

## **Fast Food Nation by Eric Schlosser**

### Study Guide

#### Chapters: Introduction - 3

1. According to Schlosser, why did the fast food industry take root and grow in Southern California?
2. What is the key to a successful fast food franchise?
3. What are some of the strategies used by marketing firms to create “cradle to grave” brand loyalty? Why are firms so interested in targeting children in their advertising campaigns? In what ways do firms marketing efforts toward children go beyond conventional advertising?
4. What is the relationship between corporate America and America’s schools. What are some of the consequences of this relationship?
5. Who is the “typical” fast food restaurant worker? Why are they, from the franchisees’ perspective, the “ideal candidates”? How is this reflective of changes in the larger US economy?
6. How have fast food restaurant operations come to distinguish themselves from operations in non-fast food restaurants?
7. What are some of the strategies employed by fast food franchisees to reduce labor costs?
8. What are some of the trends in obesity and obesity-related illnesses in the United States? How have children and adolescents been affected, and why?

#### Chapters: 1 - 6

9. Explain why French fries taste so good.
10. How has the restructuring of the beef industry contributed to the decline of the independent rancher?

#### Chapters: 7 - 9

11. How has the structure of animal processing changed over the past half century. Discuss the consequences it has had for consumers, laborers, ranchers, and farmers.
12. Who works in slaughterhouses? How is the workforce different from that of 50 years ago? Explain why slaughter house work so dangerous.

13. Why is it that food-borne illnesses in meat products are now spread so easily, so widely and with such severe consequences?
14. What is E. coli 0157 H7? How is it spread? Who is most vulnerable to the disease, and why?
15. What is HACCP - what does the acronym stand for and what does it do? How might it contribute to a safer meat supply? A less safe meat supply?

Chapters: 10 - Epilogue

16. What lessons do we learn from the stories of Dale Lasater, Conway's Red Top Restaurant, and In-and-Out Burger?
17. What strategies and actions does the author recommend to combat the negative consequences of industrialized meat processing and its byproducts: dangerous work conditions, poor wages, an unhealthy food supply, and an unhealthy consumer?

Borrowed from J. Kessler, Monmouth College