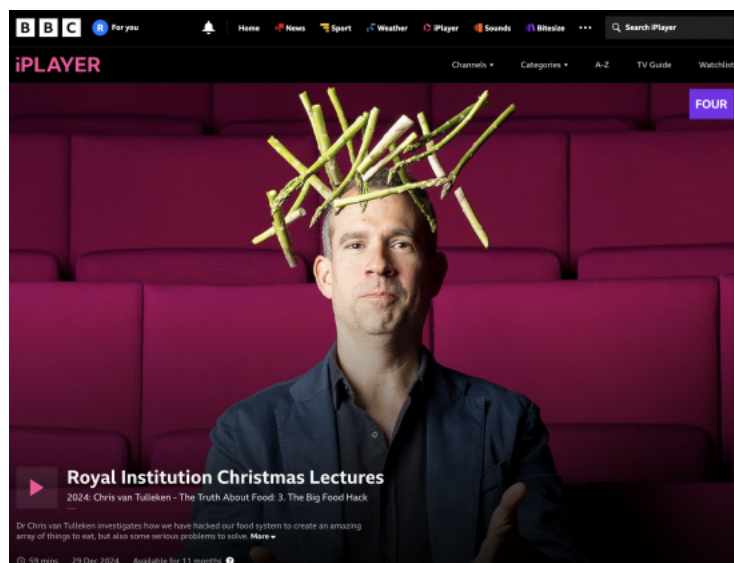


How we corrupted food

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This [is worth watching if you have a television licence](#):



The programme shows how things like strawberry ice cream and orange-flavoured fizzy drinks can be and are produced without going near either of the named ingredients or anything else you might expect. This is the reality of ultra-processed food, despite the claims made by its exponents.

There is a weakness in the programme, though. It is the last thirty seconds, where no answers are provided. What was required was a discussion of the political economy of food, and that did not happen.

So, it's good and welcome, and the endorsement shows that the threat is being taken seriously. But it has to take on the economic power behind this crisis as well, or nothing will change.