

## Food, Inc. Script - Dialogue Transcript

Voila! Finally, the **Food, Inc. script** is here for all you fans of the eye-opening documentary featuring Michael Pollan and many others. This puppy is a transcript that was painstakingly transcribed using the screenplay and/or viewings of the movie to get the dialogue. I know, I know, I still need to get the cast names in there and all that jazz, so if you have any corrections, feel free to [drop me a line](#). At least you'll have some Food, Inc. quotes (or even a monologue or two) to annoy your coworkers with in the meantime, right?

And swing on back to [Drew's Script-O-Rama](#) afterwards -- because reading is good for your noodle. Better than Farmville, anyway.

## Food, Inc. Script

Michael Pollan:

The way we eat has changed more in the last 50 years than in the previous 10,000.

But the image that's used to sell the food, it is still the imagery of agrarian America.

You go into the supermarket and you see pictures of farmers, the picket fence, the silo, the '30s farmhouse and the green grass.

It's the spinning of this pastoral fantasy.

The modern American supermarket has on average 47,000 products. There are no seasons in the American supermarket. Now there are tomatoes all year round, grown halfway around the world, picked when it was green, and ripened with ethylene gas.

Although it looks like a tomato, it's kind of a notional tomato. I mean, it's the idea of a tomato.

In the meat aisle, there are no bones anymore.

Eric Schlosser:

There is this deliberate veil, this curtain, that's dropped between us and where our food is coming from.

The industry doesn't want you to know the truth about what you're eating, because if you knew, you might not want to eat it.

Pollan:

If you follow the food chain back from those shrink-wrapped packages of meat, you find a very different reality.

The reality is a factory. It's not a farm. It's a factory.

That meat is being processed by huge multinational corporations that have very little to do with ranches and farmers.

Schlosser:

Now our food is coming from enormous assembly lines where the animals and the workers are being abused. And the food has become much more dangerous in ways that are being deliberately hidden from us.

Troy Roush:

You've got a small group of multinational corporations who control the entire food system. From seed to the supermarket, they're gaining control of food.

Schlosser:

This isn't just about what we're eating. This is about what we're allowed to say, what we're allowed to know. It's not just our health that's at risk.

Carole Morison:

The companies don't want farmers talking. They don't want this story told.

How about a nice chicken club sandwich made with fresh cooked chicken? You know, that's a nice idea, but I think what I'd really like - is a burger. - All right.

Schlosser's voice:

My favorite meal to this day remains a hamburger and french fries.

I had no idea that a handful of companies had changed what we eat and how we make our food. I've been eating this food all my life without having any idea where it comes from, any idea how powerful this industry is.

And it was the idea of this world deliberately hidden from us. I think that's one of the reasons why I became an investigative reporter, was to take the veil-- lift the veil away from important subjects that are being hidden.

(film projector clicking)

Schlosser:

The whole industrial food system really began with fast food. In the 1930s, a new form of restaurant arose and it was called the drive-in.

The McDonald brothers had a very successful drive-in, but they decided to cut costs and simplify. So they fired all their carhops, they got rid of most of the things on the menu and they created a revolutionary idea to how to run a restaurant.

They basically brought the factory system to the back of the restaurant kitchen.

They trained each worker to just do one thing again and again and again.

By having workers who only had to do one thing, they could pay them a low wage and it was very easy to find someone to replace them.

It was inexpensive food, it tasted good and this McDonald's fast food restaurant was a huge huge success.

That mentality of uniformity, conformity and cheapness applied widely and on a large scale has all kinds of unintended consequences.

(mooring)

When McDonald's is the largest purchaser of ground beef in the United States and they want their hamburgers to taste, everywhere, exactly the same, they change how ground beef is produced.

The McDonald's corporation is the largest purchaser of potatoes and one of the largest purchasers of pork, chicken, tomatoes, lettuce, even apples.

These big big fast food chains want big suppliers. And now there are essentially a handful of companies controlling our food system.

In the 1970s, the top five beef-packers controlled only about 25% of the market. Today, the top four control more than 80% of the market.

You see the same thing happening now in pork. Even if you don't eat at a fast food restaurant, you're now eating meat that's being produced by this system.

You look at the labels and you see Farmer this, Farmer that-- it's really just three or four companies that are controlling the meat.

We've never had food companies this big and this powerful in our history.

Tyson, for example, is the biggest meat-packing company in the history of the world. The industry changed the entire way that chicken are raised.

Birds are now raised and slaughtered in half the time they were 50 years ago, but now they're twice as big.

People like to eat white meat, so they redesigned the chicken to have large breasts.

- (cheeping)

- They not only changed the chicken, they changed the farmer. Today, chicken farmers no longer control their birds.

(thudding)

A company like Tyson owns the birds from the day they're dropped off until the day that they're slaughtered.

(buzzes)

Let me go to the top.

- Man: This is the Chicken--

- National Chicken Council.

The chicken industry has really set a model for the integration of production, processing and marketing of the products that other industries are now following because they see that we have achieved tremendous economies.

In a way, we're not producing chickens; we're producing food. It's all highly mechanized.

So all the birds coming off those farms have to be almost exactly the same size.

What the system of intensive production accomplishes is to produce a lot of food on a small amount of land at a very affordable price.

Now somebody explain to me what's wrong with that.

(sniffs)

Smells like money to me.

(chuckles)

16 chicken houses sit here.

And Chuck's son has four over the top of this hill. The chicken industry came in here and it's helped this whole community out.

Here's my chicken houses here. I have about 300,000 chickens.

(barks)

- What do you want?

- (barks)

We have a contract with Tyson. They've been growing chickens for many many years. It's all a science. They got it figured out.

If you can grow a chicken in 49 days, why would you want one you gotta grow in three months?

More money in your pocket.

(chickens clucking)

These chickens never see sunlight. They're pretty much in the dark all the time.

Man: So you think they just want to keep us out?

I don't know. If I knew, I'd tell you. It would be nice if y'all could see what we really do, but as far as y'all going in, we can't let you do that.

I understand why farmer don't want to talk-- because the company can do what it wants to do as far as pay goes since they control everything. But it's just gotten to the point that it's not right what's going on and I've just made up my mind.

I'm gonna say what I have to say. I understand why others don't want to do it. And I'm just to a point that it doesn't matter anymore. Something has to be said.

(loud clucking)

It is nasty in here. There's dust flying everywhere. There's feces everywhere.

This isn't farming. This is just mass production, like an assembly line in a factory.

(fans whirring)

When they grow from a chick and in seven weeks you've got a five-and-a-half- pound chicken, their bones and their internal organs can't keep up with the rapid growth.

A lot of these chickens here, they can take a few steps and then they plop down. It's because they can't keep up all the weight that they're carrying.

(wheezes)

That's normal. There's antibiotics that's put into the feed and of course that passes through the chicken. The bacteria builds up a resistance, so antibiotics aren't working anymore.

I have become allergic to all antibiotics and can't take 'em.

(clucking)

Morison:

When it's dark inside the houses, the chickens lay down. It's less resistance when they're being caught. Traditionally, it's been African-American men. Now we're seeing more and more Latino catchers-- undocumented workers.

From their point of view, they don't have any rights and they're just not gonna complain.

The companies like these kind of workers. It doesn't matter if the chickens get sick.

All of the chickens will go to the plant for processing.

The companies keep the farmers under their thumb because of the debt that the farmers have.

To build one poultry house is anywhere from \$280, to \$300,000 per house. And once you make your initial investment, the companies constantly come back with demands of upgrades for new equipment, and the grower has no choice.

They have to do it or you're threatened with loss of a contract. This is how they keep

the farmers under control. It's how they keep them spending money, going to the bank and borrowing more money. The debt just keeps building.

To have no say in your business, it's degrading. It's like being a slave to the company.

Pollan:

The idea that you would need to write a book telling people where their food came from is just a sign of how far removed we've become.

It seems to me that we're entitled to know about our food—"Who owns it? How are they making it? Can I have a look in the kitchen?"

When I wanted to understand the industrial food system, what I set about doing was very simple. I wanted to trace the source of my food. When you go through the supermarket, what looks like this cornucopia of variety and choice is not.

There is an illusion of diversity. There are only a few companies involved and there're only a few crops involved.

What really surprised me most as I followed that food back to its source, I kept ending up in the same place, and that was a cornfield in Iowa. So much of our industrial food turns out to be clever rearrangements of corn. Corn has conquered the world in a lot of ways. It is a remarkable plant.

100 years ago, a farmer in America could grow maybe 20 bushels of corn on an acre. Today, 200 bushels is no problem. That's an astonishing achievement for which breeders deserve credit, for which fertilizer makers deserve credit, for which pesticide makers all deserve credit.

Roush:

In the United States today, 30% of our land base is being planted to corn. That's largely driven by government policy, government policy that, in effect, allows us to produce corn below the cost of production.

The truth of the matter is we're paid to overproduce, and it was caused by these large multinational interests. The reason our government's promoting corn-- the Cargills, the ADMs, Tyson, Smithfield-- they have an interest in purchasing corn below the cost of production.

They use that interest and that extensive amount of money they have to lobby Congress to give us the kind of farm bills we now have.

Pollan:

A "farm bill," which should really be called a "food bill," codifies the rules of the entire food economy. Farm policy is always focused on these commodity crops because you can store them. We encourage farmers to grow as much corn as they can grow, to get big, to consolidate. We subsidize farmers by the bushel.

Roush:

We produced a lot of corn and they came up with uses for it.

Larry Johnson:

We are now engineering our foods. We know where to turn to for certain traits like mouth feel and flavor. And we bring all of these pieces together and engineer new foods that don't stale in the refrigerator, don't develop rancidity. Of course the biggest advance in recent years was high-fructose corn syrup. You know, I would venture to guess if you go and look on the supermarket shelf, I'll bet you 90% of them would contain either a corn or soybean ingredient, and most of the time will contain both.

Pollan:

Corn is the great raw material. You get that big fat kernel of starch and you can break that down and reassemble it. You can make high-fructose corn syrup. You can make maltodextrin and diglycerides and xanthan gum and ascorbic acid.

All those obscure ingredients on the processed food-- it's remarkable how many of them can be made from corn. Plus, you can feed it to animals.

Roush:

Corn is the main component in feed ingredients whether it's chicken, hogs, cattle-- you name it.

Pollan:

Increasingly, we're feeding the corn to the fish whether we're eating the tilapia or the farmed salmon. We're teaching fish how to eat corn. The fact that we had so much cheap corn really allowed us to drive down the price of meat. I mean, the average American is eating over 200 lbs of meat per person per year. That wouldn't be possible had we not fed them this diet of cheap grain. Since you're selling corn at below the price of production, the feedlot operator can buy corn at a fraction of what it costs to grow, so that all the animals are sucked off of all the farms in the Midwest.

There is a spiderweb of roads and train tracks all around the country moving corn from where it's being grown to these CAFOs.

Cows are not designed by evolution to eat corn. They're designed by evolution to eat grass.

And the only reason we feed them corn is because corn is really cheap and corn makes them fat quickly.

(cow moos)

Man:

Where are you putting your hand?

I'm actually inside the rumen-- that first compartment of the stomach. And it's-- it's not-- it's kind of hard to see. You can see the liquid part here.

Man:

Wow.

- Does that hurt the cow?

- No.

There's microorganisms-- bacteria in the rumen, millions of 'em. The animals evolved on consuming grass. There's some research that indicates that a high-corn diet results in E. coli that are acid-resistant. And these would be the more harmful E. coli.

Pollan:

So you feed corn to cattle and E. coli, which is a very common bug, evolves, a certain mutation occurs and a strain called the "E. coli 0157:h7" appears on the world stage. And it's a product of the diet we're feeding cattle on feedlots and it's a product of feedlot life.

The animals stand ankle deep in their manure all day long. So if one cow has it, the other cows will get it. When they get to the slaughterhouse, their hides are caked with manure. And if the slaughterhouse is slaughtering 400 animals an hour, how do you keep that manure from getting onto those carcasses? And that's how the manure gets in the meat. And now this thing that wasn't in the world is in the food system.

A fast-food nightmare may be getting worse. A two-year-old child died today in Seattle. And the killer? Tainted meat from Jack In The Box hamburgers.  
A nationwide recall today for more than 140 tons of ground beef.

Man:

A half a million pounds of ground beef--

Man #2: Today, nationwide recalls of Con Agra ground beef.

Schlosser:

E. coli isn't just in ground beef now-- it's been found in spinach, apple juice-- and this is really because of the runoff from our factory farms. 90 confirmed cases of E. coli poisoning. Central to it all-- raw, bagged spinach.

Man #3: This is the 20<sup>th</sup> E. coli outbreak with leafy greens in just the last decade.

Schlosser:

For years during the Bush administration, the chief of staff at the USDA was the former chief lobbyist to the beef industry in Washington; the head of the F.D.A. was the former executive vice president of the National Food Processors Association. These regulatory agencies are being controlled by the very companies that they're supposed to be scrutinizing.

Woman: ConAgra, which recently recalled peanut butter contaminated with salmonella, was aware of problems in its plant two years ago.

Schlosser:

There's always been food poisoning. As more and more technology is being applied to the production of food, you would think it would be getting safer, not more contaminated. But the processing plants have gotten bigger and bigger. it's just perfect for taking bad pathogens and spreading them far and wide.

Woman: The recall of frozen hamburger now includes 22 million pounds. Enough meat to make a fast-food hamburger for every adult in America is being recalled.

Schlosser:

In the 1970s, there were literally thousands of slaughterhouses in the United States. Today we have 13 slaughterhouses that process the majority of beef that is sold in the United States. The hamburger of today, it has pieces of thousands of different cattle ground up in that one hamburger patty. The odds increase exponentially that one of those animals was carrying a dangerous pathogen. It's remarkable how toothless our regulatory agencies are when you look closely at it, and that's how the industry wants it.

Patricia Buck:

This is the USDA building up here. Did Josh say how much time he thought we'd get?

- Five minutes.

- Five minutes.

Well, maybe as much as 15. Got to be on time for that meeting.

- It starts a 4:00.

- Okay.

So if I start going like that - or start shuffling papers, it's time. - I know, it's time.

Thank you!

Thank you.

Kowalcyk:

I'm a registered Republican. I've always been fairly conservative. I never thought I would be doing this and I certainly never thought I would be working so closely with my mom.

- We go this way? Okay.

- Yes, we go this way.

Made a mistake-- I think that's the way we want to go.

Kowalcyk:

My mom and I, our relationship has taken on a whole new dimension.

2421? 2421.

Here we are.

- Hi.

- Hello.

- How are you?

- I'm Pat.

- Hi, Pat.

- Barb Kowalcyk.

- Hi, Barb.

- DeGette: After the first big push to establish food standards, people just got complacent. We reduced funding for the FDA. We've relied increasingly on self-policing for all of these industries. And now we just have, really, lost our system. You're really one of the champions on the hill for food safety and it's a very important cause. It's very personal to me and my family. Our food safety advocacy work started six years ago when my two-and-a-half-year-old son Kevin was stricken with E. coli 0157:h and went from being a perfectly healthy beautiful little boy-- and I have a small picture with me today that was taken two weeks before he got sick. He went from that to being dead in 12 days.

In July 2001, our family took a vacation. Had we known what was in store for us, we would have never gone home. We ended up eating three hamburgers before he got sick.

We started to see blood in Kevin's diarrhea, so we took him to the emergency room. And they said, "We've gotten the culture back from Kevin's stool, and he has hemorrhagic E. coli."

They came in and informed us that Kevin's kidneys were starting to fail. Kevin received his first dialysis treatment. He was not allowed to really drink water. We had these little sponges and we were allowed to dip that into a cup of water and then give him that.

He bit the head off of one of them. You've never seen someone beg. He begged for water. It was all he could talk about. They wouldn't let anybody bring any beverage into the room because-- I mean, it was all he would talk about, was... water.

(waves lapping)

I don't know if he knew what was happening to him... and I hope-- I don't know. To watch this beautiful child go from being perfectly healthy to dead in 12 days--it was just unbelievable that this could happen from eating food. What was kind of adding more insult to injury-- it took us almost two or three years and hiring a private attorney to actually find out that we matched a meat recall.

On August 1st, my son was already in the hospital. They did an E. coli test at the plant that was positive. They didn't end up recalling that meat until August 27th, 16 days after he died. If we have some more hearings-- which I'm sure we will-- I'd love to have you come and testify.

- Keep fighting.
- Thank you. You too.

Kowalczyk:

You never get over the death of your child. You find a new normal.

- Buck: This way?
- Yes.

- We're going this way?
- Mm-hmm.

Kowalczyk:

We put faith in our government to protect us, and we're not being protected at a most basic level. In 1998, the USDA implemented microbial testing for salmonella and E. coli 0157:h7. The idea was that if a plant repeatedly failed these tests, that the USDA would shut the plant down because they obviously had an ongoing contamination problem. The meat and poultry associations immediately took the USDA to court. The courts basically said the USDA didn't have the authority to shut down the plants. What it meant was that you could have a pound of meat or poultry products that is a petri dish of salmonella and the USDA really can't do anything about it.

A new law was introduced in direct response and this law became known as Kevin's Law. It seems like such a clear-cut, common sense type thing.

- How are things going?
- Fine fine.

Kowalczyk:

We've been working for six years and it still hasn't passed. I sense that there may be an opportunity-- an enhanced opportunity-- to get this signed into law this time. I think that from the standpoint of the consumer, a lot of people would support the idea of paying a little more if they could be guaranteed a higher standard of safety.

- Kowalczyk: Yeah.
- But I also know that there are other players - in the food production chain...
- Kowalczyk: We know. ...that tend to worry about that, because it's gonna be seen as an add on to their costs. I think the advantage here is--

Kowalczyk:

Sometimes it does feel like industry was more protected than my son. That's what motivated me to become an advocate. In the past year alone, there have been a multitude of food-borne illness outbreaks which have resulted in significant losses. Clearly our current approach to food oversight and protection is not meeting the needs of American families.

It's really hard for me to tell Kevin's story. But the only way I'm going to be able to prevent it from happening to other people is to go out there and speak about it. Yeah. Six are elementary school students, one is a sibling, and there's another one in another county in Kentucky, so...

Kowalczyk:

It will be seven years since my son died. All I wanted the company to do was say "We're sorry". We produced this defective product that killed your child, and this is what we're going to do to make sure it doesn't happen again." That's all we wanted, and they couldn't give us that.

Pollan:

The industrial food system is always looking for greater efficiency, but each new step in efficiency leads to problems. If you take feedlot cattle off of their corn diet, give them grass for five days, they will shed 80% of the E. Coli in their gut. But of course that's not what the industry does. The industry's approach is-- when it has a systematic problem like that-- is not to go back and see what's wrong with the system, it's to come up some high-tech fixes that allow the system to survive.

Man:

The 5x5 product surge tank-- low level. Low level. (man speaks over radio)

Eldon Roth:

This is our operations center. We control all of our plants from here.

Where's Chicago?

Here's Chicago, Georgia, Utah, Kansas, Nebraska, Texas, L.A., Ohio.

We control all levels of the gearboxes, the speed of motors-- we can change those all from here. We built something that-- from a food-safety standpoint, we think we're ahead of everybody. We think we can lessen the incidents of E. coli 0157:h7.

(beeps)

But I just started working with ammonia and ammonia hydroxide. Ammonia kills bacteria, so it became a processing tool. I'm really a mechanic. That's really what I am. We design our own machinery.

(whirring)

Roth: This is our finished product.

Man: Is your meat in most of the hamburgers in the country?

Roth: 70%. In five years, we think we'll be in 100%. We do have some competitors. I think we're gonna beat them.

- (buzzes)

- Roth: Again, it's a marriage of science and technology.

(man speaking over radio)

I want dollar meal--

- five rodeo cheeseburgers...

- Woman: Five rodeos. Okay ...two chicken sandwich.

- Woman: Anything else?

- Man: Two small drinks, and give me a large Dr. Pepper.

- \$11.48.

- Thank you.

First window.

Thank you.

Maria Gonzalez: We didn't even think about healthy eating because we used to think everything was healthy. - Here you go. - Thank you.

- Have a nice day.

- You too. Thank you very much

Maria: Now that I know that the food is really unhealthy for us, I feel guilty giving it to my kids. But we don't have time to cook because we leave at 6:00. We don't get home until 9:00, 10:00 at night. When you have only a dollar to spend and you have two kids to feed, either you go to the market and try to find something that's cheap or just go straight through a drive-thru and get two small hamburgers for them and "Okay, here. Eat them."

This is what's gonna fill her up, not that one single item at the market. Look at the broccoli.

It's too expensive, man.

- What do you want to eat then?

- Mama.

First check to see how many are there for a pound.

- Uh, we're not getting it.

- Why not?

You'd only get two or three.

- No. Come on.

- Aww!

Maria: We can find candy that's cheaper. We can find chips that are cheaper. The sodas are really cheap. Sometimes you look at a vegetable and say "Okay, we can get two hamburgers over here for the same amount of price."

Pollan:

Why is it that you can buy a double-cheeseburger at McDonald's for 99¢, and you can't even get a head of broccoli for 99¢?

- You want the small one?

- We've skewed our food system to the bad calories and it's not an accident. I mean, the reasons that those calories are cheaper is because those are the ones we're heavily subsidizing.

And this is directly tied to the kind of agriculture that we're practicing and the kind of farm policies we have. All those snack-food calories are the ones that come from the commodity crops-- from the wheat, from the corn and from the soybeans. By making those calories really cheap, that's one of the reasons that the biggest predictor of obesity is income level.

Over the course of human history, we were struggling to make sure we had enough food and enough calories for a sizable percentage of the human race. Now the problem is too many calories. The industry blames obesity on a crisis of personal responsibility. But when you're engineering foods you are pressing our evolutionary buttons. The fact is we're hardwired to go for three tastes-- salt, fat and sugar. These things are very rare in nature. Now sugar is available 24/ in tremendous quantities. We're eating hundreds of pounds of the stuff a year. This diet of high-fructose corn syrup and refined carbohydrates leads to these spikes of insulin and, gradually, a wearing down of the system by which our body metabolizes sugar.

Maria:

My husband's diabetic. One of my main concerns is he could lose his sight. He does get into-- sometimes he's shaking, so I'm afraid that he's gonna start not being able to drive, 'cause that's what he does for a profession. We have to consider his medicine.

What is it, \$70? 50 pills costs me about \$130.

Maria: But he's on two different types of pills. \$100-and-something for one pill and then \$100- and-something for another.

That takes a lot of our income away. We're really tight from either paying for his medicine to be healthy or buying vegetables to be healthy.

So which one should we do?

It's hard to see my dad suffer with diabetes and stuff like that. And it's really sad to see that my sister might have it. There's something that's going on in the way that we live our lives, where we play, where we buy our food and the types of food that we're able to buy that is causing this epidemic. It's not just our community. It's not just Baldwin Park. It's everywhere. How many of us know one person in our family with diabetes? How about two? Three? Keep your hand-- It used to be that type 2 diabetes only affected adults. And now it's affecting children at epidemic proportions.

(kids laughing)

(birds chirping)

(chickens clucking)

Joel Salatin:

Everything we've done in modern industrial agriculture is to grow it faster, fatter, bigger, cheaper. Nobody's thinking about E. coli, type 2 diabetes and the ecological health of the whole system. We're outsourcing autonomous farmer decision making-- we're outsourcing that to corporate boardrooms in big cities 1,000 miles away where people make decisions and don't live with the consequences of those decisions.

(cows mooing)

Everything is grass based. You know, they don't eat corn, dead cows or chicken manure like they feed right here in the valley--or dead chickens. They actually eat grass, forage—you know, clover, grass, herbs. They're herbivores. If they were eating corn, you're gonna have to harvest that corn, transport that corn, then you're gonna have to haul all that manure somewhere that comes out the back end.

Here... it's-- there-- there is the whole thing. I mean the cow is-- she's fertilizing.

She's mowing. We don't have to spread any manure. We don't have to harvest it-- she's harvesting it. It's all real time-- real solar dollars. The industrial food system gradually

became so noisy, smelly, not a person-friendly place, that the people who operate those plants don't want anybody to go there, because then people would see the ugly truth. When that occurred, then we lost all the integrity and all the accountability in the food system. If we put glass walls on all the mega processing facilities, we would have a different food system in this country.

(knife zinging)  
- (clucking)  
- (people chatting)

Salatin:

We have allowed ourselves to become so disconnected and ignorant

- about something that is as intimate...

- (whirring)

- ...as the food that we eat.

- (bubbling)

What a difference this is to be out here in the fresh air, sunshine, birds singing in the trees, you know? But you see, according to the U.S.D.A, this is unsanitary because it's open to the air. They tried to close us down. One of the biggest showdowns we had was when they tried to close us down because this was unsanitary. Can you imagine?

So we had them cultured  
at a local microbiology lab.

Ours averaged  
133 C.F.U.

and the ones  
from the store

averaged 3600.

Of course, those have been through  
40 trillion baths.

Ours haven't seen  
any chlorine.

A lot of people wonder  
"Is this real?"

I mean, can you really  
feed the world?"

That whole thing is  
such a specious argument

because, yes,

we're every bit  
as efficient,

especially  
if you plug in

all of the inefficiencies  
of the industrial system.

I've had people come up  
at farmer's markets

and say "What?  
\$3 a dozen for eggs?"

And they're drinking  
a 75¢ can of soda.

Hey, pig.  
Hey, piggles.

(snorting)

Hey, pigs.

I'm always struck by how successful  
we have been

at hitting the bull's-eye  
of the wrong target.

I mean we have learned--

for example,

in cattle we have  
learned how to--

how to plant,

fertilize  
and harvest corn

using global positioning  
satellite technology,

and nobody sits back  
and asks

"But should we be  
feeding cows corn?"

We've become  
a culture of technicians.

We're all into--

we're all  
into the how of it

and nobody's  
stepping back

and saying "But why?"

(laughs)

I mean, a culture  
that just views a pig

as a pile of protoplasmic  
inanimate structure

to be manipulated  
by whatever creative design

that humans can foist  
on that critter

will probably view

individuals  
within its community

and other cultures in the community  
of nations

with the same type  
of disdain,

disrespect

and controlling-type  
mentality.

(snorting)

Eduardo Peña:  
The town where the plant is located

is a small town  
called Tar Heel

in the middle of a very  
economically-depressed area.

Smithfield has mastered

the art of picking  
and choosing

a workforce  
that they can exploit,

initially from  
the local workforce--

the poor whites,  
the poor black.

They went through  
that workforce very quickly.

Now they have to  
bus their workers

all the way from Dentsville,  
South Carolina,

to Clinton,  
North Carolina.

You have to draw a circle 100 miles  
in diameter,

and that's where all of your workers  
are coming from.

(people chatting)

Man: They have the same  
mentality towards workers

as they do towards the hogs.

(squealing)

Man: You know, the hog, they don't  
really have to worry about their comfort

because they're temporary.  
They're gonna be killed.

And they have the same viewpoint  
to the worker.

You're not worried about the longevity  
of the worker

because, to them,  
everything has an end.

- (clicks, whirring)  
- (squealing)

Man: When you've got 2000 hogs  
an hour going through

employees, because they're handling  
these guts so much,

they get infections in  
their fingernails and all.

All their fingernails  
separate from their fingers.

Man #2: You're covered  
with blood, feces, urine.

It's easy  
to get hurt down there.

Man: You're doing  
that same movement

for that same piece  
of the hog

and it's nonstop,  
you know.

Basically you're treated  
as a human machine.

Man #3:  
You get people that can't afford

to leave from out there,  
and Smithfield knows this.

And that's what  
they hold over you.

Schlosser:  
100 years ago

when Upton Sinclair wrote  
"The Jungle"

there was a beef trust  
that wielded enormous power.

Immigrants from Eastern Europe  
were being abused

in the absence of any kind of  
government regulation

There were horrible  
disfiguring injuries

and even deaths.

Pollan: Things got better.  
They slowly got better.

Schlosser:  
Teddy Roosevelt took on the beef trust.

Labor unions slowly organized  
meatpacking workers

and turned it into one of the best  
industrial jobs

in the United States.

By the 1950s  
to be a meatpacking worker

was like being  
an auto worker

who has a good wage,  
good benefits, pension.

And then what happened?

Well, the meat-packing  
companies got bigger

in order to serve the needs  
of the fast-food industry,

which was  
its biggest customer.

Some of the meat-packing

companies like IBP

borrowed the same sort  
of labor practices

from the fast food  
industry--

cutting wages, making sure there  
were no unions,

speeding up production,

and having the worker  
do the same task

again and again  
and again.

And meat-packing is now

one of the most dangerous jobs  
in the United States.

The meat-packing industry  
also recruited

a new set of immigrants--  
illegal immigrants

and recent immigrants  
from Mexico.

Many of the illegal immigrants  
coming to America

were corn farmers  
in Mexico.

NAFTA led to a flooding  
of the Mexican market

with cheap American corn.

It's put more than a million and a half  
Mexican farmers out of work.

They couldn't compete with this  
cheap corn coming from America.

(yelling)

Pollan: So what happens to those million  
and a half Mexican farmers?

Schlosser:  
Meat packers like IBP,

National Beef  
and Monfort

began actively recruiting  
in Mexico.

Companies advertised  
on the radio

and in newspapers.

IBP set up  
a bus service

in Mexico to bring workers  
into the United States.

For years the government  
turned a blind eye

to the recruitment  
of immigrants

by the meat-packing industry.

But now, when there's  
an anti-immigrant movement,

they're cracking down  
all of a sudden,

but they're not cracking down  
on these companies.

The government's cracking down  
on the workers.

(clears throat)

Peña: Immigration agents are  
arresting Smithfield workers

- at this trailer park.  
- (people chatting)

Peña:  
This is an agreement

between Smithfield  
and Immigrations authorities.

They get rid  
of 15 workers per day,

but you don't see

any massive raids.

That way it doesn't affect  
the production line.

- (door closes)  
- (engine starts)

- (Peña speaking Spanish)  
- (car honking)

- Sir, we are trying--  
- She asked me a question.

She is asking us  
questions, not you.

I don't see anybody arresting  
no Smithfield managers.

Nobody in the plant  
that had anything to do

with the fact that  
those workers were hired

is being arrested.

What we see today  
is workers

who were producing for  
this company and working hard--

those are the people  
who get arrested.

(man yelling

in Spanish)

Peña: We want to pay  
the cheapest price for our food.

We don't understand that  
that comes at a price.

These workers, they've been  
here for 10, 15 years

processing your bacon,  
your holiday ham

and now they're getting picked up  
like they're criminals.

(car starts)

And these companies are  
making billions of dollars.

Salatin:  
Is cheapness everything that there is?

Who wants to buy  
the cheapest car?

We're willing  
to subsidize

the food system  
to create the "mystique"

of cheap food,

when actually  
it's very expensive food

when you add up  
the environmental costs

societal costs,  
health costs.

The industrial food  
is not honest food.

It's not priced honestly.  
It's not produced honestly.

It's not processed honestly.

There's nothing honest  
about that food.

I can't think of a better use  
for a Smithfield box.

Man:  
It was about a five-hour drive

maybe 300, 400 miles.

So yeah.

It's worth it.

Salatin: I have no desire  
to scale up or get bigger.

My desire is to produce  
the best food in the world

and heal.

And if in doing so

more people come to our corner  
and want stuff,

then heaven help me figure out  
how to meet the need

without compromising  
the integrity.

That-- that's where I am.

I have  
absolutely no desire

to be at Wal-Mart.

As soon as you grasp  
for that growth,

you're gonna view  
your customer differently,

you're gonna view  
your product differently,

you're gonna view  
your business differently.

You're gonna view everything that is  
the most important--

you're gonna view  
that differently.

(snorting)

(people chatting)

This is our new  
organic line of popcorn.

This is Vitasoy soy milk,

the best soy milk  
in the entire world.

This entire show  
when it first started

was the size  
of this column right here.

Man:  
Uh-huh.

Several of us were sleeping  
in our booths.

We couldn't afford  
hotel rooms.

Organic's been growing  
over 20% annually.

It's one of the fastest-growing segments  
in the food industry.

My God! Ah!

We're not gonna  
get rid of capitalism.

Certainly we're not  
gonna get rid of it

in the time that we need  
to arrest global warming

and reverse  
the toxification

of our air,  
our food and our water.

We need to be  
much more urgent.

If we attempt to make perfect  
the enemy of the good

and say we're only  
going to buy food

from the most-perfect system

within 100 miles of us,  
we're never gonna get there.

As an environmentalist,  
it was pretty clear to me

that business was the source of all  
the pollution,

business was the source of basically  
all the things

that were  
destroying this world.

In college I came across  
this little institute

called New Alchemy  
Institute,

which was a group  
of renegade biologists.

My hope is  
to give you--

Hirshberg: We were preaching a kind  
of a new religion,

trying to develop food  
and waste-treatment alternatives,

but we were preaching  
to the convinced.

We were depending on sources of support  
that were dried up

and we weren't  
reaching the audience

that really needed  
these messages.

I realized we need  
to not be David

up against Goliath.  
We need to be Goliath.

(clacking)

Hirshberg: When we started out,  
we were a seven-cow farm.

We wanted to prove that business  
could be part of the solution

to the globe's  
environmental problems.

At the same time  
we had to prove

that we could be  
highly profitable.

Today in 2008,  
not only are

we the #3 yogurt brand  
in America,

but we're among  
the most profitable.

See, this is  
the interesting thing.

A little company  
like this is now Kraft,

but you don't have  
any idea that it's Kraft.

This is now Pepsi.  
That's now Kellogg's.

- Man: Kashi is Kellogg's?  
- Yeah.

- This is Colgate now.
- Oh, is it?

Yeah, this is one of those companies that started like us.

- Well, it's--
- Make them different?

Make them successful, basically.

The jury is out.  
I have to put it that way.

Hirshberg: These large companies don't grow organically.

They grow by acquisition.

Coke, Pepsi, Kellogg's,  
General Mills--

all of them are running,

not walking, into the organic food business.

Hirshberg: For me, when a Wal-Mart enters the organic space,

I'm thrilled. It's absolutely one of the most exciting things.

I have dreamed  
of the day

when I could sit  
with corporate titans

and have conversations

about organics  
and sustainability.

- This is Amanda. This is Rand.  
- Hi Amanda. I'm Rand.

- Rand, nice to meet you.  
- Tony.

- Tony. Great.  
- Nice to meet you.

Okay, help me  
figure out where--

- We both work for Wal-Mart.  
- You're with Wal-Mart.

Yup.

Do you know that we don't go  
to Wal-Mart?

- We've never been.  
- Rand: Oh yeah.

- Isn't that amazing?  
- So we had to come to you.

Yeah, we've never been.

We just started boycotting

a long time ago

and we just kept  
riding on that.

Hirshberg:  
Wal-Mart is terribly sensitive

to their reputation.

They've obviously  
been vilified,

probably more  
than any retailer

in our current economy.

Actually, it's a pretty  
easy decision

to try to support things like organic,  
or whatever it might be,

based on what  
the customer wants.

We see that  
and react to it.

So if it's clear  
the customer wants it,

it's really easy  
to get behind it,

to push forward and try to make  
that happen.

Hirshberg: When I run into  
my old environmental friends,

many are  
initially horrified

by the kinds of company  
that I'm keeping these days.

But when I then  
go on to explain

what the impact of one purchase order  
from Wal-Mart is,

in terms of not pounds  
but tons of pesticide,

tons of herbicide,  
tons of chemical fertilizer,

the discussion--  
we get away from the emotion

and we get down  
to the facts.

This is really key, though,  
what you guys are doing here.

I have no illusions  
about this.

I don't believe that  
Wal-Mart has come here

because they've suddenly had

a moral enlightenment.

It's because  
of economics.

I can debate with my radical friends  
all day long,

but nobody can  
challenge the fact

that a sale of another  
million dollars to Wal-Mart

helps to save  
the world.

Pollan: Back around the turn  
of the last century,

the average farmer could  
feed six or eight people.

Now the average  
American farmer

can feed  
126 people, okay?

These are the most productive humans  
that have ever lived.

The changes down  
on the farm have been

momentous and radical but invisible  
to most of us,

'cause who knows  
a farmer anymore?

But their way of life

has been revolutionized.

Roush:  
10,000 years ago,

farmers started saving  
their best seeds

and planted again  
in the following year.

That's how seeds  
have been developed.

That's how corn  
was developed

from a useless grass  
for the most part

to the extremely  
productive plant it is today.

Pollan: The idea that any corporation  
could own a food crop

is a very new idea.  
It wasn't until the 1980s

that the Supreme Court said  
you could patent life.

And that opened

the floodgates--

efforts to patent the most valuable  
parts of life,

which is to say the crops  
on which we depend.

Roush:  
Monsanto is a chemical company.

They produced DDT,  
Agent Orange in Vietnam,

and then they developed  
a product called "Roundup."

We started hearing rumblings  
about genetically-engineered soybeans

that could resist  
the application of Roundup.

When the Roundup was  
sprayed over top of it,

it killed  
every weed out there

except for this  
Roundup Ready soybean.

Roush: I can remember  
when the first prohibition

against seed saving  
came into being.

Most farmers were just

absolutely disgusted  
with the whole concept.

It's been interesting  
over the course

of 11 years  
to watch us go

from utter contempt  
for the notion

that we can't save  
our own seed

to acceptance.

Man:  
What happens if a farmer

saves the seeds?

(chuckles)

Well, you know,  
really there's

only one company involved  
in this now

and that's Monsanto.

Monsanto is...

They've got a team

of private investigators

that kind of roam  
the country

and they've got  
a little 1-800 hotline

they take calls on.  
If they get a call

and somebody alleges  
that somebody saved seed,

they'll send an investigator out  
to look into the matter.

If you save your own seed,  
you're gonna get a call

from somebody  
from Monsanto.

David Runyon:  
Two men drove in my driveway

at 7:00,  
7:30 at night,

presented  
a black card to me

and they never told me  
that they were from Monsanto.

Man: They said that they had  
had a surveillance team,

caught me  
cleaning beans.

Moe Parr:  
I found it necessary to get up

at 3:00 and 4:in the morning

before the investigators are  
on the road following me.

Runyon:  
They were--

I'm gonna say maybe ex-military  
or ex-police.

They were large  
and they were intimidating.

Man: I don't know whether they had  
their surveillance team

or whether it was my neighbor that  
turned me in. I don't know.

Now as I turned to walk in the house,  
one of them said--

I could hear in the back--  
"He's guilty."

Runyon: It's a real ingenious device  
designed back in the 1800s,

and Monsanto's gonna  
close all of them out.

So how many seed cleaners  
are out there

in the country  
do you think?

In the state of Indiana,  
there may be six.

Maybe.  
I'm not aware of--

- How many there used to be?  
- Oh my golly. Every county had three.

Have they all been  
put out of business?

There's nobody left.

Runyon: When Monsanto soybeans  
first came on the market,

I just never  
really switched over.

I was getting  
pretty good yield

with the conventional  
soybeans I'd been using,

so I thought "Well,  
I'll just stay where I'm at."

My neighbors  
all around me are all GMOs.

If the pollen goes in,  
if the seed moves in,

I am still held  
accountable.

Pollan: When you genetically  
modify a crop, you own it.

We've never had this  
in agriculture.

Roush: Used to be that your  
land-grant universities,

they developed what  
was called public seed.

The vast majority  
of the plant breeding

was actually done  
in these public institutions

Pollan:  
Monsanto is very much like Microsoft.

The same way Microsoft owns  
the intellectual property

behind most computers  
in America,

they set out to own  
the intellectual property

behind most of the food  
in America.

Roush: Public plant breeding is  
a thing of the past.

There virtually are  
no public seeds anymore.

Runyon:  
There's only like four or five varieties

that I can actually plant.

Now I have some  
of the last soybeans

coming out  
of the state of Illinois--

- That are not GMO.
- Public variety. Public variety.

When it comes to the point that I can't  
buy any more certified seed,

what do I do?  
What are my options?

I acquired this list  
that was mailed to me.

The black list here is Monsanto's  
unauthorized growers list.

Wow.

Either farmers that have  
judgments against them,

or businesses,  
or else it's--

or it's farmers that have not submitted  
their paperwork,

will not turn over  
their records.

For my case,  
that's why I'm on there--

'cause I would not  
turn over my records.

- Am I on this list?  
- Yes, you are.

Wow.

I see two of the farmers  
that I work for on here.

This list-- now it comes down  
to the point

where I cannot buy  
Monsanto products, okay?

Right.

So it's coming down to  
"What can I plant?"

Parr: Monsanto is suing me  
on the basis

that I'm encouraging the farmer

to break the patent law

by cleaning  
their own seed.

I haven't been  
in a courtroom yet

and my bill is  
already \$25,000.

People that were  
friends of mine

now are reticent  
to even talk with me.

We've been friends  
for 50 years,

and now we can hardly be  
seen together.

Right.

I don't think  
I'm really guilty,

but it was cheaper  
to pay the fine

than it was  
to try to fight it.

- It gnaws at you...  
- Parr: Sure.

...because if you think

you're right at something,

but yet you admit  
you're wrong.

Roush: Monsanto falsely accused us  
of violating their patent

and breach of contract.

None of it was true.

You go into a market,  
you find a dominant farmer

and if you can ruin them, you scare  
the rest of them to following the line.

My family spent \$400,  
fighting the battle, pretrial.

And we were told  
it would take another million

to take the thing to trial.

We settled out of court.

The way the system appeared  
to work to me was

Lady Justice had  
the scales

and you piled cash  
on the scales

and the one that piled  
the most cash on the scales,

hired the most experts  
and was most willing

to tell the biggest lies,  
that was the winner.

That seems to be how our justice system  
functions now.

It's terrible.  
It's terrible.

How can a farmer  
defend himself against

a multinational corporation  
like Monsanto?

I talked to a young man  
just three days ago.

They'd been  
to his farm, you know?

And this poor kid,  
he's just starting out.

His fiancée was there.  
I talked to her

and tried to give them  
the best advice I could.

Unfortunately the best advice  
I could give them was

"Try to get out of this thing  
with your skin intact.

Don't fight 'em.  
You've got to roll over

and give them what they want,  
'cause you can't defend yourself."

In the case of Monsanto,  
their control is so dominant.

If you want to be  
in production agriculture,

you're gonna be  
in bed with Monsanto.

They own the soybean.

They are going to  
control that product

from seed  
to the supermarket.

They are, in effect,  
gaining control of food.

Pollan: There has been  
this revolving door

between Monsanto's  
corporate offices

and the various regulatory

and judicial bodies that  
have made the key decisions.

Roush: Justice Clarence Thomas  
was a Monsanto attorney.

That wouldn't be  
such a big deal

if it weren't  
for one court case

that really decided  
this whole seed-saving issue.

Justice Clarence Thomas  
wrote the majority opinion

in a case that allowed  
these companies

to prevent farmers  
from saving their own seed.

Pollan:  
Monsanto had very close ties

to the Bush administration...

and the Clinton administration.

This goes to why we haven't had  
much political debate

over this radical change  
to our food system.

Pollan: For the last 25 years,  
our government

has been dominated  
by the industries

that it was meant  
to be regulating.

Schlosser: The challenge is as soon  
as you have people

with expertise in industry, they may  
turn out to be very good regulators.

It's really about what interests  
they decide to represent.

You're talking about power--

centralized power

and that power  
is being used

against the people who are  
really producing the food

like the farmers.

It's being used  
against the workers

who work  
for these companies

and it's being used  
against consumers

who are deliberately  
being kept in the dark

about what they're eating,  
where it comes from

and what it's doing  
to their bodies.

(kids laughing)

Woman: Good afternoon,  
Madame Chair and members.

SB-63 is a consumer  
right-to-know measure.

It simply requires that  
all foods that are cloned

must be labeled  
as cloned foods.

These cloned animals are

a fundamentally  
new thing.

But I find it incredible  
that the FDA

not only wants to allow the sale of meat  
from cloned animals

without further research,

but also wants to allow  
the sale of this meat

without any labeling.

How many witnesses  
in opposition, please?

Noelle Cremers  
with California Farm Bureau.

And if I can point out--

the reason that we are  
concerned with labeling

is it creates unnecessary fear  
in a consumer's mind.

Until the industry  
has an opportunity

to educate why we want  
to use this technology

and the value  
of the technology,

we don't feel that  
consumers just having

a warning label  
will help them.

(chatting)

Pollan: These companies fight  
tooth and nail

against labeling.

The fast food industry  
fought against

giving you  
the calorie information.

They fought against  
telling you

if there's trans fat  
in their food.

The meat packing industry  
for years prevented

country-of-origin labeling.

They fought not to label  
genetically modified foods,

and now 78% of the processed food  
in the supermarket

has some genetically-  
modified ingredient.

I think it's one  
of the most important battles

for consumers to fight--

is the right to know what's  
in their food and how it was grown.

Not only  
do they not want

you to know  
what's in it,

they have managed  
to make it against the law

to criticize  
their products.

Man: Can you tell me how  
you've changed how you eat?

Yeah, we--

you'll probably have to  
talk to an attorney

before you would  
put this in there.

What? You can say this is--  
we've stopped--

I know, but--

I could have the meat  
and poultry industry

coming after me  
and I really--

Seriously? For saying--  
that it's so--

It depends

on the context.

You're not saying  
"Someone else don't eat it."

Yeah, I'm sorry,  
Robbie,

but I get asked this  
all the time.

Initially,  
my reaction was

"I don't care.  
Let them sue me.

Let them try  
and sue the mother

of a dead child  
and see."

It's pretty amazing  
that you can't say

- how you and your family have changed--
- The veggie libel laws...

(stammers)

are different.

The food industry has  
different protections

than other industries do.

We have a lot of questions  
about this mad cow disease.

Kowalczyk: If you recall the case  
where Oprah was sued

by the meat industry

for something  
she said on her show.

It has just  
stopped me cold

from eating  
another burger.

- Man: Good morning, Oprah.  
- Good morning, y'all.

Man #2: Are you glad to see  
it's finally winding down?

Well, I think  
I can say that, right?

I can say that, yeah.  
I can see the end in sight.

Schlosser:  
In Colorado it's a felony

if you're convicted  
under a veggie libel law.

So you could  
go to prison

for criticizing  
the ground beef

that's being produced  
in the state of Colorado.

There is an effort  
in several farm states

to make it illegal  
to publish

a photo of any  
industrial food operation,

any feedlot operation.

Schlosser:  
At the same time, they've also gotten

bills passed that are  
called cheeseburger bills

that make it very  
very difficult

for you to sue them.

These companies have  
legions of attorneys

and they may sue even though they know  
they can't win

just to send a message.

Man: We are on record

for the deposition of Maurice Parr

in the matter  
of Monsanto Company

and Monsanto Technology  
versus Maurice Parr.

Man #2: Mr. Parr, we subpoenaed  
your bank records

in this case.  
Do you know that?

Parr: I'll tell you, what really  
scared me the most today

was the fact that they have every check  
that I have written

from every bank account  
that I've used

in the last 10 years.

Man #2: Do you own any land,  
Mr. Parr?

- Yes.  
- Man #2: How many acres do you own?

Three.

Man #2: How long have you had  
this Dell computer?

Which ones are soybean seed  
cleaning customers?

- Mr. Kaufman?
- Beans only.

Parr:  
These people are not just customers,

they're personal friends.

It's extremely  
heart-wrenching for me

to know that this list is  
in the possession of Monsanto.

Harold Sinn?

Beans only.

Stephen Pennell:  
This is the first case

in which  
a seed company is suing

the person who does  
the cleaning of the seed.

So if Monsanto's claims  
are upheld in this case,

that would not only put  
Moe out of business,

but it would prohibit  
every grower in the country

from doing what  
Moe does as a precedent in future cases.

Man #2:  
Have any of these customers specifically

told you that  
they are not going to use

- your seed-cleaning services anymore?  
- Ron Merrill.

Parr's voice: This essentially puts me  
out of business.

- Max Lowe.  
- Parr's voice: I'm finished.

Jerry Kaufman.  
Bill Zeering.

Robert Duvall.

Pollan: We've had a food system  
that's been dedicated

to the single virtue  
of efficiency,

so we grow a very small  
number of crops,

a very small number  
of varieties,

a very small  
number of companies.

And even though  
you achieve efficiencies,

the system gets  
more and more precarious.

You will have  
a breakdown eventually.

And where the breakdown  
comes in the system

we don't always know.

Roush: Modern production agriculture  
is highly dependent

on large amounts  
of petroleum.

Our farm,  
we're going to use

about 40,000 gallons  
of diesel fuel a year.

Pollan:  
We eat a lot of oil without knowing it.

To bring  
a steer to slaughter,

it's 75 gallons of oil.

So what we're seeing is

that this  
highly-efficient machine

does not have the resilience  
to deal with shocks

such as the spike  
in oil prices.

Food prices  
last month were 3.9% higher

than they were  
a year ago.

Take corn, another basic  
source of food,

up to a 12-year high.

Pollan:  
For a while, we could sell grains

so cheaply  
anywhere in the world,

farmers in other countries  
who aren't being subsidized

could not  
compete with us.

So their capacity  
to grow food

for themselves  
was compromised.

Roush:  
The world's running out of food

and nobody's talking about it.  
We have no reserves.

Man: There have been protests  
around the world.

The food crisis has already  
brought down one government.

Pollan:  
A month doesn't go by

where there isn't  
a story in the news

that peels back  
the curtain

on how that  
industrial food is made.

(mooing pitifully)

Man:  
Downer cows-- too ill or lame to walk--

being brutalized to get them  
to their feet for slaughter.

Woman: Millions of gallons  
of concentrated hog manure

flushing their contents downriver.

Woman #2:  
Government's food czar reported

that there are no tools  
in place to track

the origin of the latest  
salmonella outbreak.

Pollan: Every time one of these  
stories comes out,

America learns  
a little bit more--

what's going on in the kitchen  
where their food is being prepared.

And every time  
they turn away in revulsion

and start looking  
for alternatives.

Hirshberg: The irony is that  
the average consumer

does not feel  
very powerful.

They think  
they are the recipients

of whatever industry  
has put out there

for them to consume.

Trust me,  
it's the exact opposite.

When we run an item past  
the supermarket scanner,

we're voting for local  
or not, organic or not.

At Wal-Mart, we made  
a decision about a year ago

to go through a process of becoming  
rBST-free in our milk supply.

We made that decision based  
on customer preference.

Hirshberg:  
Individual consumers

changed the biggest  
company on earth

and in so doing,

probably put the last nail  
in the coffin

for synthetic  
growth hormone.

Pollan: To eat well  
in this country costs more

than to eat badly.  
It will take more money

and some people simply  
don't have it.

And that's one  
of the reasons

that we need changes  
at the policy level,

so that the carrots are  
a better deal than the chips.

Schlosser: People think  
"These companies are so big

and so powerful, how are we ever going  
to change things?"

But look at  
the tobacco industry.

It had huge control  
over public policy

and that control  
was broken.

The battle against tobacco  
is a perfect model

of how an industry's  
irresponsible behavior

can be changed.

(people talking)

Salatin: Imagine what it would be if,  
as a national policy,

we said we would be  
only successful

if we had  
fewer people going

to the hospital  
next year than last year.

How about that  
for success?

The idea then  
would be to have

such nutritionally dense

unadulterated food

that people who ate it  
actually felt better,

had more energy,

and weren't sick as much.

Now see,  
that's a noble goal.

Kowalczyk: I can't change the fact  
that Kevin's dead.

When you tell somebody  
you've lost a child,

I really don't like  
that look of pity

that comes  
into their eyes,

that they feel  
sorry for me.

I can have a pity party  
all by myself very well,

thank you.  
I don't need it from other people.

What I need  
them to do is listen

and help me  
effect a change.

Roush: You have to understand  
that we farmers,

we're gonna deliver to the marketplace  
what the marketplace demands.

If you want  
to buy \$2 milk,

you're gonna get a feedlot  
in the backyard. It's that simple.

People have got  
to start demanding

good, wholesome  
food of us.

And we'll deliver.  
I promise you.

We're very ingenious people.  
We'll deliver.

That's all  
I had to say.

("This Land is Your Land"  
playing)

(audience cheering)

When I rode that ribbon highway

I saw above me

The endless skyway

I saw below me

The golden valley

Well, this land was made  
for you and me

I roamed and rambled

I followed my footsteps

Through  
the sparkling sands of

Her diamond deserts

And all around me

A voice was calling

It said "This land was  
made for you and me"

This land is your land

This land is my land

From California

To the New York island

From the redwood forests

To the Gulf Stream waters

Well, this land was made  
for you and me

Now the sun came shining

And I was strolling

Through wheat fields waving

And dust clouds rolling

And a voice was sounding

As the fog was lifting

It said "This land was  
made for you and me"

This land is your land

This land is my land

From California

To the New York islands

From the redwood forest

To the Gulf Stream waters

Oh, this land was  
made for you and me.

(harmonica playing)

(classical score playing)

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