



# KNOW THY FOOD

Why it's important to know what you are eating.

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You'll not meet a Bangladeshi ready to pass up free food. In fact, Bangladeshis don't really mind paying for their food, either. As long as we get to eat and feed others, we are a happy bunch. However, our connection to food is limited to just the taste buds. We don't know (or to be succinct, don't want to know) about the things that go in our mouths. It tastes fine? Good enough – in you go! In a world that's seeking good health and fitness almost obsessively, Bangladesh remains strangely unaware, adopting a laissez faire attitude to eating and lifestyle.



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