

**From:** [Kimberly Reed](#)  
**Cc:** [Jania Matthews](#); [Dave Schmidt](#); [Marianne Smith-Edge](#); [Steven Cohen](#); [Kimberly Reed](#)  
**Subject:** Update on Moss Book – Adaptation Now Posted on NYTimes.com and To Appear in Sunday NY Times Magazine; Additional Media Coverage of Moss and Warner Books  
**Date:** Wednesday, February 20, 2013 11:48:06 AM  
**Importance:** High

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To: IFIC Board of Directors  
IFIC Foundation Trustees  
IFIC Media Dialogue Group  
All IFIC Committees

From: Kimberly Reed  
Jania Matthews

CC: Dave Schmidt  
Marianne Smith Edge  
Steven Cohen

Date: February 20, 2013

Re: Update on Moss Book – Adaptation Now Posted on NYTimes.com and To Appear in Sunday NY Times Magazine; Additional Media Coverage of Moss and Warner Books

In anticipation of the Feb. 26 release of the books *Salt, Sugar, Fat* by Michael Moss and *Pandora's Lunchbox* by Melanie Warner, we wanted to update you on recent media coverage and actions that we are taking.

**NY Times Adaptation of Moss Book:** Today, *The New York Times* released a lengthy article by Michael Moss, "The Extraordinary Science of Addictive Junk Food," which is an adaptation of his upcoming book. The article currently is available online and will be featured in the Sun., Feb. 24 *New York Times Magazine*.

Link to article: [http://www.nytimes.com/2013/02/24/magazine/the-extraordinary-science-of-junk-food.html?partner=rss&emc=rss&\\_r=0](http://www.nytimes.com/2013/02/24/magazine/the-extraordinary-science-of-junk-food.html?partner=rss&emc=rss&_r=0)

This link also includes food images from the magazine and article covers with the taglines: "I Feel So Sorry for the Public - Inside the hyperengineered, savagely marketed, addiction-creating battle for American 'stomach share'" and "Salt+Fat/Satisfying Crunch x Pleasing Mouth Feel = Food Designed to Addict."

Moss' article begins with the key points also included in the book's prologue and provides four case studies that "sheds light on how the foods are created and sold to people who, while not powerless, are extremely vulnerable to the intensity of these companies' industrial formulations and selling campaigns": (1) In This Field, I'm a Game Changer; (2) Lunchtime Is All Yours; (3) It's Called Vanishing Caloric Density; and (4) These People Need a Lot of Things, but They Don't Need a Coke. Moss notes that that he "talked to more to more than 300 people in or formerly employed by the

processed-food industry, from scientists to marketers to C.E.O.'s. Some were willing whistle-blowers, while others spoke reluctantly when presented with some of the thousands of pages of secret memos" that Moss "obtained from inside the food industry's operations."

**IFIC and IFIC Foundation Plans:** Based on Moss' just-published adaptation, we are:

- Moving up the Feb. 27 release of the Feb. edition of our *Food Insight Newsletter* that features our book reviews. These reviews also will be repurposed as blogs on foodinsight.org.
- Providing general and committee-specific talking points in the near future.
- Exploring additional options to enhance our engagement in the digital media measured by the extent of coverage.

We will keep you apprised of additional details and please feel free to reach out to us at any time.

**Connect With Us:** We invite you and your colleagues to follow us on Twitter (@foodinsight; @ificmedia) and Facebook ([www.facebook.com/foodinsight.com](http://www.facebook.com/foodinsight)), as well as subscribe to our monthly newsletter so that you automatically receive (and are then able to share) the book reviews when they are published: <http://www.foodinsight.org/Newsletter-Signup.aspx>.

#### **Additional Moss Coverage**

- Huffington Post: "Michael Moss's 'Times' Mag Cover Story On The 'Extraordinary Science Of Junk Food' Is Extraordinary": [http://www.huffingtonpost.com/2013/02/20/michael-moss-times-mag\\_n\\_2725001.html](http://www.huffingtonpost.com/2013/02/20/michael-moss-times-mag_n_2725001.html)
- Moss Scheduled Appearance: March 15 – Seattle: <http://townhallseattle.org/michael-moss-how-the-food-industry-hooked-us-on-salt-sugar-fat/>
- GMA indicated that Dr. Oz will be featuring Moss on his show. GMA is in the process of reaching out to the program and will be providing a written statement.

#### **Pandora's Lunchbox Book Review:**

- Yoni Freedhoff, Weighty Matters Blog, Book Review of Melanie Warner's *Pandora's Lunchbox*. <http://www.weightymatters.ca/2013/02/book-review-melanie-warners-pandoras.html>