

1. Full citation.

Bech-Larsen, Tino, and Jessica Aschemann-Witzel. "A Macromarketing Perspective on Food Safety Regulation: The Danish Ban on Trans-fatty Acids." *Macromarketing* 10 (2012): 208-17. Web.

2. Where did/does the author work, what else has s/he written about, and what are her/his credentials? (This question only has to be answered once for Vogel.)

Tino Bech-Larsen is a professor at Aarhus University in the Department of Business Administration specializing in business and social sciences. His research areas are consumer behavior, market communications and branding, and barriers and facilitators for healthy eating. His PhD is in consumer behavior from Aarhus School of Business. He has published works about adolescent healthy eating, perceptions of healthy eating, and broken habits. Jessica Aschemann-Witzel is an assistant professor at Aarhus University in the Department of Business Administration specializing in business and social sciences. Her research areas are in consumer information search behavior and choice, organic food marketing, healthy eating promotion, and nutrition and health claims. She has a Masters in integrated marketing communication from Aarhus University. She has published works about sustainability education, and health behaviors transferred from parents. They wrote this paper for Macromarketing. The funding is from European Commission.

3. What are the topics of the text?

The topics of the text are food safety, regulation, institutional paradigm, marketing and society, and globalization.

4. What is the main argument of the text?

There are three main arguments in the text. The first is how it is possible to have a ban towards TFA in a country that is normally against compulsory regulation. The second is how food and marketing has changed in a positive way since the regulations on TFA. The third argument is that Europe and countries all over the world will see the Danish ban on TFA and be inclined to make similar regulations.

5. Describe at least three ways that the argument is supported.

The first argument is supported with a voluntary move towards a ban of TFA. Danish margarine companies first lowered the amount of TFA in produces. Once the ban was in regulation it wasn't as difficult for the margarine companies and bakeries to comply. The second argument is supported with the idea that TFA is creating risks in our food with ingredients that cause see or unseen risks in our health. With the removal of TFA Danish cardiovascular diseases and cardiac deaths have decreases since 1993. The third argument is supported because California and New York City have put in place partial bans on TFA since viewing the Danish regulations.

6. What three quotes capture the message of the text?

"outbreaks of foodborne illnesses, steep increases in health-related expenditure, cumulative evidence of the influence of food consumption on health, and a greater focus on evidence-based health policy have led to compulsory food safety regulations" (208)

"To avoid compulsory standards (Segerson and Miceli 1998), such corporations might voluntarily adopt the latest standards and thus increase the international diffusion of the initial regulation. Without such

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voluntary actions, assuming the evidence of the health risks in question is sufficient, other countries ultimately are likely to apply compulsory regulatory standards.” (211)

“The Danish Ministry of Interior and Health reports that cardiovascular diseases and cardiac deaths have dropped significantly since the TFA reduction process was initiated in 1993 (Stender, Dyerberg, and Astrup 2010), but these improvements may relate to multiple factors.” (215)

7. What three questions about environmental risk and precaution does this article leave you with?

If the results are not conclusive, did the ban really help the health of the Danish people, or did it cause a blockage for economic growth in the small business?

How will the different ingredients used in foods that normally used TFA affect the Health of non TFA users? And how will the use of these ingredients affect the planet in the long run?

Will this set a precedent for other compulsory regulations for food regulations and environmental regulations? Will this cause change or growth in more loop wholes that inhibit change that is needed for the environment?