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# Big Tobacco's Role in Processed Food Industry's Creation

## Description

Imagine strolling down the supermarket aisle, grabbing your go-to snack or ready-to-eat meal. Now, envision this scenario with a surprising twist: those irresistibly delicious flavors you crave were not concocted by food scientists, but by tobacco executives. It may sound like the plot of a wild conspiracy theory, yet a study from the University of Kansas suggests that this is not only believable but actually factual.

For decades, Big Tobacco's deceptive tactics to ensnare smokers have been well-documented. However, the shocking revelation the study uncovers is the intricate connection between tobacco behemoths and the processed food industry that dictated American eating habits for a substantial period.

From the late 1980s to the early 2000s, companies like Philip Morris and R.J. Reynolds weren't just peddling cigarettes but were clandestinely molding the fabric of the U.S. food system. As you delve deeper, be prepared for a revelation that will forever change your perception of processed foods. This narrative embodies corporate strategy, scientific manipulation, and a calculated endeavor to make certain foods not just tempting but addictively irresistible.

Get ready to expose the tobacco-infused truth lurking behind many of your pantry essentials. It's a chronicle that challenges the way we view the influences shaping our daily dietary decisions and urges us to scrutinize the imperative need for regulation in our contemporary food landscape.

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## Vocabulary List:

1. **Intricate** /'ɪn.trɪ.kət/ (adjective): Very detailed and complicated.
2. **Concocted** /kən'kɒk.tɪd/ (verb): To create or devise a plan or idea often by combining various elements.
3. **Manipulation** /mənɪp.jʊ'leɪ.ʃən/ (noun): The action of controlling or influencing something in a clever or skillful manner.
4. **Addictively** /ə'dɪk.tɪv.li/ (adverb): In a way that leads to a compulsive use or dependency.
5. **Deceptive** /dɪ'sep.tɪv/ (adjective): Intended to make someone believe something that is not true.
6. **Regulation** /ˌrɛg.jʊ'leɪ.ʃən/ (noun): A rule or directive made and maintained by an authority.

## Comprehension Questions



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## Multiple Choice

1. According to the text, where did the study suggesting the connection between tobacco executives and processed food industry originate from?
  - Option: University of Kansas
  - Option: Harvard University
  - Option: Stanford University
  - Option: Yale University
  
2. During which time period did companies like Philip Morris and R.J. Reynolds reportedly influence the U.S. food system?
  - Option: Late 1980s to early 2000s
  - Option: 1960s to 1970s
  - Option: 2010s to 2020s
  - Option: Mid-1990s to late 1990s
  
3. The narrative in the text suggests that the tactics of Big Tobacco were primarily aimed at:
  - Option: Ensnaring smokers
  - Option: Promoting healthy lifestyles
  - Option: Supporting small farmers
  - Option: Preserving natural habitats
  
4. The study revealed a connection between tobacco companies and the U.S. food industry in an effort to make certain foods:
  - Option: Addictively irresistible
  - Option: Healthy and organic
  - Option: Affordable and accessible
  - Option: Bland and unappealing
  
5. What aspects does the narrative in the text cover regarding the connection between tobacco and processed foods?
  - Option: Corporate strategy, scientific manipulation
  - Option: Agricultural practices, pricing strategies
  - Option: Climate change policies, international trade
  - Option: Educational programs, healthcare systems
  
6. The text mentions that exposure to the tobacco-infused truth behind processed foods challenges individuals to:
  - Option: Reevaluate their daily dietary decisions



- Option: Ignore the issue and continue consumption
- Option: Boycott all processed foods
- Option: Start their own food companies

## Answer

**Multiple Choice:** 1. University of Kansas 2. Late 1980s to early 2000s 3. Ensnaring smokers 4. Addictively irresistible 5. Corporate strategy, scientific manipulation 6. Reevaluate their daily dietary decisions

## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. Which term relates to mental processes such as thinking memory and problem-solving?
  - Option: Nutrients
  - Option: Sedentary
  - Option: Cognitive
  - Option: Myopia
2. What are the chemical messengers that transmit signals across a synapse between neurons?
  - Option: Neurotransmitters
  - Option: Polyphenols
  - Option: Glucosinolates
  - Option: Microgreens
3. Which term means being separated from others or feeling alone?
  - Option: Regulation
  - Option: Isolation
  - Option: Powerhouse
  - Option: Concocted
4. What term describes something that is difficult to bear or causes hardship?
  - Option: Moderation
  - Option: Burden
  - Option: Emphasizes
  - Option: Comprehensive
5. Which food item refers to young tender greens that are harvested just above the soil?
  - Option: Antioxidants
  - Option: Polyphenols



- Option: Microgreens
- Option: Glucosinolates

6. What term relates to the heart and blood vessels?

- Option: Deceptive
- Option: Concocted
- Option: Cardiovascular
- Option: Intricate

7. Which term means adjusting the intensity tone or pitch?

- Option: Modulation
- Option: Addictively
- Option: Sedentary
- Option: Excessive

8. What term describes something that is easy to use or saves time and effort?

- Option: Prevalence
- Option: Consumption
- Option: Convenient
- Option: Accelerate

9. Which compounds have antioxidant properties and are found in foods like fruits vegetables and tea?

- Option: Polyphenols
- Option: Myopia
- Option: Sedentary
- Option: Guidelines

10. What term refers to the enforcement or implementation of rules or laws?

- Option: Emphasizes
- Option: Burden
- Option: Regulation
- Option: Powerhouse

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

- 11. Regular exercise can help \_\_\_\_\_ metabolism and improve overall health.
- 12. A balanced diet provides essential \_\_\_\_\_ required for proper body functions.
- 13. The \_\_\_\_\_ of smartphones has changed communication habits worldwide.
- 14. Prolonged \_\_\_\_\_ behavior can lead to health issues like obesity and muscle



weakness.

15. Consuming \_\_\_\_\_ amounts of sugar can increase the risk of developing diabetes.
16. The report provided a \_\_\_\_\_ analysis of the current market trends.
17. The instructor \_\_\_\_\_ the importance of regular practice for skill development.
18. Health experts recommend following dietary \_\_\_\_\_ for a balanced nutrition intake.
19. Enjoying treats in \_\_\_\_\_ is key to maintaining a healthy diet.
20. Excessive alcohol \_\_\_\_\_ can lead to liver damage and other health issues.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

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| 21. Polyphenols have antioxidant properties that can help protect cells from damage.             |
| 22. Foods like broccoli and kale contain glucosinolates which have potential anticancer effects. |
| 23. Blueberries are rich in antioxidants which help combat oxidative stress in the body.         |
| 24. Spinach is considered a nutrient-dense food as it is packed with vitamins and minerals.      |
| 25. The design of the watch was intricate with many small details etched into the metal.         |
| 26. The chef a new recipe using exotic spices and local produce.                                 |
| 27. Social media algorithms use user data for targeted content .                                 |
| 28. Brazil nuts are a of selenium a mineral important for thyroid function.                      |
| 29. The game was designed to be challenging to keep players engaged for hours.                   |
| 30. The advertisement used tactics to lure customers into buying unnecessary products.           |

**Answer**

**Multiple Choice:** 1. Cognitive 2. Neurotransmitters 3. Isolation 4. Burden 5. Microgreens 6. Cardiovascular 7. Modulation 8. Convenient 9. Polyphenols 10. Regulation

**Gap-Fill:** 11. Accelerate 12. Nutrients 13. Prevalence 14. Sedentary 15. Excessive 16. Comprehensive 17. Emphasizes



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18. Guidelines 19. Moderation 20. Consumption

**Matching sentence:** 1. Polyphenols 2. Glucosinolates 3. Antioxidants 4. Nutrient-dense 5. Intricate 6. Concocted 7. Manipulation 8. Powerhouse 9. Addictively 10. Deceptive

## CATEGORY

1. Health - LEVEL4

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### **Author**

aimeeyoung99

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