**FRESH: The Movie**

*“New thinking about what we’re eating.”*

1. Finish the quote: “Americans only fear one thing, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”
2. The chicken farm owned by Mr. and Mrs. Fox is described as an “industrial” farm. What specific practices did you see or hear described that fit the industrial label?
3. Michael Pollan describes our agricultural system as *unsustainable*. What does this mean?
4. What is a monoculture? Does nature have monocultures? What is the downside to growing monocultures?
5. Why is *E. Coli 157:H7*, the bacteria that causes food poisoning, so much more prevalent in feedlots?
6. Why is the manure in the ponds near the feedlots unsuitable for fertilizing crops? Why is it considered so toxic?
7. What two aspects of the lives of wild herbivores (Bison, deer, etc) is absent in industrialized farming?
8. List the first ingredient under each of the following categories, as shown on the cow feed label:
   1. Rendered animal protein:
   2. Animal waste:
9. What is the purpose of regularly moving the cow herds from one paddock to another?
10. Why are the chickens allowed to roam freely through fields that the cows recently grazed?
11. What issues did Russ Kreumer have on his hog farm after shifting to a more industrialized approach?
12. How did the practice of adding antibiotics to the pigs’ feed affect the strain of strep bacteria that Russ contracted?
13. Compare the farrowing conditions of the sustainable hog farm to an industrialized farm.
14. Why is it a common practice to trim or cut off pigs’ tails?
15. What percent of row crops (corn, soy) is fed to ruminant herbivores such as cows?
16. Joel claims to receive about $3,000 per acre of income, while his neighbor only receives $150 an acre from raising beef cattle. What are all the income streams that Joel gets from his land?
17. The nutritional quality of crops grown in the 1950s, as compared to today, has ( increased / decreased ).
18. Michael Pollan explains that food from the grocery store may be cheap, but it has hidden costs that are paid elsewhere. Give two examples of these hidden costs.
19. Explain the concept of a *food desert*.
20. Describe two strategies used by the urban farmers to maximize their production in a very limited space.
21. The corn and soybean farmers sell their crops for much less than it actually costs to produce them. How are they able to make a living this way?
22. Explain how farmers have become dependent on a few large companies to make a living.
23. What is the danger of having a limited number of sources within the food supply?
24. Where does most of the cheap honey in the United States come from?