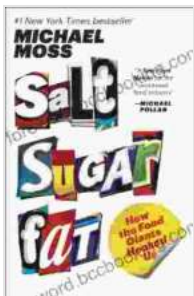


# How the Food Giants Hooked Us: The Algorithmic Addiction to Processed Foods

In his groundbreaking book, *How the Food Giants Hooked Us*, investigative journalist and food activist Michael Moss exposes the manipulative tactics employed by food corporations to keep us hooked on unhealthy foods. Drawing on cutting-edge research and exclusive interviews with industry insiders, Moss reveals the science behind the addictive formulations of processed foods and the devastating consequences for our health and society.



## Salt Sugar Fat: How the Food Giants Hooked Us

by Michael Moss

★★★★☆ 4.6 out of 5

Language : English  
File size : 3056 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 507 pages



Moss begins by explaining how the food industry has evolved over the past century. In the early 1900s, food was largely produced and consumed locally. But with the advent of industrialization and the rise of processed foods, the food industry became increasingly concentrated. Today, a handful of multinational food giants control a vast majority of the food

supply. These companies have the resources to conduct extensive research and development on new products, and they are constantly developing new ways to make their products more addictive.

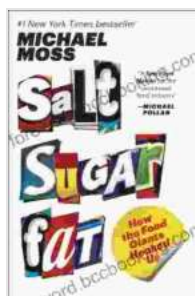
One of the most important factors in the addictiveness of processed foods is the way they are formulated. Food scientists have discovered that certain combinations of ingredients can trigger the release of dopamine, a neurotransmitter that is associated with pleasure and reward. This is why processed foods are often high in sugar, fat, and salt. These ingredients are all known to be addictive, and they work together to create a powerful craving for more.

In addition to the ingredients themselves, the way that processed foods are marketed also contributes to their addictiveness. Food companies spend billions of dollars each year on advertising, and their ads are designed to appeal to our most primal instincts. They use images of beautiful people enjoying delicious food, and they promise that their products will make us happy and satisfied. This marketing can be very effective, especially for children. Children are particularly vulnerable to the lure of processed foods, and they are often the target of food companies' marketing campaigns.

The addiction to processed foods has had a devastating impact on our health and society. Obesity rates have skyrocketed in recent decades, and processed foods are a major contributing factor. Obesity is linked to a number of health problems, including heart disease, stroke, type 2 diabetes, and cancer. Processed foods are also a major source of empty calories, and they provide little nutritional value. This can lead to nutrient deficiencies and other health problems.

In *How the Food Giants Hooked Us*, Moss argues that the food industry is not simply a victim of market forces. He shows that food companies have actively worked to create and maintain an environment that encourages overconsumption of processed foods. They have lobbied against government regulations, funded biased research, and marketed their products to vulnerable populations. Moss calls for a number of changes to the food system, including stricter regulation of the food industry, more support for local food producers, and a greater emphasis on nutrition education.

*How the Food Giants Hooked Us* is a must-read for anyone who wants to understand the obesity epidemic and its impact on our health and society. Moss provides a powerful indictment of the food industry, and he offers a number of practical solutions for creating a healthier food system.



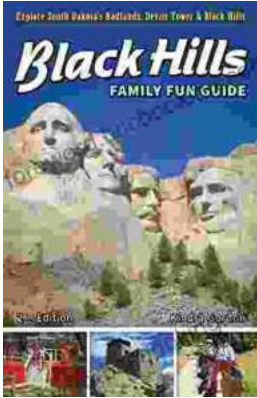
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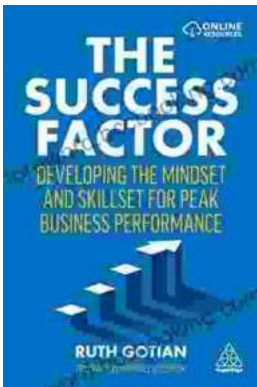
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