

Discussion week 3

Sociology



Gauging the cost of eating healthy in comparison to fast foods, I would strongly differ with the general opinion that the former is more expensive. In fact am of the opinion that the only contention in this respect is the determination to stick and commit to healthy dieting given the allure of fast food available everywhere. The cost tied to healthy eating is generally in the form of unavailability. The other is the fact many people would always wish to grab a fast meal to keep up with time in today's dynamic world. This is also because processing meals is always necessary for an economic principle to manipulating them and change their form for a reason to sell from "unique" products. The expensive impression with which healthy food is viewed is in my view an issue of market demand and supply and the fact most people who opt for healthy meals are relatively specific and picky in their approach to diet.

I however believe that eating healthy is actually reasonably cheap if proper systems can be put in place. This can be best achieved through adequate motivation and campaign by highlighting on the many benefits that come with eating healthy. The strategy is just to get many people making the preference. Fast foods not only require more resources and processes in terms of energy, technology and to prepare but also disturbingly result in less quality food. Thus, overall cost of fast food, despite the potential negative health effects they have, is actually much larger than healthy ones when viewed in the entire contexts of everything involved. Going healthy would also considerably reduce the overall cost of food and lead to more awareness towards food and health, changing perceptions in the process. Healthy food is also much easier to grow given the fact most of the farm input is mostly kept organic. The concept of healthy diet therefore is

essentially much cheaper.

Reference

[www. oprah. com/oprahshow/Food-Expert-Michael-Pollens-Food-Rules-Video](http://www.oprah.com/oprahshow/Food-Expert-Michael-Pollens-Food-Rules-Video)