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How has the health of Americans been affected by the government's focus on economic growth?

The article, *Making Healthy Food Affordable, Accessible to Low-Income Shoppers Can Be a Win-Win, Execs Say*, by Elizabeth Crawford commences with the frustration she experiences at the idea that only individuals who earn an income of 100,000 annually are granted access to healthy foods. In order to prevent this pattern, Crawford provides three creative business strategies that make health foods more accessible to low-income families. The effectiveness of these strategies is evident in the profit growth that companies *Luvo and Just Mayo/Cookies* have experienced. The first change that has made healthier food choices available is “improving access through mainstream stores”. This means that companies defer from making contracts with natural health food stores and turn to mainstream supermarkets instead. Another strategy that eases this goal is “price is not everything”. This tactic makes companies focus their attention on making the food they market appealing to the consumers. Such is done by pairing a food that is common to the consumer’s lifestyle with one that holds greater nutritional value. People will be drawn to this because they will receive the health benefits without feeling as though they are making a sacrifice. Finally, Crawford reveals the last of the three: “offsetting costs to invest in quality”. The company avoids spending money on traditional advertisements and reinvests it into the quality of the ingredients that are used in the products. By doing so the company ensures that they can source quality nutrition while priced at low value. The implementation of these strategies will help improve the health of low-income families, in the United States, who seek to introduce healthier foods.

Zee Krstic’s article, *Fast Food Isn’t Even Cheap Anymore*, addresses the increase of prices within the fast food industry. Notably, the prices between the value menu items and the regular menu items in McDonalds and Burger King chains have seen an “[escalation] by 27 percent since 2008”. This growth has become so drastic that prices have become almost equivalent to that of fast-casual restaurants such as Chipotle and Panera Bread, which tend to provide greater nutrition than the “highly caloric and nutritionally poor” meals at McDonalds and Burger King. Though the statistics have proven this correct, neither will beat the cheap prices of cooking at home. In addition, to the price spikes that are caused by government agencies, wage rates and operational costs contribute a fair sum to the constant cost rise. Making meals at home is more cost-effective and has been able to remain as such due to the lower farm and commodity food prices. Though this process does require more time, the author states that recent and persisting cost increases have made the fast food chains a less desirable resource for sustenance and at-home cooking the healthier, more economical choice.

Sources:

<https://www.cookinglight.com/news/cost-difference-between-fast-food-groceries>

<https://www.foodnavigator-usa.com/Article/2015/03/03/Making-healthy-food-affordable-accessible-for-low-income-is-a-win-win#>