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<div align="center">Technology Combating the Obesity Outbreak</div>

In his essay, *How Junk Food Can End Obesity,* author David H. Freedman touches on

how technology, such as food processing systems, can be beneficial towards combating the

recent obesity outbreak. Freedman begins his essay by mentioning the negative stigmas

associated with food processing technologies, such as creating fake, unhealthy food and

mentioning that the general population believes that food processed by technology is much

unhealthier than food that does not contain genetically modified ingredients. Freedman belies

this assumption by comparing a "wholesome" food, "Vegan Cheesy Salad Booster" from Whole

Foods, to a Big Mac from McDonalds. Freedman states, "What the stuff does not contain [Vegan

Cheesy Salad Booster], though, is more than three times the fat content per ounce as the beef

patty in a Big Mac and four times the sodium" (Freedman 142). Freedman uses this example to

show a certain part of Toulmin's argument: the rebuttal to the misconception. This portrays the

idea that processed food is not always unhealthier than "wholesome" foods. Freedman continues

by offering more examples of the fact that there is no conclusive evidence to enhance the health-

risk propositions about processed food. Freedman concludes by mentioning that there have been

many steps taken in order to try to combat the obesity outbreak through technology. For

example, "the 5000 FDA-approved chemical compounds and the "phantom aromas" that

resemble flavors, such as fat and salt, without having such negative impacts on one's health" (Freedman 142).

Freedman uses the rhetorical triangle in order to persuade the audience. The rhetorical triangle consists of three appeals: ethos, logos, and pathos. The ethos appeal is the ethical appeal, or trustworthiness of the source. Freedman proves his trustworthiness in the first section of his essay. He does this by mentioning that he is "an author for the *New York Times, Inc. Magazine, the Atlantic, Wired, Scientific American,* and many other publications" (Freedman 139). Freedman continues to establish his ethos by saying, "Freedman has published several books, including *Wrong: Why Experts Keep Failing us"* (Freedman 139). Freedman includes his past experiences as a writer in order to allow for the audience to believe what he is trying to convince. The second appeal, the logos appeal, is the appeal to logic. Logos is the message the author is portraying. Freedman's logos appeal is that food technology is extremely beneficial and should be used to combat the growing obesity crisis. His argument is logical and can be supported. The final appeal is the pathos appeal, which is an appeal to emotion. In order for this appeal to work, the author must consider the "target market," being "foodies" and any individual who consumes foods that contain genetically modified ingredients. Foodies are targeted in this essay because this group is always looking for healthier options to consumer. Finally, genetically modified food consumers are targeted because this essay portrays that there are some healthy alternatives within the genetically modified food category. This message is likely to be successful for the audience because it uses clear, concise real-life examples that produce emotions, such as shock, within the reader, especially when comparing the nutritional details of wholesome foods compared to genetically modified foods. The rhetorical triangle was used in this essay in order to create a strong, persuasive argument.

In every essay, the three parts of the Toulmin model are included: the claim, the evidence, and the warrant. Freedman's claim is that food technology, such as food processing machines, genetically modified compounds, and aromas, can be beneficial to human health and should be used to combat the obesity crisis. Freedman supports his claim with research done by Melanie Warner, author of *Pandora's Lunchbox.* Warner states that there is a common misconception that processed foods are unhealthy because they aren't natural. In order to contradict this misconception, Freedman states, "Warner reveals that much of the nutritional value claimed by these products comes not from the natural ingredients but from added vitamins that are chemically synthesized" (Freedman 147). The following statement portrays the idea that many of the nutritious parts of food come from genetically synthesized additives, which do not come naturally. Next, Freedman supports his claim by using an example of FDA-approved compounds. These compounds replace the taste of sensations, such as fat, sugar, and salt. Fat is detrimental to human health, therefore there is an obvious need to replace it in everyday diets in order to become a healthier society. In order to do so, Freedman declares, "by replacing the flavors with similarly flavored compounds that come on and leave more slowly, or by enlisting 'phantom aromas' that create the sensation of certain tastes even when those tastes are not present on the tongue" (Freedman 153-154). The following excerpt demonstrates the importance of genetically modified compounds in our everyday diets because they provide the same tastes as fats but do not have the unhealthy effects that consuming fats and sugars do. Finally, Freedman supports his claim that food technology is beneficial through an example of researchers developing ingredients that boost satiety. Researchers have developed a food, through technology, that tastes like a carb but acts as a fiber, which keeps one's appetite lower causing them to eat less. Bruce McGoogan, head of Cargill's North American food-ingredient business,

states "People usually think that processing leads to foods that digest too quickly, but we've been able to use processing to slow down the digestion rate" (Freedman 155). This quote resembles the idea that new food processing technology is now capable of producing a slower digestion rate, which is also beneficial in the fight against obesity. The final, required, part of the Toulmin model is the warrant, or the author's underlying values. Although unstated, it is obvious that the author values a healthy society. Not only does Freedman blog for fatandskinner.org, but he also speaks to university medical centers in effort to improve health systems. The combination of the two allow for Freedman to convey his health advice through many different platforms. Freedman possesses all three parts of the Toulmin model to convey his powerful argument.

Furthermore, there are parts of the Toulmin model that are not always present: the qualifier, the backing, and the rebuttal(s). The qualifier limits the thesis. Freedman limits his thesis by saying, "All the railing about the fat, sugar, and salt engineered into industrial junk food **might** lead one to infer that wholesome food, having not been engineered, contains substantially less of them" (Freedman 150). The use of the word "might" shows possibility, therefore limits the thesis. Next, the backing, which supports the warrant. Freedman's backing supports the warrant of healthy societies. The author's backing is that technology is able to benefit the health industry by providing more nutritious meals. Finally, the rebuttal is used in order for the audience to not have any criticism of the author. Freedman's rebuttal is "But clearly you can take in obscene quantities of fat and problem carbs while eating wholesomely, and to judge by what's sold at wholesome stores and restaurants, many people do" (Freedman 155). This statement shoots down any argument the reader could potentially have regarding reduced fat and increased protein in wholesome foods. The three optional parts to the Toulmin model prove to be very beneficial in Freedman's writing.

In conclusion, it is clear that technology, such as food processing systems, can be beneficial towards combating the recent obesity outbreak. In order to convince the audience of his stance regarding the benefits of food technology, author, David Freeman, uses the rhetorical triangle, Toulmin model, and his own research as evidence. His main arguments include the benefits of "phantom aromas", which have the ability to fool human taste buds into tasting harmful fats and carbs, even with the lack of presence, as well as misconceptions regarding the health benefits of food, solely based on where the food comes from and the name of the food. If the general population is able to grasp Freedman's knowledge and learn from his research, it is clear that people would be more well-informed, making the obesity crisis a substantially smaller problem than it is in modern-society.

Works Cited

Freeman, David H. "How Junk Food Can End Obesity." Food Matters: a Bedford Spotlight

Reader, Bedford/St. Martin's, 2017.