SECTION 1: INTRODUCTION AND A HISTORY OF THE INDUSTRIAL FOOD MODEL

FILM CLIPS: CHAPTER 1 INTRODUCTION SECTION (0:00 to 4:00) CHAPTER 2 FAST FOOD TO ALL FOOD SECTION (4:00 to 9:00, and 12:00 to 14:30) Total film time: 11.5 minutes.

The process of growing, marketing and purchasing food has changed dramatically in the past 50 years. One of the driving factors was the growth of the fast food industry. This section examines the history of fast food and the ways it changed food production and farming practices.

Short Answer Questions

• How many products are in the average supermarket today?
  
  • McDonalds is one of the largest purchasers of which food items? Name three.
  
  • 80% of the beef market in the United States is controlled by how many corporations?

• Chickens have been bred to produce more white meat. What is the cost or consequence for the chicken?

• Antibiotics are commonly included in chicken feed at low doses. Name a potential negative consequence for chicken health described in the film.

Extended Response Question

• Explain why you think the chicken farmer had to remove so many dead chickens each day.
SECTION 2: DEPENDENCE ON CORN

FILM CLIPS: CHAPTER 2 CORNICOPIA OF CHOICES (17:00 to 24:30) Total film time: 7.5 minutes.

This section discusses the industrial farming of corn and soybeans. Specifically, it addresses how corn is used to manufacture a number of artificial products like high fructose corn syrup and how corn replaced grass as food for most livestock raised in the US.

Short Answer Questions

• What percentage of the land in the United States is used to grow corn?

• What percentage of products on the supermarket shelves is estimated to contain a corn or soy bean product?

• List three ingredients found in processed foods that are manufactured from corn. Also, list three non-food items made from corn.

• How much meat does the average American eat in a year?

• What is the main component of food fed to animals in the United States?

• Cows have evolved to eat grass. List two reasons why we feed corn to cows in a feedlot rather than grass.

• Where did the scientist put his hand?

• What specific organism, harmful to humans, is found in the food in the cow's stomach?

• CAFO is the acronym for Concentrated Animal Feeding Operation. What factors in the CAFO feedlot may contribute to the spread of harmful bacteria?

Extended Response Question

• In the last generation, there has been a dramatic shift in meat production in the United States. Instead of pasture, most of our meat now comes from large industrial feedlots. Discuss one reason presented in the film which caused this shift in agriculture to occur.
SECTION 3: OTHER FARMING METHODS “THE POLYFACE FARM MODEL”

FILM CLIPS: CHAPTER 6 IN THE GRASS SECTION (44.20 to 47:00), SPECIAL FEATURES HONORING THE PIGNESS OF PIGS, (4:00 minutes) and IT’S IN THE GRASS (2:40 Minutes) Total film time: 9.5 minutes.

Joel Salatin is one of a breed of new meat producers who are not comfortable with industrial farming practices. Salatin’s Polyface Farm is based on minimizing the social and environmental problems associated with industrial farming and processing methods. Consequently, the meat produced on his farm is a little more expensive to the consumer.

Short Answer Questions

• At Polyface Farm, is meat production is based on grass or corn?
• Describe two ways grazing cows in a pasture benefits the farm/farmer.

• How is a pasture like a salad bowl?

• 50 years ago, Polyface Farm would have supported how many cows?
  Now it supports how many cows?

• Why is a pasture better than a plowed field in terms of global warming?

Extended Response Questions

• Describe some of the costs associated with feed-lot beef which Salatin does not have to pay for as a result of grazing his animals on a pasture.
• Significant costs associated with feedlot beef is based on oil while Salatin uses the concept of “solar dollars” to describe his farm. Explain what he means by this.
SECTION 4: CHALLENGES TO CHANGING THE INDUSTRIAL FARMING SYSTEM

FILM CLIPS: CHAPTER 9 THE VEIL (1:16:00 to 1:24:00) Total film time: 8 minutes.

It can be difficult to access information about how animals are raised, how employees are treated and which chemicals go into our food. The environmental impact of industrial agriculture is considerable and some people believe this type of agriculture is unsustainable. However, changing the system requires an educated population and effective government policies.

Short Answer Questions

- What are 3 examples of labels that the food industry has fought?

- Which celebrity was sued by the beef industry and for what reason?

- What can happen in Colorado if you publicly criticize beef?

Extended Response Question

- What are the possible costs and benefits of additional food labeling? Consider the industry, consumers, farmers and animals in your answer.
WORKSHEET, SECTION 5

**SECTION 5: SHOCKS TO THE SYSTEM AND THE BEGINNING OF CHANGE**

**FILM CLIPS:** CHAPTER 10 SHOCKS TO THE SYSTEM (1:24:00 to 1:26:00) and SPECIAL FEATURE THERE IS NO PLACE CALLED AWAY (5:30 minutes) Total film time: 7.5 minutes.

This section discusses how the industrial farming system could reach a point of collapse and how organic farming methods are beginning to become mainstreamed.

**Short Answer Questions**

- Modern agriculture is heavily dependent on what substance?

- How many gallons of oil are needed to bring a steer to market?

- What happened to the river where Gary Hirshberg grew up?

- In the last 30 years we have increased pesticide use by a factor of 10 yet during this time the loss of food crops due to pests has__________.

- What causes hypoxia in the Gulf of Mexico off the coast of New Orleans?

- What is missing in a hypoxic area that results in the death of marine life?

- Describe Gary Hirshberg’s method of making organic food less expensive.

**Extended Response Question**

- Explain how a farmer in Iowa, in the middle of the country, can impact an ocean.