



"mess you up"

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Fast Food

One of the more common explanations for bad diet is being “too busy to eat right.” On the face of it this may seem plausible. There are a multitude of things that we are each too busy to do. It seems logical that there are more things that we don’t have time for than we do have time for because there are an infinite number of things to do, but we can only experience a finite number of them.

But because eating is not optional, the important question is not how much time it takes to eat right but whether it takes longer to eat right than to eat wrong? We thought an experiment was in order.

We sent two teams out at lunchtime. Team A, the “too busy to eat right” team, headed for Dairy Queen and Team B, the “not too busy to eat right” team, went to the local grocery store, “Nob Hill Foods.”



The eatery is right across the street from the grocery company so differences in travel time was not a factor in timing the two approaches.

We instructed our “too busy to eat right” team, Team A, to order a meal that was not “right,” simply because the “too busy to eat right team” doesn’t “eat right” by definition. We are of the opinion that even the worst eatery can be made better by better choices, but that is the stuff of another article.

Team B was instructed to select for nutrition and convenience.

Again, our chief concern was about time to serving because we’re testing the claim that eating poorly is quicker than eating properly. But, we couldn’t help wonder, what are the cost differences and how profound can the nutritional choices be?

The fast food team, Team A, the one that was too busy to eat right, got their food in 17 minutes and 45 seconds from leaving the gym to food in hand.

The grocery store team, Team B, the one with the extra time to eat right, got their food in 14 minutes and 23 seconds, beating the busy guys by 3 minutes and 22 seconds.

The fast food - Dairy Queen - was a double cheeseburger, large fries, and a chocolate shake. The cost was \$6.12.

The grocery store food – Nob Hill Foods – was 6 ounces of turkey breast from the deli counter, two Fuji apples, and 1 ounce of roasted cashews. The cost was \$5.39, edging out the Dairy Queen by 73 cents.





“Good Food”



“Bad Food”



Taster's Choice