Your opinion appreciated (no credit or penalty).

MYSTERY PHOTO. What’s the food shown here?
What’s the food shown?

A. Crispy snacks.
B. Sausage.
C. Tofu disguised as meat.
D. Condiment.

Your opinion appreciated (no credit or penalty).
CONTENTS: 40 x 100 grams
If you were given an option about a $100 gift certificate that you were about to receive, which would you choose?

A. Chick-Fil-A.
B. McDonald’s.
C. Whole Foods.
<table>
<thead>
<tr>
<th>Country</th>
<th>% Urban</th>
<th>$GNP/cap</th>
<th>% Adults Obese F/M</th>
<th>% Undernourished</th>
<th>Meat/year, lbs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh</td>
<td>28</td>
<td>1,440</td>
<td>0.2 /0.1</td>
<td>27</td>
<td>7</td>
</tr>
<tr>
<td>China</td>
<td>45</td>
<td>7,760</td>
<td>1.9 /1.6</td>
<td>9</td>
<td>116</td>
</tr>
<tr>
<td>India</td>
<td>30</td>
<td>2,960</td>
<td>1.4 /1.1</td>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>Japan</td>
<td>67</td>
<td>35,220</td>
<td>1.5 /1.8</td>
<td>&lt;5</td>
<td>97</td>
</tr>
<tr>
<td>USA</td>
<td>82</td>
<td>47,000</td>
<td>41.8 /36.5</td>
<td>&lt;5</td>
<td>275</td>
</tr>
<tr>
<td>Vietnam</td>
<td>29</td>
<td>2,700</td>
<td>0.3/0.0</td>
<td>14</td>
<td>63</td>
</tr>
</tbody>
</table>
### Selected Eating Statistics, 2009
(from *What I Eat—WPDS*)

<table>
<thead>
<tr>
<th>Country</th>
<th>% Urban</th>
<th>$GNP/cap</th>
<th>% Adults Obese F/M</th>
<th>Tobacco Use F/M (% of 15+)</th>
<th>Meat/ year, lbs.</th>
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<td>3/46</td>
<td>63</td>
</tr>
</tbody>
</table>
Socioeconomic status, urbanism, and regional geography shape the partisanship and voting behavior of restaurant customers. High-turnout voters of both parties are more likely to be found at sit-down chains, where they can afford the higher tabs.
Has ‘Organic’ Been Oversized?

By STEPHANIE STROM

MICHAEL J. POTTER is one of the last little big men left in organic food.

More than 40 years ago, Mr. Potter bought into a hippie cafe and “whole earth” grocery here that has since morphed into a major organic foods producer and wholesaler, Eden Foods.

But one morning last May, he hopped on his motorcycle and took off across the Plains to challenge what organic food — or as he might have it, so-called organic food — has become since his tie-dye days in the Haight district of San Francisco.

The fact is, organic food has become a wildly lucrative business for Big Food and a premium-price-means-premium-profit section of the grocery store. The industry’s image — contented cows grazing on the green hills of family-owned farms — is mostly pure fantasy. Or rather, pure marketing.

To Purists, Big Companies Are Co-opting an Industry

Bear Naked, Wholesome & Hearty, Kashi: all three and more actually belong to the cereals giant Kellogg. Naked Juice? That would be PepsiCo, of Pepsi and Fritos fame. And behind the pastoral-sounding Walnut Acres, Healthy Valley and Spectrum Organics is none other than Hain Celestial, once affiliated with Heinz, the grand old name in ketchup.

Over the last decade, since federal organic standards have come to the fore, giant agrifood corporations like these and others — Coca-Cola, Cargill, ConAgra, General Mills, Kraft and M&M Mars among them — have gobbled up most of the nation’s organic food industry. Pure, locally produced ingredients are so much anymore, which is why he took off in late May from here to Albuquerque, where the cardinals of the $30-billion-a-year organic food industry were meeting to decide which ingredients that didn’t exactly sound fresh from the farm should be blessed as allowed ingredients in “organic” products. Ingredients like carrageenan, a seaweed-derived thickener with a somewhat controversial health record. Or synthetic inositol, which is manufactured using chemical processes.

Mr. Potter was allowed to voice his objections to carrageenan for three minutes before the group, the National Organic Standards Board.

“Someone said, ‘Thank you,’ ” Mr. Potter recalls. And that was that.

Two days later, the board voted 10 to 5 to keep carrageenan on the growing list of nonorganic ingredients that can be used in products with the coveted “certified organic” label. To organic purists like Mr. Potter, it was just another sign that Big Food had co-opted — or perhaps corrupted — the organic

Continued on Page 5

Bear Naked, Wholesome & Hearty Kashi = Kellog.
Naked Juice = Pepsico.
Walnut Acres, Healthy Valley, Spectrum Organics ≈ H.J. Heinz.
Has ‘Organic’ Been Oversized?

Eden’s president calls the certified-organic label a fraud and refuses to use it.

Big businesses argue that the enormous demand for organic products requires a scale that only they can provide.

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Employees at Eden Foods in Clinton, Mich., at top and above. Eden has become something of a rarity in the food industry—an independent organic company that has not been bought out by a large corporation.
Clicker Quiz / Exam

- Please turn off and stow all electronic devices.
- Don’t tempt your neighbor – guard your responses.
1. True or False. High-turnout voters of both parties are more likely to be found at sit-down chains, where they can afford the higher tabs.

A. True.

B. False.