

# Foreword

*Fat Chance the Food Police Will Ever Admit  
John Cisna Was Right, Even Now*

His story is now legendary. In a span of little more than six months, John Cisna lost 54 pounds, eating at McDonald's. Yeah, McDonald's. He thinned down going to the same place Morgan Spurlock famously pigged out. Spurlock got a hit movie out of it, *Super Size Me*, and with a single stroke of his fork, and more often a lot of paper wrappers, managed to alienate not only McDonald's but the entire fast food industry.

Back to John, who seemed to conclude maybe Spurlock was eating all the wrong stuff, or too much of the wrong stuff. The difference was, of course, Spurlock's story fed a media narrative that fast food was bad, and McDonald's was the worst. Cisna's story didn't make sense, so it didn't garner nearly as much coverage.

It's a pity because Cisna proved something that should be so common sense, it needn't take a hit documentary to pound over your head—it's not what you eat, it's how much of what you eat that matters. French fries aren't evil. Maybe downing a couple of super-size servings of them every day is.

That was Cisna's agenda then, when he lost all that weight. That's his agenda now, as he miraculously maintains that weight and all the good health that comes with it. As he puts it, "I was perfectly happy overeating at fine restaurants and binging on food obtained at the grocery store. Trust me, if you eat too much of any food, I can guarantee you that you'll eventually become obese."

McDonald's proved his challenge because making McDonald's a target for all our health ills has become pretty much the media diet. Besides exploring personal responsibility, John this time gets into something else—personal freedom.