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*“Sugar Salt Fat”*

The book Sugar Salt Fat by Michael Moss vividly informs the reader of how the processed food industry and the consumer are at fault for the world’s obesity crisis.  He implores us to both ask the food industry to change and to change ourselves by being aware of what is in what we are eating.  Knowing that food industry looks to the tobacco industry’s marketing techniques and damage control methods makes you pause and think about what they are serving you.  I found the book very informative and I agree with the conclusions that Michael Moss made.

I wholeheartedly agree with Moss.  I was intrigued reading his book and actually it was the only summer reading book that I liked.  Every time I pick up a bag of chips I think about the sugar and salt content.  As a family we have always tended to avoid processed food not only because it's healthier to make food from scratch, but because it is cheaper.  This book has reinforced my view of processed food.  “Inevitably, the manufacturers of processed food argue that they have allowed us to become the people we want to be, fast and busy, no longer slaves to the stove. But in their hands, the salt, sugar, and fat they have used to propel this social transformation are  not nutrients as much as weapons—weapons they deploy, certainly, to defeat their  competitors but also to keep us coming back for more.” (Moss) Moss has not just taken the opinion that the blame is all on the food companies, he says that the blame is partially on the consumers.  He also says how the fault could be attributed to the marketing teams behind processed food.

I would go as far to say that this book should be read in health classes as a part of the curriculum.  It is extremely awakening to our addiction to food and gives us some of the science behind it. It does not tell us the facts, it shows us.  He tells us the progression of how the ‘Big Three’ of food started and how they became what they are today.  It tells us not only that they created “Convenience Food” but had a heard of marketers to convince that public that they needed it.

After reading “Sugar Salt Fat” you are an informed consumer.  You have the knowledge to make decisions not only on cravings, but on calories, salt, sugar, and fat content. We now know that sometimes the repercussions of “Convenient food” make them not so convenient for us. Knowledge brings power and as Michael Moss says “They may have salt, sugar, and fat on their side, but we, ultimately, have the power to make choices. After all, we decide what to buy. We decide how much to eat.”  (Moss)