

# Radical Diet

City Councilwoman Jan Perry is proposing a ban on building new fast-food restaurants in South Los Angeles. So the Business Journal asks:

**Should local governments ban fast-food eateries?**

## ► JANA BRANCH

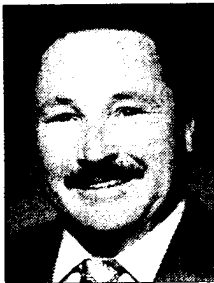
*Vice President of Brand Communication  
Bossa Nova: The Superfruit Co.*

No, there are other ways to address the health issue rather than focus on banning a particular business format.

## ► DENNIS AYERS

*Partner  
NSBN LLP*

No, because they're the only place that people with lower incomes can eat. Food at sit-down restaurants isn't any healthier. It's easier to pick on the fast-food people, but no one picks on regular restaurants whose food is just as bad. What you end up doing is penalizing low-income people with not being able to find a place to find something cheap.



Ayers

## ► STEVEN LOPEZ

*Vice President  
HKS Inc.*

No, I think that to encourage healthy lifestyles, education, access to physical education and athletic facilities, and cultural awareness are much more important and will be ultimately more effective. I don't think that prohibition against any certain type of food is going to be effective.



Lopez

## ► CRAIG DIAMOND

*President  
Diamond Creative*

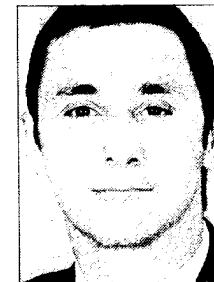
The solution isn't banning unhealthy choices, it's promoting healthy ones. Local governments

should incentivize the positive options rather than banning the negative ones. A program that offers tax breaks to restaurants, even existing ones, that offer healthier dining options at the fast-food price point would make nutritious food accessible to those who can't find it or can't afford it.

## ► MARCIO MAGALHAES

*Vice President, Small-Business Banking Division  
Comerica Bank*

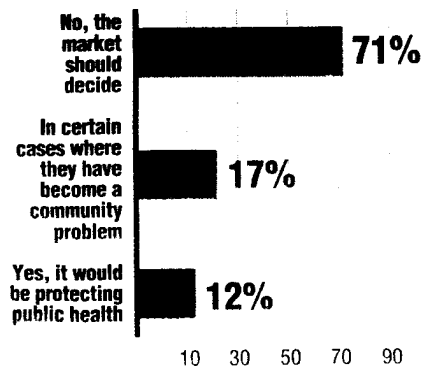
I believe so, and in their place they should put organic restaurants so the people can eat better and healthier.



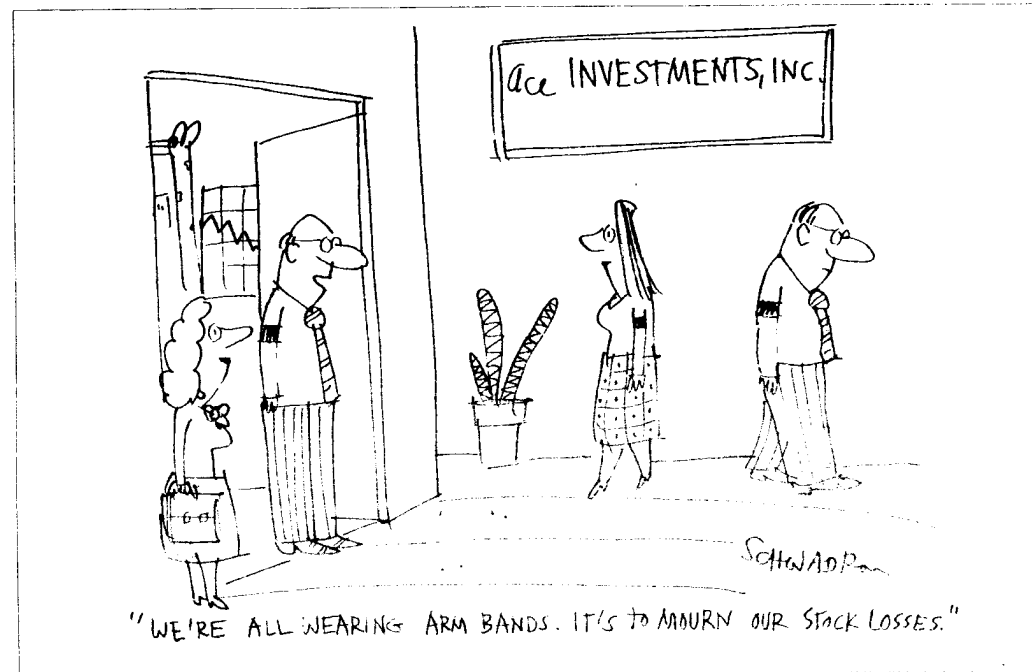
Magalhaes

## Los Angeles Business Journal Poll

Do you think local governments should ban fast food restaurants?



Online results for week ending July 9



7-14-08

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