

Name: _____

Date: _____

Class Period: _____

Fast Food Nation Summer Reading Assignment

As you read the book, look for two important quotes in each chapter that support the given purpose of the chapter. Copy the quote along with the page number. The quotes need to be a minimum of one complete sentence long. After choosing a quote, fill in the commentary with an explanation of how the chosen quote ties into the purpose of the chapter. In addition, note the significance of the quote to the chapter and/or the book. The commentary should be a minimum of two complete sentences long.

Each chapter will be worth ten points, and each quote/commentary set will be worth five points. All commentary should use correct grammar, spelling, and punctuation. Please remember that two sentences is a MINIMUM, and more support, discussion, and commentary will be required for students seeking a higher grade.

Assignment will be submitted in a half-inch three ring binder.

Chapter One

Purpose: an historical account of the beginnings of the fast food industry in relation to the rise of the automotive industry

Quote and page number:

“Southern California had recently given birth to an entirely new lifestyle – and a new way of eating. Both revolved around cars.” Pg. 15

Commentary:

Because the automobile industry was growing so fast, it forced the roads and interstates to grow along with it. This ease in traveling longer distances changed the habits of many Americans. It opened the door for Karl's, Jr. and McDonald's because people sought out an easy way to eat on the road.

Quote and page number:

Commentary:

Chapter Two

Purpose: the relationship between Ray Kroc and Walt Disney and their methods of advertising to children and the presence of fast food in public schools

Quote and page number:

Commentary:

Quote and page number:

Commentary:

Chapter Three

Purpose: an examination of the fast food industry in one town with a discussion of its unskilled labor force, primarily teenagers

Quote and page number:

Commentary:

Quote and page number:	Commentary:
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Chapter Four

Purpose: franchising in the fast food industry

Quote and page number:	Commentary:
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Quote and page number:	Commentary:
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Chapter Five

Purpose: a history of potato farming and the importance of the French fry in the fast food industry

Quote and page number:

Commentary:

Quote and page number:

Commentary:

Chapter Six

Purpose: a contrast in a rancher's use of the landscape juxtaposed to the mass development of the land

Quote and page number:

Commentary:

Quote and page number:	Commentary:
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Chapter Seven

Purpose: An examination of the meat packing industry focusing on the Iowa Beef Packers (IBP), applying the same labor principles to meat packing that the McDonald brothers applied to making hamburgers.

Quote and page number:	Commentary:
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Quote and page number:	Commentary:
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Chapter Eight

Purpose: Considerations of how humans in the meatpacking industry are damaged because of the way plants are managed.

Quote and page number:

Commentary:

Quote and page number:

Commentary:

Chapter Nine

Purpose: an examination of food borne illnesses related to processing meat

Quote and page number:

Commentary:

Quote and page number:	Commentary:
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Chapter Ten
Purpose: globalization of American fast food and consumerism

Quote and page number:	Commentary:
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Quote and page number:	Commentary:
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Fast Food Nation: The Dark Side of the All-American Meal
Eric Schlosser

Study Guide

Introduction

How does the amount spent on fast food compare with the amount spent on other things in our society?

Why is fast food worth studying?

What are some of the observations about McDonald's made by the author?

What does the author say about independent farmers?

What does the author say about the political clout of the meat packing industry?

According to the author, why did he write this book?

Chapter 1, "The Founding Fathers"

What restaurant chain did Carl Karcher start?

Why did General Motors want to buy trolley systems throughout the U.S.?

What was the "Speedee Service System," and how was it different from what other fast food restaurants were doing?

What were some of the characteristics of the men who started the fast food industry?

What were some of the other fast food restaurants that were inspired by the McDonald's approach to food service?

Chapter 2, "Your Trusted Friends"

What are some of the parallels between Ray Kroc and Walt Disney?

How does the author describe Walt Disney and Ray Kroc's involvement in politics?

What is synergy in marketing, and what are some of the ways that fast food companies practice synergy?

Why, in the 1980s, did companies start marketing to kids, and what were some of the ways in which they did this?

How successful have efforts been to limit advertising aimed at children? What does the author say about marketing fast food products in the schools?

Chapter 3, "Behind the Counter"

In what ways is Colorado Springs today much like southern California?

What new businesses have moved into Colorado Springs in recent years?

What type of business is the largest private employer in the state of Colorado?

How does McDonald's decide where to build new restaurants?

Why are so many fast food employees teenagers?

What is "throughput?" From where did the term come, and how does it apply to the fast food industry?

What is meant by "McDonald's English?"

What is the average job turnover rate in the fast food industry?

How has the "real value" of wages at fast food restaurants changed over time?

How has the fast food industry responded to efforts to unionize its workers?

How many workers at McDonald's in North America are unionized?

What are the benefits and costs of having teenagers work after school?

What is the impact of the Fair Labor Standards Act and of Colorado state law on the hours that kids in Colorado Springs can work at fast food restaurants?

What does the author say about robbery and murder in fast food restaurants?

Who is often responsible for committing robberies of fast food restaurants?

How has the fast food industry responded to efforts by OSHA to reduce workplace violence?

Chapter 4, "Success"

What was different about the way McDonald's franchised businesses?

How does the cost of a McDonald's franchise compare with the cost of a franchise from other fast food chains?

How does the failure rate of franchises in general compare with that of other businesses?

Among franchises what is "encroachment?"

What are some of the disadvantages of running a franchise?

What fast food chain is considered the worst in its treatment of franchisees?

Chapter 5, "Why the Fries Taste Good"

What connection does J. R. Simplot have to the fast food industry?

How have the potato farms in Idaho changed in the last 25 years or so?

What is PGI and how successful has it been at organizing potato farmers?

What is the "fallacy of composition?"

What makes McDonald's french fries taste different from the fries of other fast food restaurants?

What are some of the similarities and some of the differences between "artificial flavors" and "natural flavors?"

Chapter 6, "On the Range"

What are some of the problems facing cattle ranchers?

What impact has the consolidation of the meat packing industry had on cattle ranchers?

What are "captive supplies" of cattle?

What was the impact of the Chicken McNugget on the poultry industry?

What are the conditions or terms of business under which most poultry farmers operate?

How does the nutritional value of a McNugget compare with that of a hamburger?

Why would small independent cattle ranchers be afraid to speak out against the practices of large meat processors?

Which type of cattle rancher is currently facing the greatest economic difficulty?

How does the suicide rate for ranchers and farmers compare with the rate for U.S. citizens in general?

Chapter 7, "Cogs in the Great Machine"

What changes did IBP introduce to the meat packing industry?

Why were newer meat packing plants located in rural areas rather than in cities?

What were the links between IBP and organized crime?

What has been the relationship between labor unions and modern meat packing plants?

How do wages in meat packing plants today compare with wages in the early 1900s, after the workers became unionized?

How high is the employee turnover rate in the meat packing industry, and why don't the meat packing plants see this as a problem?

Where do meat packing companies go to recruit new employees?

What is the impact on small communities of having a meat packing firm?

Chapter 8, "The Most Dangerous Job"

How does the injury rate in meat packing compare with the injury rate in other occupations?

What kinds of injuries do workers in meatpacking plants typically suffer?

What is the impact on workers of speeding up the line in meatpacking plants?

Why don't more workers complain about safety conditions in the plants?

What role do supervisors play in the reporting of workplace injuries in meat processing plants?

What does the author describe as the most dangerous type of work in these plants and what kinds of injuries do these workers risk?

What has been the impact of allowing plants to maintain their own injury logs?

How has the authority of OSHA changed over time?

What does the author think about claims that meatpacking plants have a great deal of concern about the health and well being of their workers?

From a worker's point of view, what are some of the problems with Colorado's Workers' Compensation Law?

Chapter 9, "What's in the Meat"

Compared with several decades ago, how common are food-related illnesses today?

How has the centralization of food production influenced the spread of food-related illnesses?

What authority does the U.S. Government have to demand the recall of tainted meat?

What are most of the microbes in meat spread by?

What was the first national hamburger chain, and what did it do to try to change the image of the hamburger?

What are the effects of E. coli 0157:H7 on the human body?

What are some of the ways people can be infected with E. coli 0157:H7?

What kinds of things are fed to cattle? (Things that might facilitate the spread of pathogens?)

How does the risk of contamination for ground beef compare with the risk of contamination of whole cuts of beef?

Why is the author concerned about the use of older dairy cattle to make ground beef?

How has the meatpacking industry generally responded to health concerns about the nation's beef?

What was the Streamlined Inspection System launched by the USDA?

How did the Jack-In-The-Box restaurant chain respond to its outbreak of salmonella?

What criticisms does the author have of the current recall system for tainted meat?

What are the advantages and disadvantages of irradiating meat?

What kind of meat is selected for consumption in public schools?

Chapter 10, "Global Realization"

Why did the author visit Plauen, Germany?

In a discussion of fast food corporations, why is it important to talk about the overseas' operations?

In foreign countries, what group does most fast food advertising target?

In what ways might there be a connection between the obesity rate in America and the fast food industry?

Why is obesity a problem for American society as a whole?

What kind of business is the most frequent target of anti-American protests in foreign countries, and what kinds of groups engage in these protests?

What did London Greenpeace do to protest McDonald's, and what was McDonald's response?

Epilogue, "Have It Your Way"

In what ways are restaurants like Conway's Red Top and In-N-Out different from McDonald's and most other fast food chains?

What does the author think should be done about advertising unhealthy foods to children?

What does the author say about the safety of the U.S. food supply compared with that of other countries?

What does the author think Congress should do about food safety and about working conditions in meatpacking companies?

What can consumers do to change food safety and working conditions in the fast food industry?