

1 MARK BITTMAN

2 **Marketing junk food**

3 original at

4 <http://opinionator.blogs.nytimes.com/2011/05/03/junk-food-guidelines-wont-help/?ref=opinion>

5 Obesity comes from excess calories and causes diabetes. In America,
6 excess calories mostly come from junk food. (Few people get fat eating
7 real food.) This may not be quite the smoking gun that links cigarettes
8 and lung cancer; however, all dietary researchers and agencies in the
9 world agree that the typical American diet is contributing to obesity,
10 diabetes and a slew of other diseases.

11 Some members of the food industry acknowledge the problem and claim
12 to be working on it – by creating smaller portion sizes and “healthier”
13 versions of classic junk foods. Others talk about self-responsibility, as if
14 their own marketing played no role in encouraging people to act in self-
15 destructive ways.

16 The government agencies, though, are well-aware of the marketing
17 impact. They would like Big Food to refrain from marketing to children
18 foods with more than 15 per cent saturated fat, 210 milligrams of sodium
19 or 13 grams of added sugar per serving or any trans fat at all.

20 But instead of announcing, “We have guidelines you must follow, and we’ll
21 give you until January 2012 to comply,” the government agencies said, in
22 effect, “We have voluntary guidelines we hope you’ll follow — they’re
23 voluntary, you understand — and in five years we’d like you to voluntarily
24 comply with these voluntary guidelines.”

25 But no one in industry is interested in regulation; we may hear griping
26 about the voluntary guidelines, but there must be a collective sigh of relief
27 at what appears to be a brokered deal that gives the industry a five-year
28 break-in period.

29 What we need is binding rules, not voluntary guidelines.

Questions

- 1) What is, according to the article, the cause of obesity, and what is the result?
- 2) Explain the meaning of 'the smoking gun' (line 7).
- 3) The phrase 'a slew of' (line 10) is used to express quantity the same way as other phrases construed around the *a ... of + noun* model, phrases you are probably all too familiar with. List them!
- 4) What are the two typical responses of the food industry to criticism of junk food?
- 5) What is the subject of the new regulations that are going to be put in place by US authorities? Will these new regulations be binding?
- 6) What makes the author think that there is a 'collective relief' in the food industry?
- 7) Is the author happy with the current rules for the food industry?
- 8) What is your opinion on foodstuff regulation? Do you think that the state should interfere with the market or do you think that it is up to the people to decide what they want to eat?

Vocabulary

refrain (line 17) – to not do something

serving (line 19) – a single portion of food or drink; helping.

comply (line 21) – to act or be in accordance with wishes, requests, demands, requirements, conditions, etc.; agree (sometimes followed by with)

gripe (gripping) (line 25) – to complain naggingly or constantly; grumble.

You can find additional explanation and more examples to help you understand and use English words and phrases at <http://dictionary.reference.com>, <http://dictionary.cambridge.org/>, <http://www.merriam-webster.com/> or <http://www.ldoceonline.com/>

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Tým jazykové skupiny Spěváček:

