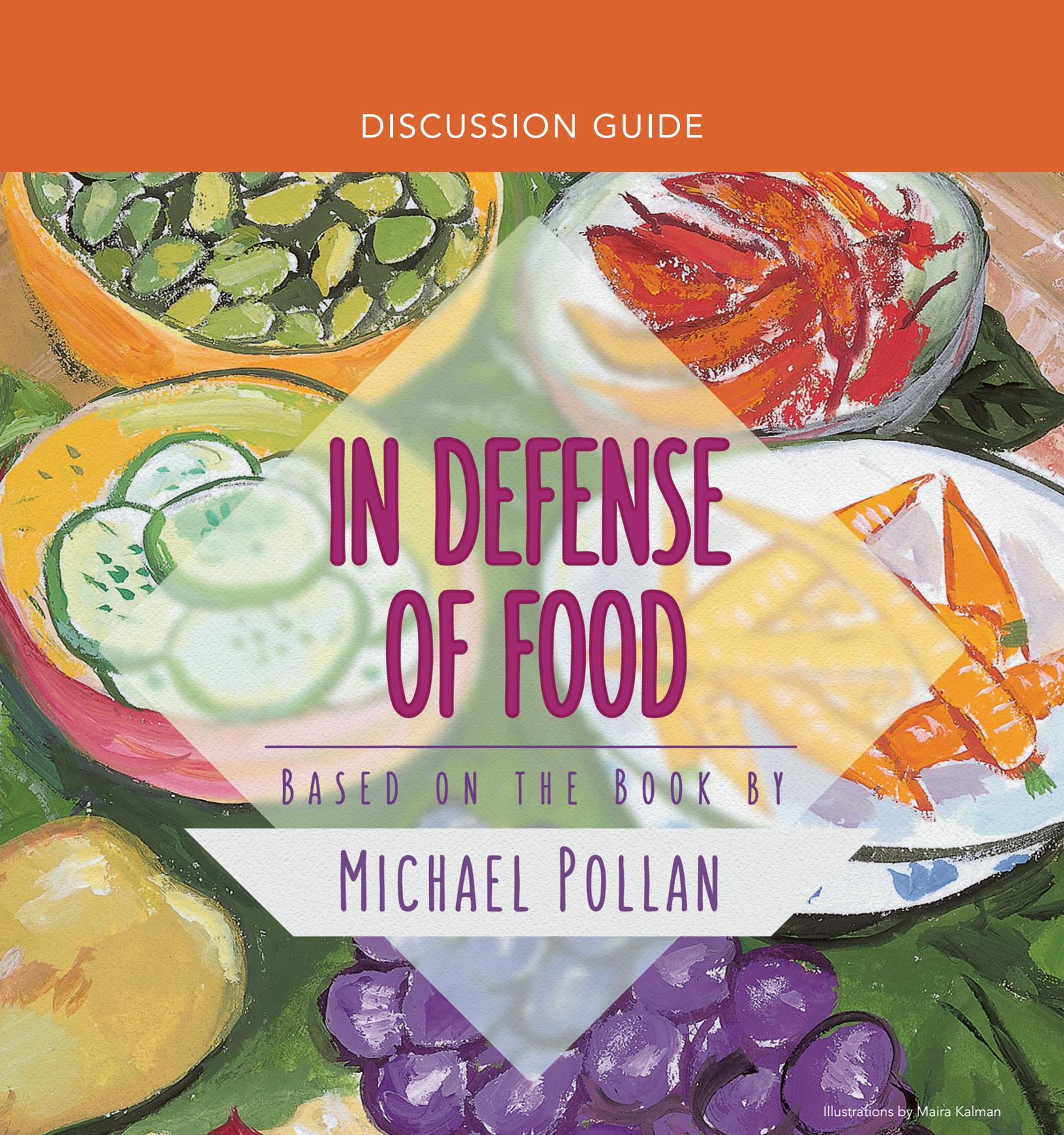


# DISCUSSION GUIDE



# IN DEFENSE OF FOOD

BASED ON THE BOOK BY

MICHAEL POLLAN

Illustrations by Maira Kalman

[pbs.org/indefenseoffood](http://pbs.org/indefenseoffood)  
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KIKIM  MEDIA

# WELCOME!

Thanks for joining the campaign to make common sense food choices more common! With your help, we can use screenings of *In Defense of Food* to help people sort through confusing health claims about food, better understand food policy choices, and make themselves and the nation healthier.



This guide was developed by Faith Rogow, Ph.D., [InsightersEducation.com](http://InsightersEducation.com) with input from Kikim Media and the *In Defense of Food* Board of Advisors. Illustrations by and courtesy of Maira Kalman. The designer is Carol Jeung.

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# INTRODUCTION

I began the research for the book that would become *In Defense of Food* because so many of the readers of my earlier books on food told me that what they really wanted to know was something very practical: what they should eat to be healthy. They said they felt whipsawed and confused by the constant changes in the nutritional advice they were hearing. Once I began to understand what we really do know about food and health, I discovered, to my surprise, that the answer to their question was a lot simpler than I had thought it would be. Healthy eating does not require us to master a lot of complex biochemistry, or read stacks of scientific articles. All we have to do, I found out, can be summed up in seven words: Eat food. Not too much. Mostly plants.

But while the key to healthy eating is simple, putting it into practice, for many of us, unfortunately is not. When I say, “Eat food,” I’m talking about real food, the kind that people have been eating for tens of thousands of years. Meat. Fish. Vegetables. Fruits. Grains. But today, in the United States as well as in many other developed countries, most of what we’re sold in supermarkets or served in restaurants is not real food at all, but highly processed products made in factories. I call them “edible food-like substances.” They’re things like processed meats, sugary beverages, convenience foods, snack foods, fast foods, and junk foods.

These products have enormous appeal, because they’ve been engineered to be tasty and cheap. But they are not good for our health. As our consumption of them has gone up, especially over the past three decades, so have our rates of diet-related diseases. Children and teenagers are especially vulnerable to unhealthy processed food. They are the targets of billions of dollars of advertising for candy, fast foods, sugary beverages and sugary breakfast cereals. A generation ago, it was exceedingly rare for a child or teenager to have type 2 diabetes. Now, tragically, it has become increasingly common.

But all of us, working together, can take simple, practical steps to take control of our diets and move away from “edible food-like substances” and toward real food. We are offering one of those steps here. By hosting this screening, you are joining the ranks of people around the country and the world who want to “defend food” in their lives and communities. We hope your event will encourage everyone who attends to make common sense food choices more common, and to vote not just with their forks, but also with their votes!

I am delighted to see my work give rise to this exciting new project and I want to thank you for bringing it to the attention of your friends, family, neighbors and colleagues.

Michael Pollan



## LETTER FROM KIKIM MEDIA

Thank you for agreeing to host a screening of ***In Defense of Food***. We made this film because we wanted to bring Michael Pollan’s vitally important message about food and health to the attention of a broader audience. And one of the best ways to stimulate conversation and, ideally, action about food and health is to bring people together to watch a good film. That’s why we have devoted a major effort to encouraging people to have house parties and community screenings.

We hope this discussion guide and accompanying toolkit will tell you everything you need to plan and carry out a successful event. You can choose between showing the full two-hour version of the film that aired on PBS, a condensed 78-minute version, or a selection from our library of short clips on specific topics that run from 3 to 6 minutes each. After viewing and talking about ***In Defense of Food***, we encourage you, your family, your friends, neighbors and colleagues to commit yourselves to “defend food” in whatever ways seem most appropriate to you, at home and in your community.

If you have any questions about the use of this toolkit please don’t hesitate to contact us at [eatfood@kikim.com](mailto:eatfood@kikim.com). We want to do everything we can to make our materials as helpful as possible in achieving your goals.

Warmly,

**Kiki Kapany** *Executive Producer*

**Michael Schwarz** *Producer and Director*

**Edward Gray** *Producer and Telescript*

**Mark Shelley** *Director of Outreach*

## Film Synopsis

Best-selling author Michael Pollan starts *In Defense of Food* with a simple question: What should I eat to be healthy?

The answer turns out to be hidden in plain sight. The diet most Americans eat today includes lots of meat, white flour, sugar, and vegetable oils. It's cheap, convenient, and has been processed to taste really good. But its effects on health are not so tasty, including alarming increases in obesity and type 2 diabetes.

Recommendations about healthier alternatives seem to change daily. Eat more protein and fewer carbs. Eat less meat. Have more fiber. Drink less milk. Eggs are bad. Eggs are good. No wonder people are confused.

The film follows Pollan on a fascinating search for answers that takes him from the plains of Tanzania, where one of the world's last remaining tribes of hunter-gatherers still eats the way our ancestors did, to Loma Linda, California, where a group of Seventh-day Adventist vegetarians live longer than almost anyone else on earth, and eventually to Paris, where the French diet, rooted in culture and tradition, proves surprisingly healthy. Along the way he busts common myths and misconceptions about food, and reveals the ways in which a combination of faulty nutrition science and deceptive marketing practices have encouraged us to replace real food with scientifically engineered "food-like substances."

*In Defense of Food* shares the remarkably simple seven-word guide to healthy eating that Pollan discovered on his quest: Eat food. Not too much. Mostly plants. It's an eloquent reflection of the power of common sense and old-fashioned wisdom. And it frees us to rediscover the pleasures of eating while at the same time avoiding the chronic diseases that so often stem from the modern diet.



Michael Pollan on stage.  
Photo: Roy Eisenhardt



## DISCUSSION STRATEGIES

In this section you'll find a variety of questions you can use to prompt discussions. They cover a range of different approaches that will meet the needs of all sorts of audiences, from beginners to experts. All are designed to help viewers consider the same key message: **Eat food. Not too much. Mostly Plants.** Choose the questions that best match your audience and event goals. For those of you who will be showing a selection of clips and not one of the longer versions of the film, we've linked some of the questions that follow to the specific clips for which they're most relevant. You'll see a short clip code (e.g., GR, BPC) immediately following the question.

After the discussion, don't forget to leave time to plan for action. See the Follow-Up Activities to find out more about what you can do.

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### Before and After

This strategy provides audience members with a focus for viewing. Pose a question prior to the screening, and then follow-up with responses post-viewing as a way to assess and share what people learned.

**BEFORE:** Make a list of what you eat in a typical day (or for a typical breakfast, lunch, or dinner).

**AFTER:** What did the film have to say about the foods you typically eat? Do you think you'll make any changes based on what you learned?

**BEFORE:** Rank (from most to least) things you pay attention to when making food purchases.

**AFTER:** Look at your original list. Did anything you heard in the film lead you to re-think your rankings?

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## Opening and Closing Questions

These general prompts are designed for use after the film to help get people talking, and then to wrap things up in a way that helps people synthesize and reflect on what they learned.

### OPENING PROMPTS

- If you were going to tell a friend about this film, what would you say? Or, if you had to summarize the film's most important message in a short social media post or tweet, what would it say? How does your view of what was most important compare to others in the room?
- If you could ask Michael Pollan (or anyone else in the film) one question, what would it be?
- Name one thing in the film that you found particularly inspiring or disturbing. Were there any "ah-ha" moments?
- Fill in the blank: I think this film is important because \_\_\_\_\_.

### CLOSING PROMPTS

- What is one thing you learned from the film that you wish everyone in your family or community knew? What would change if everyone knew it?
- If you could make this film mandatory viewing for policy makers, what would you want their "takeaway" to be? What could you do to help them get that message?
- One question I still have is \_\_\_\_\_. I think I can find an answer by \_\_\_\_\_.
- Based on what I learned from the film, one thing I plan to do is \_\_\_\_\_.



Berries being collected by Hadza in Tanzania. Photo: Misha Schwarz

## Comprehension Check-Ins

Sometimes it is helpful to discuss a particular point made in the film to see if people understood it in similar or different ways. The questions in this section are designed to stimulate discussion about some of the film’s key ideas.

**\* Items marked with an asterisk apply only to the 2-hour version of the film, not the shorter version. Questions that work well with one of our short clips are followed by a letter code (e.g., BPC for Bigger Picture Campaign) that indicates the clip in question.**

### BASIC

From Peru to Tanzania to Alaska – what do healthy diets have in common?

The film notes that “the food we’re eating today is very different from what it used to be.”

- What’s different and why does it matter?
- How have changes in the way we raise animals changed the nutritional value of meat?
- How has our health been affected by the shift from a diet rich in green leafy plants to a diet filled with seed crops like rice, wheat, and corn?
- Nutritionally, what’s the difference between breads made from whole grains and breads made from white flour?

Over the last three decades, what has happened to rates of obesity and type 2 diabetes in American children? What’s the link between the increases and the typical American diet? (BPC)

Why do we crave salt, fat, and sugar? How have food makers and marketers adapted their practices in response to the existence of that craving?

According to the film, why do processed foods make people sick?

What is “nutritionism”? What’s the difference between “nutritionism” and “nutrition?” (PN)

Other than adding calories to our diets, how do excess amounts of added sugars affect our metabolism? (TMS)

\* What are the challenges involved in making commercial baby formulas as nutritious as breast milk?

### ADVANCED

Describe the links between these:

- |                          |   |   |
|--------------------------|---|---|
| the typical Western Diet | ↔ | high health care costs                        |
| processed food           | ↔ | type 2 diabetes                               |
| nutritionism             | ↔ | obesity                                       |
| food subsidies           | ↔ | the cost of organic fresh fruits & vegetables |
| seed crop-fed livestock  | ↔ | the nutritional value of meat                 |

What are the major findings of each of these research studies?

- \*Mills/German/Barile studies on the components of breast milk.
- \*Gordon on intestinal bacteria of twins in Malawi.
- Crittenden/\*Leach on the Hadza people in Tanzania.
- \*Hazen on TMAO, cholesterol, and heart disease.
- \*Gardner on how to get children to eat more vegetables.
- Wansink on the impact of perception on the amount of food we eat.
- \*Sabaté on the diet and longevity of Seventh-day Adventists.
- O'Keefe's comparison of the diets of Africans to African-Americans.
- Fischler on the eating habits of the French.

Why did the processing of corn, rice, and wheat into products like white rice and white flour lead to vitamin deficiency diseases like pellagra and beriberi? How did food makers respond to the problem?

What are our main dietary sources of omega-3s and omega-6s? What happens to people who consume too few omega-3s? (HF)

What's the link between glucose and insulin? Why is insulin important to health? (TMS)

\* What is an oligosaccharide, what is its relationship to bifidobacterium, and why is it important to health even though it is indigestible?



Stephen Ritz in the Bronx.  
Photo: Michaela N. Ritz

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## Statistics

These prompts give viewers a chance to pause and ponder statistics from the film that otherwise might pass by quickly and be forgotten—and also a chance to get out of their seats. Assign different parts of the room to each reaction (see below). Read a statistic aloud and ask people to move to the spot that best matches their response. Then invite people from each section to share their reasoning. Repeat the process for as many stats as you have time for.

Consider these statistics from the film:

- Over the last thirty years, the rate of childhood obesity in America has more than doubled.
- Since 1975, the percentage of Americans who have type 2 diabetes has more than tripled—and is expected to keep on growing.
- Processed foods now make up some 60% of our diet.
- We now consume about 1,000% more sugar per day than we did 200 years ago.
- There's more sugar in a 20-ounce bottle of lemonade than there is in a Coca-Cola.
- A hundred years ago, one in 100 people developed type 2 diabetes. On our current trajectory, 50 years from now, as many as one in three people may have the disease.

What best describes your reaction to each stat?

- surprised    scared    outraged    indifferent    other (please share)

What do you think ought to be the response of:

- farmers?
- food makers?
- food marketers?
- food retailers?
- government regulators?
- individual citizens?



Michael Pollan in his garden.  
Photo: Alyn Divine

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## Traditional Discussion Questions

If you're using the film in a more formal educational setting, you can choose from these questions and use them as writing prompts or discussion starters.

### MAKING SENSE OF THE RECOMMENDATIONS

*In Defense of Food* is, in part, a response to the acknowledgment that, "As eaters we feel whipsawed by the changes in the nutritional advice we're getting." What nutritional advice have you heard? What advice did you follow before the film? How will that change now that you have viewed it?

At the beginning of the film Pollan says, "I'm a writer. I don't have a scientific background." He then goes on to explain the extensive research he has done and why he believes people can trust him. Whom do you rely on for information about food? What's their background? Why do you find them to be credible?

What role do commercial media outlets (news, talk shows, blogs, ads, etc.) play in disseminating misinformation about food and nutrition? How do they make money from the resulting confusion?

Some people would prefer that Pollan recommend "eat *only* plants" rather than "eat *mostly* plants." What do you think?

Pollan says he has learned that "No matter where we live, nature offers us an astonishing variety of healthy foods." What does this suggest about recommendations that everyone eat particular "super" foods, even if the foods aren't local?

Ancel Keys found a correlation between heart disease and diets rich in saturated fats. He also had other evidence, including the fact that saturated fat raised blood cholesterol levels. How did his work lead to the public perception that fat *caused* heart attacks?

What did you learn from the film about how cold breakfast cereals got to be popular? What do you imagine John Kellogg would think about the most prominent products in the cereal aisle today? (FF)

Joan Sabaté states that there is no such thing as a "single nutrient or a single food" that is a "magic bullet." If the science is clear that there is no "magic bullet," why do you think we keep searching for one?

According to Pollan, those who promote "nutritionism" divide "the world into good and evil so that there is always a group of blessed nutrients and a group of evil nutrients." Can you think of one or more nutrients that have shifted from one category to the other in your lifetime? (FF)

Anthropologist Alyssa Crittenden notes that "We don't see so-called Western diseases among the Hadza — things like cancer, things like obesity, type 2 diabetes, heart disease, very low rates." So why do we tend to see tribal people as less healthy than Westerners?



Hadza gathering honey from a tree.  
Photo: Misha Schwarz

## NUTRITIONISM (PN)

Pollan says, “Nutrition science is a science, but ‘nutritionism’ is an ideology.” Why is the distinction important? (PN)

What’s the difference between eating foods and eating nutrients? How does focusing on nutrients benefit agribusiness and people who sell processed foods? (PN)

Robert Lustig says, “We should not be talking about nutritionism, we should talk about nutrition. We shouldn’t talk about components of food. We should talk about food.” How does a focus on components of food, rather than food, lead to confusing public health recommendations? (PN)

In the 1970s, to answer objections from the meat industry, guidelines that originally said, ‘Decrease consumption of meat’ were rewritten to read, ‘Choose meats that will reduce your saturated fat intake.’ How did this represent a shift to “nutritionism”? (PN)

## AGRIBUSINESS, FOOD MANUFACTURING, AND MARKETING

David Ludwig says, “The American farm system has turned into a calorie conveyor belt.” What do you think he means? (CCB)

Pollan notes that white flour is very stable, so it has a long shelf life. How do consumers benefit from long shelf life? How do food producers and retailers benefit?

Pollan describes Wonder Bread as “an amazing technology solving a problem that technology created. I mean, you’re essentially selling the problem and the solution in one neat package.” What was the problem and what was the solution that he’s talking about? In terms of public health, how have the food industry’s remedies for the loss of nutrients during processing been effective, and how have they failed?

Michael Pollan says, “You go to the middle of the store where you know the food is just screaming about its whole grain goodness and there’s cereals that are going to save you from heart attacks. They don’t talk that way over in the apples and the broccoli. Why is that?” How does this make you think about food differently?

\* Food scientist Adam Waehner says, “One thing we’ve learned over and over again is if food does not taste good, consumers simply won’t buy it. And that’s the challenge that the food scientists take on just to find that perfect sweet spot of health, convenience, and taste.” What food do you consider healthy and convenient and enjoy eating? What do you notice about the responses of people in the room? What types of foods do they mention?

## PUBLIC POLICY

What role do agricultural subsidies play in making processed foods cheap? What do you think agricultural subsidy policy should be? What would a subsidy policy look like if it supported a healthy diet? (GR, CCB)

Stephen Ritz says that affordability and availability guide people’s food decisions, “And sadly, what they can afford, often, is cheap food.” How are poor people especially disadvantaged by our subsidies for processed foods? (FDB)

If we stop subsidizing the seed crops that form the basis of cheap processed foods, what will happen to the cost of food for the average consumer? How can we keep food affordable while also making it healthier? (GR, CCB)

David Ludwig points out that, “The food industry makes its greatest profits through the most extensively processed foods.” How could companies balance their obligation to provide a return to their shareholders with the need to preserve the collective health of the nation? What should happen when the two goals conflict? (CCB)

Based on what you learned in the film, what do you want to see on food labels? What would you ban from food packaging? (GR)

The film notes that, “When soda costs less than milk, or even bottled water, and is marketed as a normal thing to have with a meal or give to toddlers and young children, we have a problem.” What recommendations would you make to solve that problem? (GR, SP)

\* Walter Willett says that, “When we look at factors that are related to obesity and diabetes, the single most important factor we have seen is sugar-sweetened beverages.” In response to such evidence, Thomas Farley, NYC Health Commissioner during Mayor Bloomberg’s administration, supported soda taxes and limits on beverage size for sugary drinks. In your view, what is the appropriate role for government in encouraging people to eat healthier? Where would you draw the line between government regulation and personal responsibility? (GR, SP, BPC)

Brian Wansink says, “We find people are 11 percent more likely to take the first thing they see [on a buffet line] than the third thing.” How do environmental cues affect what we choose to eat? What would you do to re-design school lunch lines and buffet lines? What else would you do to improve school lunches? (RLL)

The diet of the Hadza people in Tanzania turns out to give them better health than typical Western diets often provide to much wealthier populations. And Stephen O’Keefe’s work shows that the diet of many African-Americans is often less healthy than that of many Africans. What are the implications of these findings for Western approaches to development and anti-poverty or anti-hunger campaigns in under-resourced nations (e.g., support for genetically modified seed crops, building large dams to support large-scale Western-style agriculture, etc.)?

What do you think the relationship of food shortcuts (or fast food) are to American notions of productivity and the current economics of work? Aside from policies or laws that specifically govern food, what other areas might need to be regulated or changed to improve the eating habits of Americans?

Joseph Hibbeln says that omega-3 fats, which are essential for optimal brain growth, heart health and immune function, “can’t be made by the human body. They have to be eaten.” Pollan notes that, “The bulk of what agriculture does is grow seeds.” They have lots of carbs and proteins to nurture new life, but they usually have far fewer omega-3s than green leafy plants or fish (which eat a lot of green plants in the sea). How would you make sure that all segments of the population had access to foods rich in omega-3s? (HF)

## PERSONAL EXPERIENCE

Pollan describes the essence of the film: “Everything I’ve learned about healthy eating can be summed up in just seven words: Eat food. Not too much. Mostly plants.” Do you think you could follow this advice? What obstacles would you face? What would help you overcome them?

Pollan asks people in the film to name their favorite foods. What are your favorite foods? Where do they fit into Pollan’s description of a healthy diet?

Mahia describes the lengths the Hadza go to gather honey. Pollan adds, “Imagine if we had to climb a tree every time we wanted a sugar fix from a Coke. We’d probably think twice.” Can you imagine any ways that we could build in such natural pauses to our on-demand world?

Stephen Ritz labels the notion that people are happy with cheeseburgers and French fries “a myth.” He says, “What we found is that when you give people in low-income areas the opportunity to grow food, they respond resiliently.” How and why does growing one’s own food change a person? How did it change what kids in the Bronx were interested in eating? How did it change them?

What did you learn from Wansink’s research on plate size and the amount that people eat? What size plates do you use at home? How much time do you typically reserve for meals?

What did you learn from Claude Fischler’s research about the amount of time people spend eating in France and America?



Stephen Ritz with his students in the Bronx. Photo: Edward Gray

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## Follow-Up Activities

The suggestions in this section are written as activities, but by asking people to imagine what they would do, they can also be used as discussion prompts.

### INDIVIDUAL RESPONSIBILITY

#### Take the Pledge

Visit [pbs.org/indefenseoffood](https://www.pbs.org/indefenseoffood) to sign the pledge to defend food at home and in your communities. What actions will you take to fulfill the pledge?

#### Marketing Fresh Fruits and Vegetables

Michael Pollan observes that, “The healthiest food in the store is in the produce section and there are no health claims.” Create packaging for your favorite fruit or vegetable. What sorts of health claims would you include? What features would you include to entice people to buy?

#### Implementing “The Rules”

Follow each of the rules below with the phrase “So I/we will...” List at least one thing you will do or change in your daily routine to implement the rule.

- Eat mostly plants.
- Eat only foods that will eventually rot.
- Eat only foods that have been cooked by humans.
- Avoid foods you see advertised on television.
- Don’t eat anything your great-grandmother wouldn’t recognize as food.
- Try to spend as much time enjoying the meal as it took to prepare it.

If you are doing this with a group or your family, check in weekly to see how it’s going and to offer support.

Note to Facilitators: In place of this short list, you may want to distribute the handout of Rules available in the Screening Toolkit or on the film’s website.

#### Make a Music Video

Compose a song or poem and make a video of it (like the performance of “Death Recipe” in the film). What would your poem or song say? Share what you create online and/or as part of an arts festival dedicated to sharing artistic commentary on food and health in your community.

#### Sacred Space

92-year-old Seventh-day Adventist Carol Nelson says, “We feel that our bodies are the temple of God. And we owe it to ourselves and to our community to keep up our health.” Convene a study circle to examine what your faith tradition teaches about bodies, food, and health. Share what you learn with the congregation and discuss how the foods you currently serve at events match the teachings you found.

## SYSTEMIC CHANGE

### Truth in Labeling

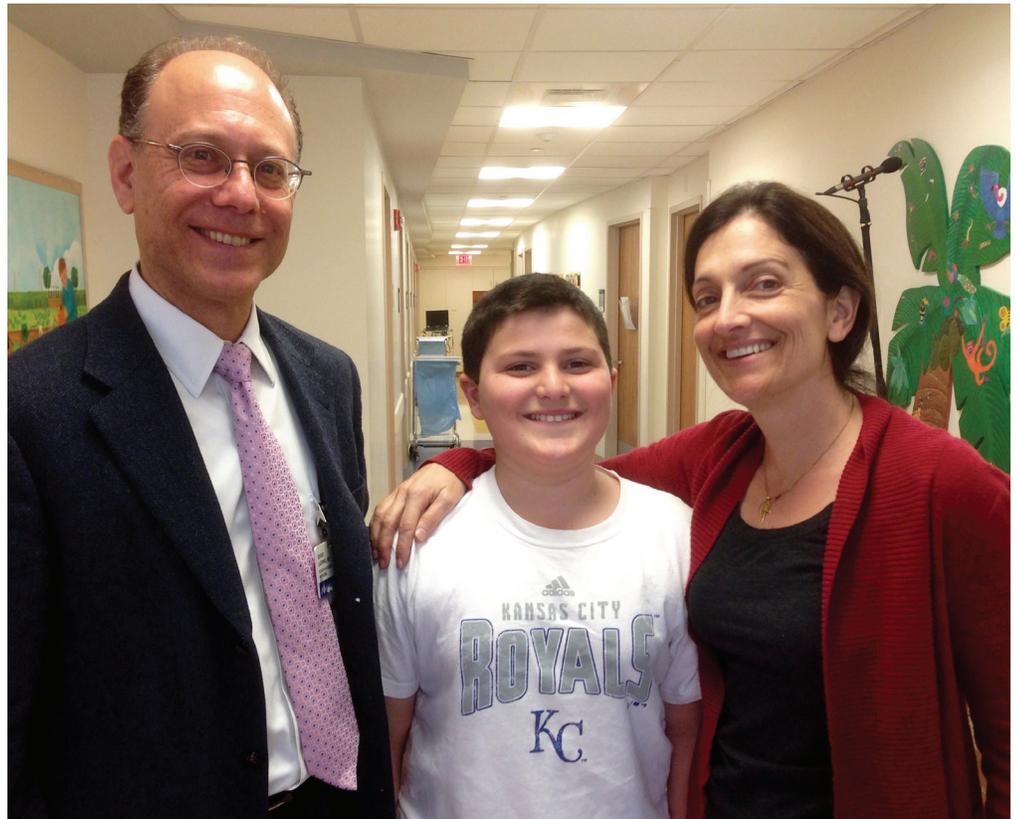
Pollan says that, “We shouldn’t even dignify [processed food] with that beautiful word, ‘food.’ And so I call it something else. I call it edible food-like substances.” Imagine that you worked at the FDA or FTC. How would you translate that observation into policy governing food packaging? (GR)

### Portion and Perception

Convene a meeting of food service professionals (restaurant owners, school cafeteria workers, chefs, grocery store managers, etc.) and present Brian Wansink’s findings about the links between perception and overeating. Be prepared to make specific recommendations (and offer support to implement them). What would be the top three recommendations on your list?

### Food Policies

What do you think should be done to make sure our food policies support the production of fresh fruits, vegetables, and other healthy foods that all people can afford? Stay informed. Be involved! (GR)



Anthony Scavotto with his mother Nancy and Dr. Ludwig at Boston Children’s Hospital. Photo: Edward Gray

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## Facilitation Tips

Unlike the job of a teacher, a facilitator's role is not to provide answers to participants or to interpret the film for them, but to help them probe so they can learn from the film and from one another. Effective strategies include:

- View the film before your event and carve out some reflection time to think through the key issues. That way, you won't be processing your own initial reactions to the film while at the same time trying to engage others in a dialogue.
- To avoid a boring discussion where everyone agrees, be sure to create a welcoming atmosphere where people feel comfortable expressing all sorts of views. In your language and tone, indicate that "we're all in this together." Steer participants away from rhetoric that seeks to identify enemies rather than work towards solutions. Guide participants to focus on structural issues and on things that can change going forward.
- Remind your audience of the difference between debate and dialogue. A debate is about staking out a position and trying to convince everyone else that you are right and they are wrong. A dialogue is about exchanging ideas in order to learn from one another. That means actively listening as well as talking.
- Encourage people to speak only for themselves and not generalize or presume to know how others feel.
- If your event has a particular purpose (e.g., encouraging participation in a local initiative), make sure that everyone understands the goal up front. If the discussion strays too far off topic, get things back on track by validating the importance of other concerns and then gently reminding speakers that the purpose of today's event is [fill in the blank].
- Structure the discussion to provide everyone who wants to speak a chance to be heard. Strategies might include using go-rounds (where each person takes a turn speaking), limiting opportunities to speak for a second or third time until everyone has had a first chance, or dividing the audience into small groups or pairs. You might also consider adding interactive elements by creating a unique hashtag for your event, or a Google+ Hangout group so side conversations can take place online during and after the event.
- Allow participants to set the agenda by following their lead rather than asking them to follow your lead. Identify and explore the subject matter most important to them, rather than imposing the topics that are most important to you.
- *In Defense of Food* examines "big picture" issues that can leave some people feeling overwhelmed or angry. Giving people public space to voice complaints can be empowering, but if the focus is only on the problems, people are likely to leave the event feeling frustrated or cynical. The antidote is action. Make sure to leave plenty of time to brainstorm next steps, and if possible, be prepared to help facilitate the steps that participants choose.

Before recommending an action, know what resources are available locally. You don't want to reinvent the wheel, or worse, put the film's resources in competition with existing efforts. Be prepared to partner with local groups and/or recommend participation in existing initiatives.



## RESOURCES

There are many web sites where you can get reliable information about the relationship between food and health. Below are some of the ones we have found most useful.

American Diabetes Association: [diabetes.org](http://diabetes.org)

American Heart Association: [heart.org](http://heart.org)

Leanne Brown's *Good and Cheap: Eat Well on \$4 per day*:  
[leanebrown.com/good-and-cheap.pdf](http://leanebrown.com/good-and-cheap.pdf)

Center for Science in the Public Interest: [cspinet.org](http://cspinet.org)

Centers for Disease Control, Division of Nutrition, Physical Activity, and Obesity:  
[cdc.gov/nccdphp/dnpao](http://cdc.gov/nccdphp/dnpao)

Civil Eats: [civileats.com](http://civileats.com)

Cooking With Kids: [cookingwithkids.org](http://cookingwithkids.org)

Dietary Guidelines: [health.gov/dietaryguidelines](http://health.gov/dietaryguidelines)

Edible Schoolyard: [edibleschoolyard.org](http://edibleschoolyard.org)

Environmental Working Group's *Dirty Dozen Guide*:  
[ewg.org/research/ewg-s-dirty-dozen-guide-food-additives](http://ewg.org/research/ewg-s-dirty-dozen-guide-food-additives)

Environmental Working Group's *Good Food on a Tight Budget* guide:  
[ewg.org/goodfood/about.php](http://ewg.org/goodfood/about.php)

Food Policy Action: [foodpolicyaction.org](http://foodpolicyaction.org)

Green Bronx Machine: [greenbronxmachine.org](http://greenbronxmachine.org)

Harvard School of Public Health Nutrition Source: [hsph.harvard.edu/nutritionsource](http://hsph.harvard.edu/nutritionsource)

Healthy Food Access: [healthyfoodaccess.org](http://healthyfoodaccess.org)

Let's Move: [letsmove.gov](http://letsmove.gov)

National Institutes of Health / U.S. National Library of Medicine  
"Medline Plus: Health Topics": [nlm.nih.gov/medlineplus/healthtopics.html](http://nlm.nih.gov/medlineplus/healthtopics.html)

Marion Nestle's Food Politics blog: [foodpolitics.com](http://foodpolitics.com)

Michael Pollan's web site resources: [michaelpollan.com/resources](http://michaelpollan.com/resources)

Stone Barns Center for Food and Agriculture: [stonebarnscenter.org](http://stonebarnscenter.org)

Union of Concerned Scientists: [ucsusa.org/food\\_and\\_agriculture](http://ucsusa.org/food_and_agriculture)

U.S. Food and Drug Administration website, food section. Good info on food safety, labeling and supplements: [www.fda.gov/Food/](http://www.fda.gov/Food/)

Brian Wansink's Mindless Eating website. Great tips on practical steps you can take: [mindlesseating.org](http://mindlesseating.org)

## People Featured in *In Defense of Food*

**Susan Allport**, author, *The Queen of Fats: Why Omega-3s Were Removed from the Western Diet and What We Can Do to Replace Them* (2008)

**Rima Apple**, Professor Emerita, University of Wisconsin-Madison School of Human Ecology; historian & author, *Vitamina: Vitamins in American Culture* (1996)

\***Daniela Barile**, Associate Professor, Food Science and Technology

\***Erin Bird**, Camp Director, Full Circle Farm

**Kelly Brownell**, Dean, School of Public Policy, Duke University; author, *Food Fight: The Inside Story of The Food Industry, America's Obesity Crisis, and What We Can Do About It* (2004) – expert on obesity, describes how the food industry manipulates the properties of food

**Thomas Farley, M.D.**, NYC Health Commissioner, 2009–2013 – served in the Bloomberg administration during efforts to regulate serving sizes of sugary beverages.

**Claude Fischler**, French National Centre for Scientific Research – sociologist who studies how people eat

\***Christopher Gardner**, Professor of Medicine, Stanford University – researches how to get children to eat more vegetables

\***Colin Garner** – Former executive at Rice Bran Technologies

\***Bruce German**, Director, Foods for Health Institute

\***Jeffrey Gordon, M.D.**, Director, Center for Genome Sciences and Systems Biology, Washington University School of Medicine – studied intestinal bacteria of twins in Malawi

\***Joan Gussow**, Professor Emerita of Nutrition & Education, Columbia University; author, *Growing Older: A Chronicle of Death, Life, and Vegetables* (2010)

\***Stanley Hazen, M.D.**, cardiologist, Cleveland Clinic - researching the relationship between TMAO in bloodstream, cholesterol levels, and heart disease

**Joseph Hibbeln, M.D.**, research psychiatrist, National Institutes of Health

**David Jacobs** – Professor, School of Public Health, University of Minnesota

\***David Kessler, M.D.**, Commissioner, U.S. Food and Drug Administration 1990–1997; author, *The End of Overeating: Taking Control of the Insatiable American Appetite* (2010)

\***Jeff Leach**, Founder, The Human Food Project; author, *Rewild* (2015)

**Alyssa Crittenden**, Asst. Prof of Anthropology, University of Nevada

**David Ludwig, M.D.**, pediatrician & Director, Optimal Weight for Life Program, Boston



Eva Prinzi at Food for Others Garden in the Bronx.  
Photo: Edward Gray

Children's Hospital; author, *Always Hungry?* – Anthony's doctor

**Robert Lustig, M.D.**, pediatrician & author *Fat Chance: Beating the Odds Against Sugar, Processed Food, Obesity, and Disease* (2013)

**Erica Sheppard McMath**, “Death Recipe” poet/rapper – part of Bigger Picture Campaign

\***David Mills**, Professor, Food Science & Technology

**Carol Nelson**, 92-year-old vegetarian – part of the Loma Linda Seventh-day Adventist community

**Marion Nestle**, Professor of Nutrition, New York University & author, *Soda Politics: Taking on Big Soda (and Winning)* (2015)

**Luis Novoa** – Assistant Chef, JVL Wildcat graduate

**Stephen O’Keefe, M.D.**, Professor of Medicine, University of Pittsburgh Medical Center; author *The Principles and Practice of Nutritional Support* (2015) – colon cancer specialist, compares Africans to African-Americans

\***Polly Olson** – Vice President New Business, Sales and Marketing at Davisco Foods

**Bill Peacock** – Chef, JVL Wildcat Academy

**Catherine Price**, author, *Vitmania: Our Obsessive Quest For Nutritional Perfection* (2015)

**Stephen Ritz** – Founder, Green Bronx Machine

**Paul Rozin**, Professor of Psychology, University of Pennsylvania; former Editor, *Appetite*

**Joan Sabaté, M.D.**, Professor, School of Public Health, Loma Linda University – has researched the diet and longevity of Seventh-day Adventists

**Sandi Swearingen**, Food Service Director, Lansing (NY) Central School District – implements Wansink’s experiments and findings

**Sarah Tracy**, historian, Ansel Keys biographer

\***Adam Waehner** – Assistant Vice President at Cargill

**Brian Wansink**, Director, Food and Brand Lab, Cornell University; author, *Mindless Eating: Why We Eat More Than We Think* (2007) and *Slim by Design: Mindless Eating Solutions for Everyday Life* (2014) researches the impact of perception on the amount of food we eat

\***Ellsworth Wareham, M.D.**, Surgeon (Retired) and centenarian who writes about longevity issues

**Walter Willett, M.D.**, Chair, Department of Nutrition, Harvard School of Public Health; co-editor, *Eat, Drink, and Be Healthy: The Harvard Medical School Guide to Healthy Eating* (2005) – comments on saturated and unsaturated fats