

# Fixing our broken food system



By disrupting McDonald's predatory marketing—its primary vehicle for hooking children on its harmful products—we are helping cause a seismic change in the food industry at large. Here, longtime ally Rosa Perea helps her son and niece plant vegetables in a Chicago community garden.

## Curbing Big Food's power

### OUR FOOD SYSTEM SHOULD NOURISH US

We believe a more sustainable food system is both necessary and possible. Everyone should have access to healthy food, and food production should not come at the expense of our health, workers' rights, animal welfare, or the environment. Our food campaign moves McDonald's and other giant food corporations to end their abuses.

### BROKEN FROM SEED TO PLATE

A handful of transnational corporations have fundamentally reshaped our food system, driving a string of abuses that causes 1 in 9 people to go hungry, makes 1 in 3 sick, and harms the environment for generations to come.

Children in the U.S. and globally are bombarded by junk food marketing in every possible venue—online, on TV, even in schools—and often from infancy. And increasingly, our children are suffering from Type 2 diabetes and other diet-related diseases.

Meanwhile, factory farms pollute our soil and water, and the corporations that run them manipulate food policy and commodity prices, threatening the viability of sustainably run family farms.

### MCDONALD'S: THE ROTTEN CORE

As the largest and most profitable fast food corporation, McDonald's has manufactured unparalleled demand for consistent and cheaply produced commodities that has done more to shape today's food system than any other entity. It is the largest buyer of beef, pork, apples, and potatoes in the country. As such, it has created the conditions for the rise of Big Ag corporations like Monsanto, ADM, and Cargill.

McDonald's also shapes our food culture by wielding its influence in the halls of government, manipulating policy, and pushing junk science.

At the same time, McDonald's has built its brand by launching aggressive targeted marketing to kids designed to undermine parents—from Happy Meals to McTeacher's Nights.



Chicago's NPR station interviews campaign director Sriram Madhusoodanan. We play a critical role in exposing and challenging the influence peddling that continues to benefit Big Food at the expense of our health and our planet.

### PROTECTING OUR CHILDREN'S HEALTH

The future of our food system begins with our children. McDonald's, and the junk food industry it spawned, know this all too well. So that's where Corporate Accountability began. By connecting the dots between junk food marketing and today's growing health crises, Corporate Accountability has hindered McDonald's ability to blatantly market to youth.

In partnership with allies and through grassroots mobilization, we have won many victories. McDonald's has slashed spending on Happy Meals marketing, and reduced Ronald McDonald's presence on TV and in print. More and more educators across the country are denying the corporation its ability to market in schools. Since 2012, half the hospitals around the country that had a McDonald's on site have closed those stores. And important partnerships like McDonald's sponsorship of the Olympics have been severed.

### CHANGING OUR FOOD SYSTEM FOR GOOD

By compelling these changes and more, Corporate Accountability, together with our allies and partners, is fundamentally transforming the landscape in which McDonald's can operate.

Fast food corporations and their suppliers can no longer abuse workers, public health, and the environment with impunity. We are making it harder for McDonald's and other fast food corporations, through front groups like the National Restaurant Association, to buy and bully Congress at the expense of people and the environment.

Our campaign is making the gap between McDonald's image and its actions a serious business liability for the corporation—and our shareholder activism is setting the precedent to do the same for other abusive corporations in the food system.

And understanding that this is a global problem, we have been instrumental in developing marketing recommendations with the World Health Organization to protect children globally from predatory junk food advertising. Already, there have been encouraging developments in places such as Brazil, Chile, and Mexico.

By engaging in multifaceted, strategic actions, and coalitions, Corporate Accountability is playing a critical role in making a broken food system whole again.

### Corporate Accountability

Corporate Accountability stops transnational corporations from devastating democracy, trampling human rights, and destroying our planet.

We are building a world rooted in justice where corporations answer to people, not the other way around—a world where every person has access to clean water, healthy food, a safe place to live, and the opportunity to meet their full human potential.

### JOIN THE GLOBAL CAMPAIGN

You can be part of making this vision a reality. For more information on how you can get involved, including how to power this work through your financial support, visit [CorporateAccountability.org](http://CorporateAccountability.org).