

Eat This!

How Fast Food Marketing Gets You to Buy Junk (And How to Fight Back)

by Andrea Curtis

Illustrated by Peggy Collins

9780889955325 · \$16.95

A provocative follow-up to the bestselling *What's for Lunch?*, *Eat This!* zooms in on fast food marketing to children — an immense industry worth billions of dollars.

Andrea Curtis shows how fast food companies push their unhealthy food and beverages by embedding their sales pitches in everything from Snapchat filters to movies, from video games to

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school curriculum. An exploration of media literacy and food literacy, *Eat this!* looks at what exactly marketing is and touches on the latest strategies aimed at kids, including product placement, advergames, cartoon and celebrity endorsements and school fundraising.

On each page spread, Andrea Curtis provides research-based insights into all aspects of the fast food industry and, perhaps most importantly, offers kids examples and ideas about how they can push back — taking charge of their own health and well-being.

“Kids need to know the truth about junk food, and understand the millions of ways it’s pushed on them — everyday. Andrea’s fun and accessible book gives them the tools to fight back!”

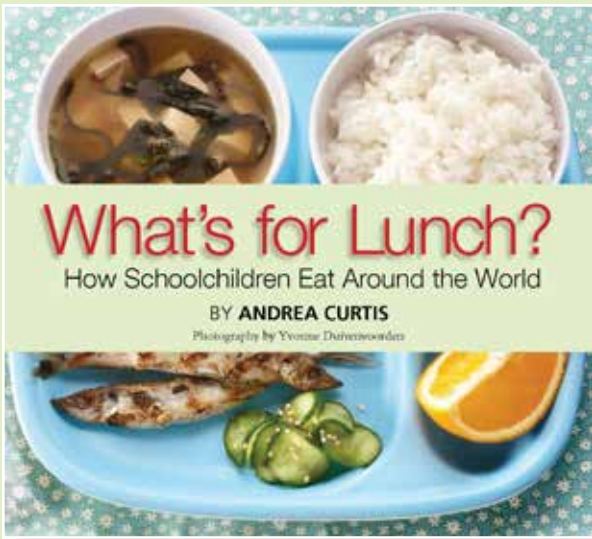
— Jamie Oliver, MBE



Andrea Curtis writer and editor, has written about everything from women’s health to neighborhood change, from personalities in the literary world to those in the urban forest. Her writing has also in *Toronto Life*, *Chatelaine*, *Canadian Geographic*, *Explore*, *Utne Reader*, *The Globe & Mail*, *Today’s Parent*, *cbc.ca/arts* and others.

A graduate of McGill University in Montreal, Andrea now lives in Toronto with her husband and two sons, and volunteers for the Toronto non-profit, *Word-Play*.





What's for Lunch?

by Andrea Curtis

Photographs by Yvonne Duivenvoorden

9780889954823 · \$12.95

Whether their school is under a banyan tree, in a dusty tent held up with poles or in a sturdy brick structure in the heart of a bustling city, all children need a healthy lunch to be able to learn and grow. Good food nourishes both our bodies and our brains. It's one of the basic building blocks of life.

As the world has become more interconnected, what we eat has become part of a huge global system. Food is now the biggest industry on Earth. Growing it, processing it, transporting it and selling it have a major impact on people

and the planet. Unpack a school lunch, and you'll discover that food is connected to issues that matter to everyone and everything such as climate change, health and inequality.

In *What's For Lunch* Andrea Curtis reveals the variety and inequality to be found in the food consumed by young people in typical school lunches from thirteen countries around the world, including Japan, Kenya, Russia, United States and Canada, Mexico, Brazil, and Afghanistan. In some countries, the meals are nutritious and well-balanced. In others they barely satisfy basic nutrition standards.



"The great thing about this book is that it's not just profiling lunches from around the world, but it talks about that idea, the power of food—the idea that food can change society and that if you introduce that concept to kids early on they can be the real actors in that change."— Metro Morning

Belo Horizonte, Brazil

Meals are served on colorful plates. There is always rice and beans, plus grilled beef or chicken with potatoes or kale and either fresh fruit or juice. The cooks try to use what's in season, so native fruits such as pineapple, bananas and guava often show up on the menu.

The free school lunch and other food programs in Brazil have proved amazingly successful at decreasing poverty and hunger. Since 2003, child malnutrition has been reduced by seventy-three percent and the number of people living in poverty has been cut in half.



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