Analysis of Targeted Media

I imagine this article appearing as series in a food blog. Ideally, it would be featured in a high profile health blog or even a network news outlet blog. The reality is, all people who eat food could benefit from this message. It’s expands all audiences. Realistically however, consumers of this message would likely be health gurus and bloggers themselves, consumers of social media, and heads of households whose goal is to raise a healthy family on a reasonable budget who utilize the internet for health/food information.

Blog 1- The Current US Food System *

Article Objectives: Educate and inform the consumer of the basic framework of the current US Food System

Consumer will be able explain the basic structure/framework of the system, the levels of the food supply chain, concept of food subsidies, the role of stakeholders in the current food system, the affect of food policy on the system, and the concept of food swamps/food deserts.

1. Introduction
   a. What is the very basic layout of the food system?
   b. Mention of the food system as a global system
   c. All people play into the food system.
   d. If we don’t like it, we have the power to change it.

2. Food Supply Chain
   a. Explain how food moves from the farm to the table

3. Food subsidies
   a. What is a subsidy?
   b. What are the main subsidies?
      i. How does that drive the food system?
   c. What/who are the stakeholders?
      i. How does that drive the food system?

4. Food Policy
   a. Demonstrate how food policy is woven into every aspect of the food system
   b. Comments from Dr. Marion Baer, PhD, RD- Adjunct Associate Professor, UCLA School of Public Health

5. Food swamps and food deserts
   a. Define
   b. How they are a reflection of the current system and current policy?
   c. Comments from Dr. May Wang, PhD, UCLA

6. Conclusion
   a. Call to Action- found in the subsequent blog

*Throughout this blog I will tie in small examples/stories of how this effects everyday Americans
Blog 2- Impacts of the Current Food System with a vision for a Local Food System

Article Objectives: Educate and inform the consumer of health implications of the current food system and present solutions for both the system and the consumer’s utilization of the system for better health (both physical and environmental).

Consumer will be able explain the major health implications of the current system, the concepts and benefits of a local food system, and strategies they can take as a consumer for better health

1. Introduction
   a. What are the major health implications of the current food system?
      i. Economic Costs
      ii. Social Costs
      iii. Statistics on chronic disease trends.
   b. If we don’t like it, we have the power to change it.

2. Local Food Systems
   a. What are they?
   b. How do they work?
   c. Excerpts from USDA’s “Local Food Systems: Concepts, Impacts, and Issues”
   d. Debra Troop, A Chief Advisor in the USDA’s research branches on food systems

3. Consumer’s Role
   a. What drives the system
      i. Example of Wal-Mart carrying organics b/c consumers demanded it

4. Get Active- Consumer Strategies
   a. How to change the system one step at a time?
      i. List steps
         1. Purchasing Power
         2. Policy influence
         3. Minimize Waste

Blog 3- Food Waste

Article Objectives: Educate and inform the consumer of the food waste happening in this country, the health implications, economic costs, social costs, and strategies to combat this issue. The consumer will be able to explain the above-mentioned list.

a. Introduction
   i. What is food waste, food loss, and food wastage? (define)

b. Food wastage at each level of the supply chain
   i. Stats from above mentioned paper
   ii. Statement from Tyler Watson, MPH, PhD Student who attended the ASPPH Conference presentations on this topic

c. The Cost of Food Waste
   i. Economic Costs
      1. Stats from above-mentioned issue paper
      2. Estimated $ lost in food waste for average American
   ii. Social Costs
      1. Stats from above-mentioned issue paper
   iii. Health costs
1. What are they and what are the future implications?
   d. Combating food waste
      i. What needs to be done?
      ii. Strategies for the consumer

This is really great!!! – I think your approach is unique and timely and well worth a series of articles which ‘exposes’ so to speak the soft underbelly of American food production and commerce as regards food marketing. Most interesting to me are the more esoteric economics. But I realize that what you really have set out to do is to describe the structure and process of the whole system which is ambitious: remember many people may not be used to systems types of thinking so charts and graphs essential and will really go far here in regards to educating the public on this issue. What I struggled with a bit in the first section was with frame and scope. Yes you said food system is global but a lot of your bullet points really entail American context – and you have American audience and we may have some unique attributes (ie food and farm subsidies) that are different than elsewhere so even if you describe some of the global economics of this I would to some extent bring it back to an American (national) context as this feeds better into the next section which is local and again I am assuming this is American local. This then feeds into the food waste – what I lie about the two later parts is they are more empowering – ie how we can get consumers to think more local (and advocate for local) as well as how can take actions in the home to eliminate food waste.

The one thing you have not spoken too much about is; marketing – maybe a few lines because this is also a powerful driver for the system as it now exists.

Overall While you can write for an imaginary blog, you might want to pick an established one for this project so to be able to understand what their parameters are for serial blogging. Maybe one more concerned with food and food policies.