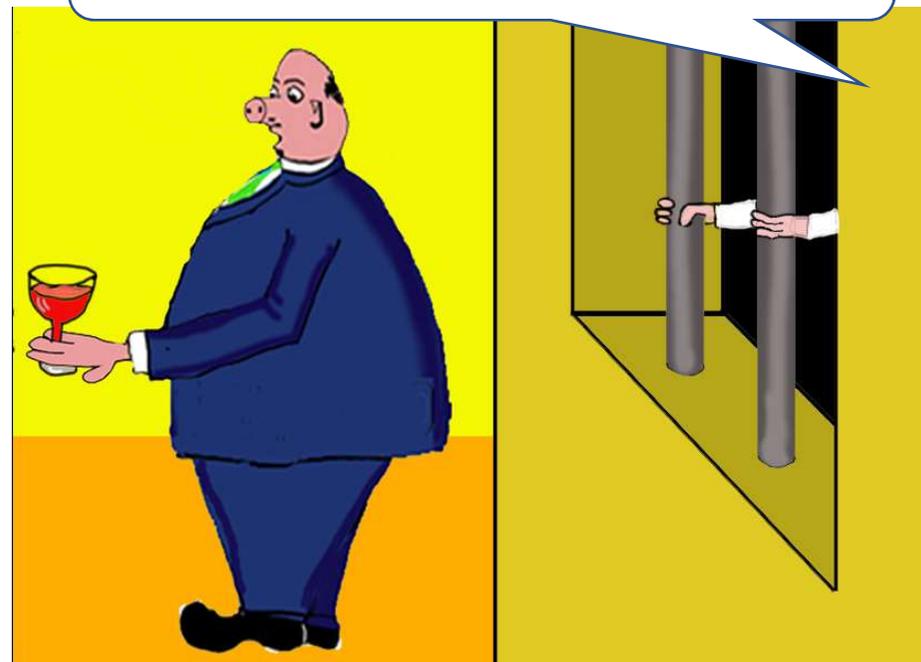
*The legality of the industrial process, in which cheap imported chicken is "tumbled" in cement mixer-like machines, has also been called into question, but the products are available in discount ranges sold in high street retailers.'* Guardian 6<sup>th</sup> Dec 2013

*'Brazilian investigators charge that health inspectors were bribed to overlook the sale of expired meats. Police also allege that the appearance and smell of expired meats was improved by using chemicals and cheaper products like water and manioc flour'. March 2017*

<https://www.news.com.au/finance/economy/world-economy/brazil-meat-scandal-an-economic-embarrassment/news-story/8ab51eaacb351de21a817714fe71f350>

## Processing

The chicken he sold me was a fifth water. I gave him cash that was a fifth counterfeit, so what am I doing here?



*'The largest supplier of chicken to UK supermarkets has been tampering with food safety records in moves that could dupe consumers into buying meat past its use-by date. An investigation by the Guardian and ITV News recorded undercover footage of workers altering the slaughter date of poultry being processed at a 2 Sisters Food Group plant. The group produces a third of all poultry products eaten in the UK and supplies top grocers including Tesco, Sainsbury's, Marks & Spencer, Aldi and Lidl.'* Guardian 8<sup>th</sup> Sept 2017

So why is it that the rich so rarely go to prison?