

## “The Veil”

Producers of a product should have no say in the item's labels and packaging because they only seek profits and don't want to jeopardize their product's sales. The designers will do anything to convey a positive and reliable message to lure customers in. In order to avoid losing consumers, the producers want to veer away from making the negative things about an item known to the public.

There are two opinions held on the labeling of food products, and it is evident that they are held by the consumers who favor it and the producers who don't. In grocery stores and at markets you constantly see items with pictures of farms or nature that make people want the product, but the food represents an image far from what is portrayed. The producers want to maximize their profits, but if they advertised a picture of a slaughterhouse, they would only lose business and their “healthy” image. Being the highest seller and the top of the competition is the goal for any producer, and their greed seems to come first over our health and well-being. The chemical substitutes and engineering of food products has become the primary way to mass produce what we eat, and there are potentially dangerous ingredients in most everything. If the labels didn't portray these, we could be consuming dangerous substances without any knowledge.

Because they only seek profits of a product and don't want to jeopardize their product's sales, producers of them should have no say in the item's labels and packaging. Food Inc. exposed the dirty business behind food processing, yet the government does little to improve these conditions. Product packaging is one of the few ways to see what you are really eating, but producers are trying anything they can to avoid this.