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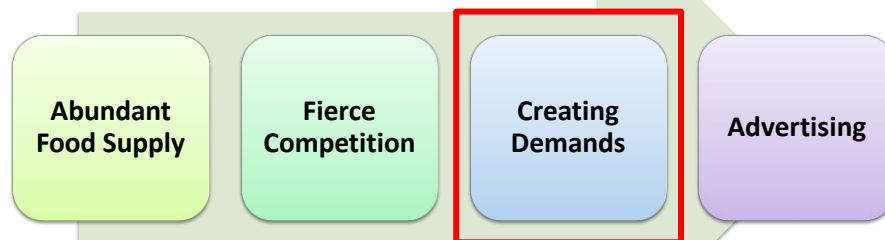
Obesity: Beyond a Health Issue



Part III

The Plot of Multinational Food Industry?

Why the Suspected Plot?



Food companies are not health or social service agencies, and nutrition becomes a factor in corporate thinking only when it can help sell food.



<http://holisticobesity.com/2014/10/>

http://proomic.blogspot.hk/2011_07_01_archive.html

Introduce New Products

New food and beverage product introductions, selected years, 1995-2005

	1995	1998	2001	2004	2005
	<i>Total</i>				
New products	13,338	13,654	16,333	18,063	18,722
Type of product	<i>Percent of total</i>				
	Largely allocated to the top of the Pyramid				
Candy, gum, snacks	25	23.8	32.5	30.5	27.7
Beverages	19.2	21.6	22.8	21.2	25.1
Condiments	18.2	14.2	13.8	13.9	10.2
Dairy	8.2	7.9	6.7	6.1	7.2
Baking ingredients	4.8	3.2	3.0	3.3	6.0
Processed meat	3.2	4.3	5.1	4.4	5.0
Meals and entrees	5.2	5.1	3.5	4.9	4.7
Bakery foods	5.6	5.2	2.8	5.3	4.1
Fruit and vegetables	3.0	5.1	2.8	3.3	3.4
Pasta and rice	2.9	4.8	2.3	2.2	2.2
Soups	1.9	2.1	1.8	1.5	1.6
Cereals	1.1	1.4	1.0	1.2	1.4
Desserts	.7	.5	.7	.6	0.8
Meal replacements	.6	.6	.5	.8	0.4
and special diet foods					
Baby food	.3	.2	.7	.7	0.3

http://www.ers.usda.gov/media/196925/err42_1_.pdf

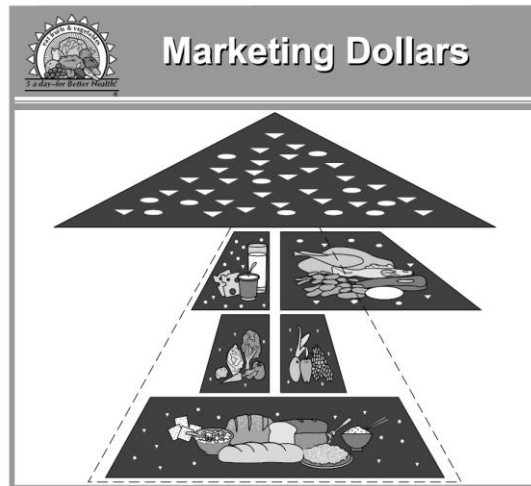


FIGURE 4. The Produce for Better Health Foundation, a government-industry partnership to promote consumption of fruits and vegetables, created this "food marketing" pyramid to illustrate the disproportionate expenditure of advertising dollars in comparison to dietary recommendations. (Courtesy Elizabeth Pivonka, ©Produce for Better Health Foundation, Wilmington, DE)

Marion Nestle. Food Politics. University of California Press, 2007

Milk gets the Coca-Cola treatment

Drinks giant pursues 'premiumisation' to reverse decades-long decline in consumption

Associated Press in New York

Coke is coming out with premium milk that has more protein and less sugar than regular. And it's betting people will pay twice as much for it.

The national roll-out of Fairlife over the next several weeks marks Coca-Cola's entry into the milk market in the US and is one way the world's biggest beverage maker is diversifying its offerings as Americans continue to turn away from soft drinks.

It also comes as people increasingly seek out some type of functional boost from their foods and drinks, whether it's more fibre, antioxidants or protein. That has left the door open for Coke to step into the milk category, where the differences between options remain relatively minimal and consumption has been declining for decades.

"It's basically the 'premiumisation' of milk," Sandy Douglas, president of Coca-Cola North America, said at an analyst conference in November. If devel-



Fairlife milk products at an Indianapolis grocery store. Photo: AP

oped properly, Douglas said it is the type of product that "rains money".

Fairlife, which Coca-Cola formed in partnership with dairy cooperative Select Milk Producers in 2012, says its milk goes through a filtration process that's akin to the way skimmed milk is made. Filters are used to separate the various components in milk. Then, more of the favorable components are added, while the less desirable ones are kept out.

The result is a drink that Fairlife says is lactose free and has 50 per cent more protein, 30 per cent more calcium and 50 per cent less sugar than regular milk.

The same process is used to make Fairlife's Core Power, a drink marketed to athletes that

has even more protein and calcium than normal Fairlife milk.

Sue McCloskey, who developed the system used to make Fairlife with her husband Mike McCloskey, said Fairlife will be marketed more broadly to women who are the "gatekeepers" for their families' nutritional needs.

Even while touting its nutritional advantages, however, Fairlife will need to be careful about communicating how its drink is made.

Jonas Feliciano, senior beverage analyst for market researcher Euromonitor, noted that people want drinks that "do something for me," but that Fairlife's juiced-up nutritional stats may make people hesitant about how natural it really is.

"They have to explain that this is not an abomination of nature," Feliciano said.

Already, Fairlife has been subject to teasing. After the drink appeared in Coke's analyst presentation, comedian Stephen Colbert referred to it as "extra expensive science milk" and made fun of the elaborate way it's made.

That may explain why Coca-Cola is distancing itself from the product; a representative for the Atlanta-based company referred questions to Fairlife's outside representative.

In a phone interview, Fairlife CEO and former Coke executive Steve Jones said he thinks his company can help reverse the ongoing decline in milk consumption. Major US retailers including Wal-Mart, Target, Kroger and Safeway have agreed to carry it and Coca-Cola's Minute Maid team plans to make it available wherever milk is sold.

The drink, which comes in a plastic bottle reminiscent of milk cartons, is already appearing on some US shelves and rolls out nationally over the next few weeks.

At a supermarket in Indianapolis, a 1.5 litre bottle of Fairlife was being sold for US\$4.59. By comparison, the national average cost for a half-gallon of milk, which is 1.9 litres, is US\$2.18, according to the USDA. For organic milk, the average is US\$3.99.

SCMP - February 5, 2015



Average price per 1.5 L in USA:

Regular milk - \$1.72

Organic milk - \$3.99

Fat free
Fairlife

Nutrition Facts

Serving Size 1 Cup (240mL)
Servings Per Container 6.5

Amount Per Serving

Calories 80 Calories from Fat 0

% Daily Value*

Total Fat 0g **0%**

Saturated Fat 0g **0%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 125mg **5%**

Total Carbohydrate 6g **2%**

Dietary Fiber 0g **0%**

Sugars 6g

Protein 13g **26%**

Vitamin A 10% • Vitamin C 0%

Calcium 40% • Iron 0%

Vitamin D 25%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	Less than	300g	375g
Dietary Fiber	Less than	25g	30g

INGREDIENTS: GRADE A NONFAT FILTERED MILK (HIGH PROTEIN, HIGH CALCIUM, REDUCED SUGAR), LACTASE ENZYME, VITAMIN A PALMITATE, VITAMIN D3
MADE WITH GRADE A MILK

CONTAINS MILK.

2% Fairlife

Nutrition Facts

Serving Size 1 Cup (240mL)
Servings Per Container 6.5

Amount Per Serving

Calories 140 Calories from Fat 40

% Daily Value*

Total Fat 4.5g **7%**

Saturated Fat 3g **15%**

Trans Fat 0g

Cholesterol 20mg **7%**

Sodium 250mg **10%**

Total Carbohydrate 13g **4%**

Dietary Fiber 0g **0%**

Sugars 12g

Protein 13g **26%**

Vitamin A 10% • Vitamin C 0%

Calcium 40% • Iron 2%

Vitamin D 25%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
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Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	Less than	300g	375g
Dietary Fiber	Less than	25g	30g
Protein	Less than	50g	65g

INGREDIENTS: GRADE A REDUCED FAT FILTERED MILK (HIGH PROTEIN, HIGH CALCIUM, REDUCED SUGAR), SUGAR, ALKALIZED COCOA, LESS THAN 1% OF CORN STARCH, NATURAL FLAVOR, DIPOTASSIUM PHOSPHATE, LACTASE ENZYME, SALT, ACESULFAME POTASSIUM, CARAGEENAN, ARTIFICIAL FLAVOR, SUCRALOSE, VITAMIN A PALMITATE, AND VITAMIN D3
MADE WITH GRADE A MILK

CONTAINS MILK.

	Protein	Sugar	Fat	Lactose
	<i>gram per serving (240 ml)</i>			
Regular whole	8	11	8	yes
Fairlife whole	13	6	8	no
Regular 2%	8	12	5	yes
Fairlife 2%	13	6	4.5	no
Fairlife chocolate	13	12	4.5	no

Ultra-Filtered *to* Perfection

We **start with** high quality **real milk** from our farms and run it through our unique **filtration**. The result? **Delicious, nutrient-rich** ultra-filtered milk with 50% **more protein**, 30% **more calcium** and **half the sugars** of regular milk, AND **lactose free**...

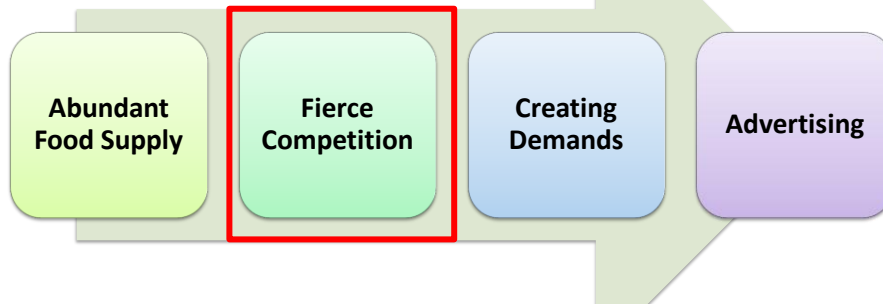
Where does the extra protein and calcium come from in fairlife® ultra-filtered milk?

It comes directly from the milk! We filter our milk into its five components (water, butterfat, protein, vitamins & minerals, lactose) and then recombine them in different proportions. So we never need to add protein or calcium powders – it's already in the milk!

Vote:

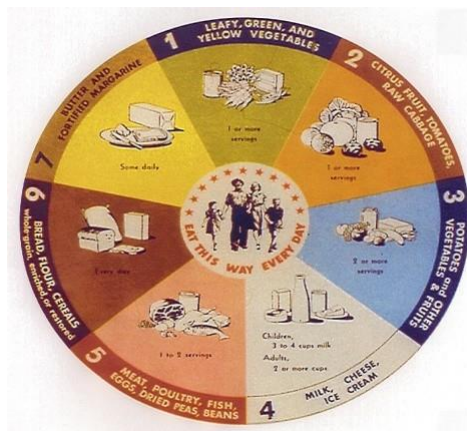
1. *Do you agree what Coca-Cola selling is milk?*
2. *Will this new product convert you to a milk drinker?*

Why the Suspected Plot?

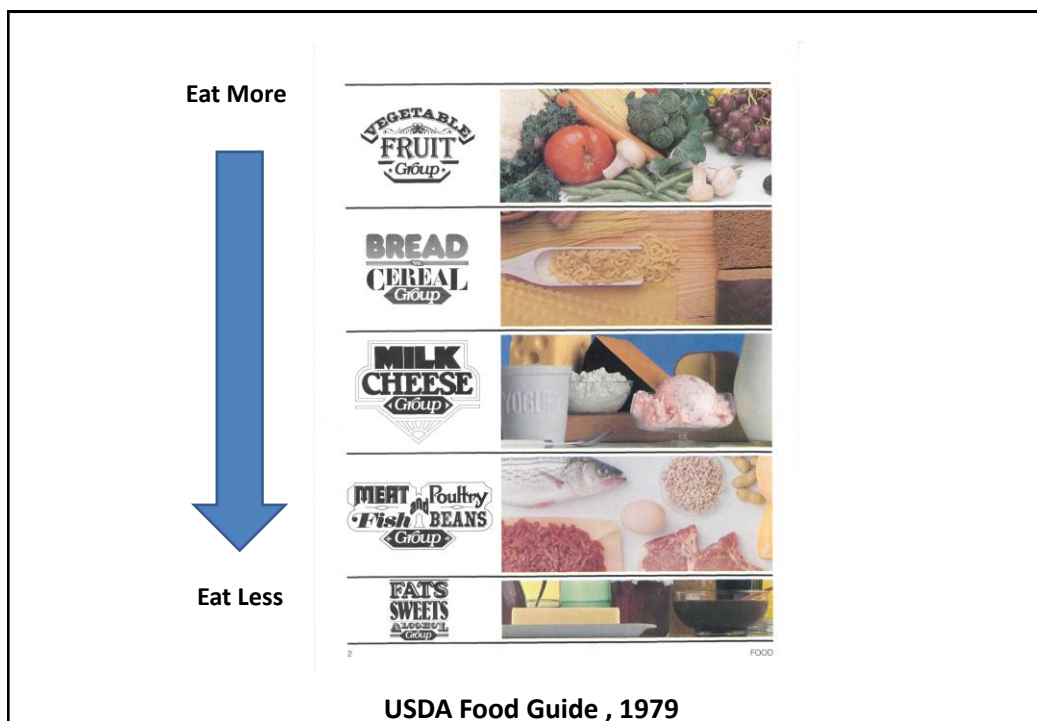
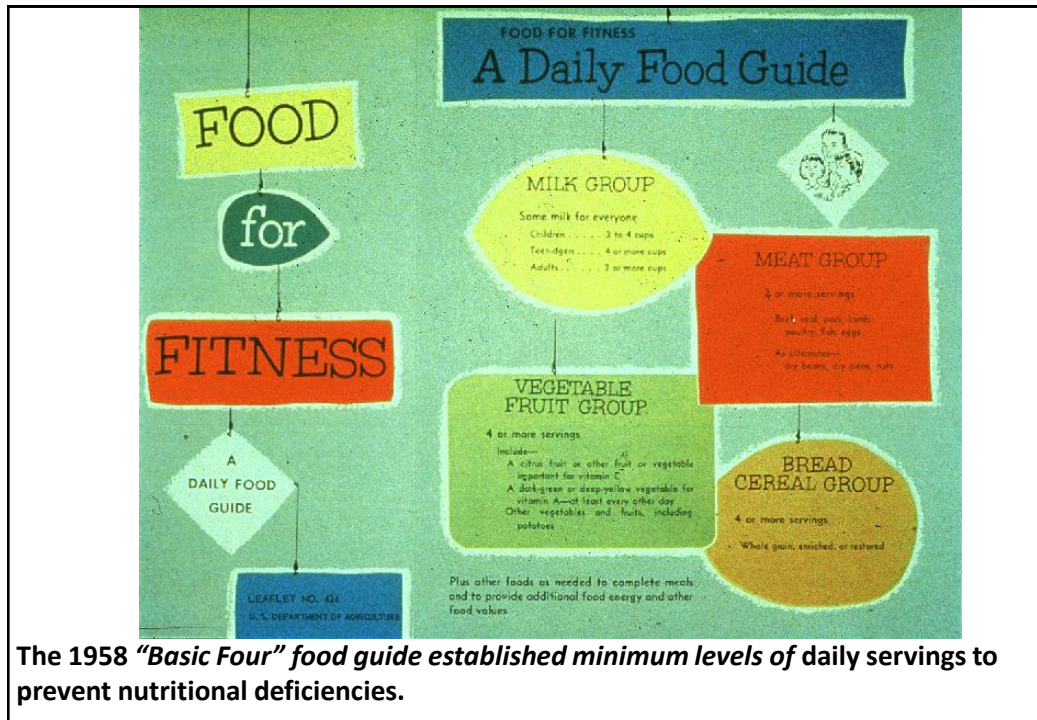


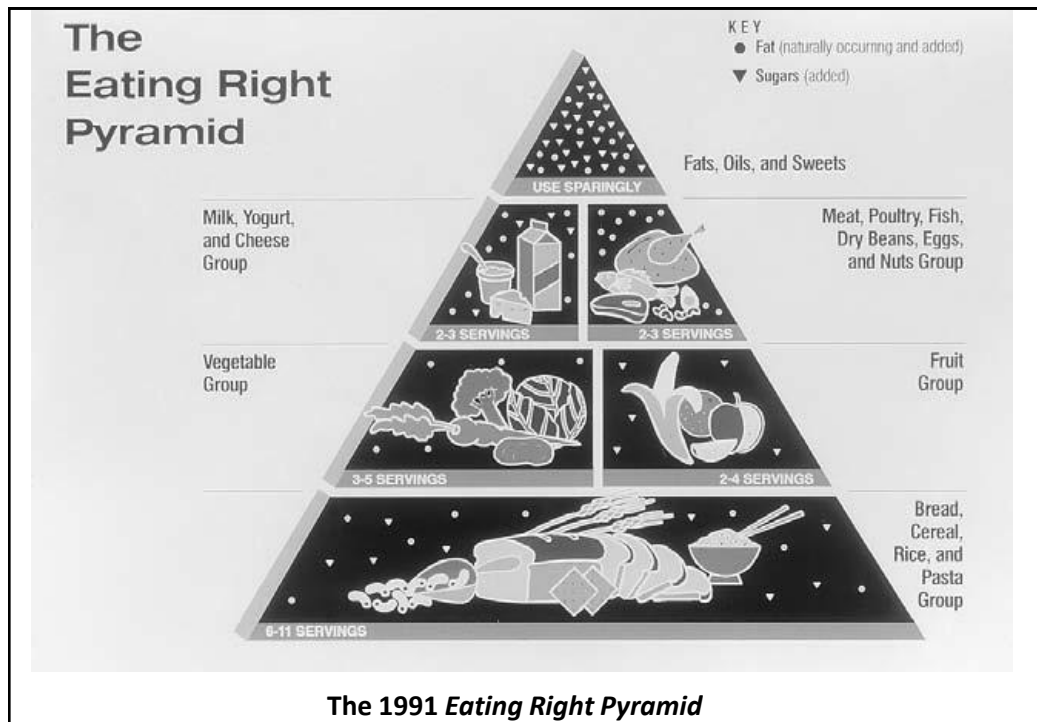
Food companies are not health or social service agencies, and nutrition becomes a factor in corporate thinking only when it can help sell food.

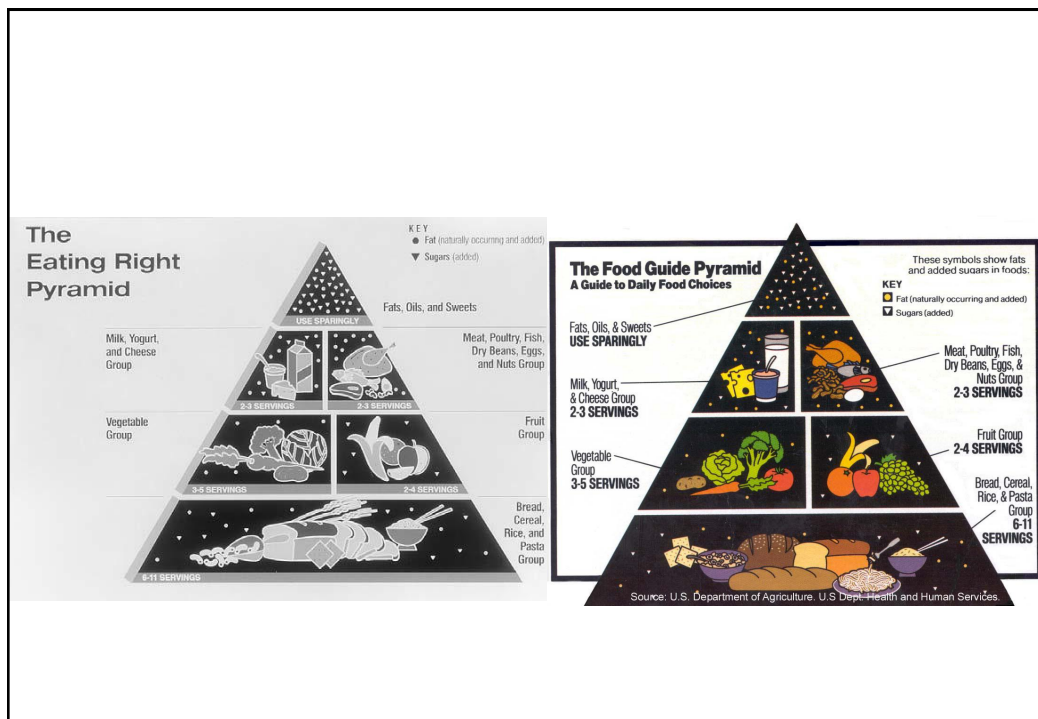
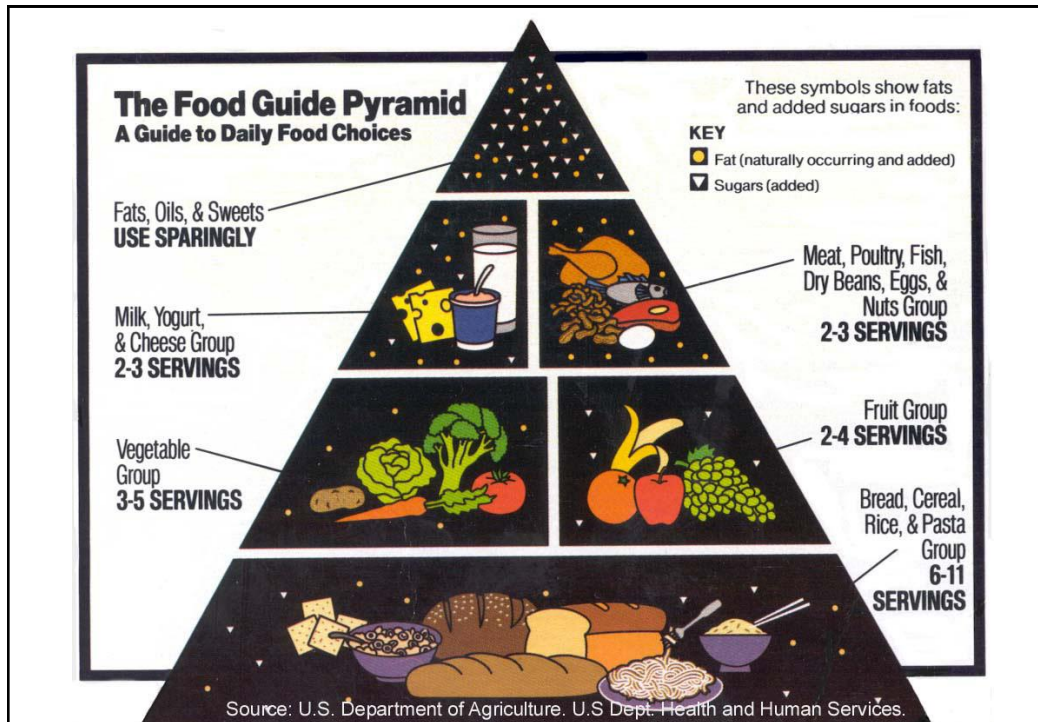
Transition of dietary advice



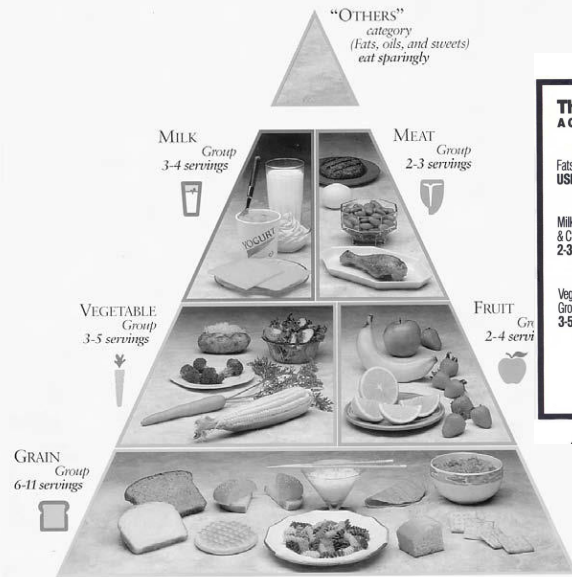
The National Nutrition Guide, 1946



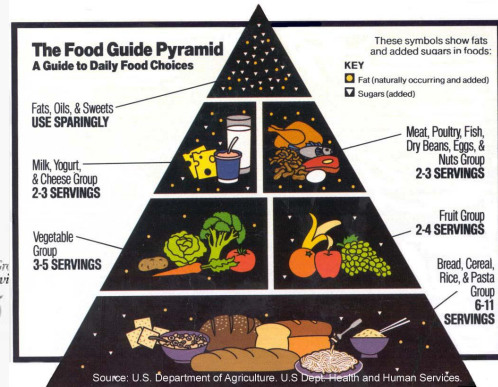




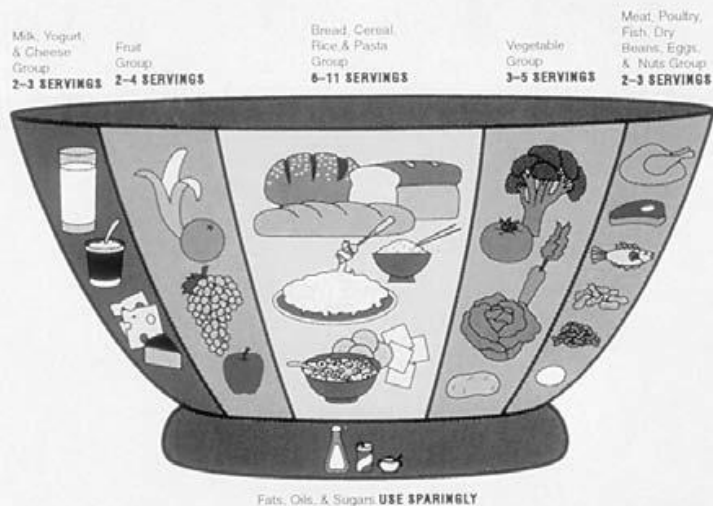
DAILY FOOD GUIDE PYRAMID

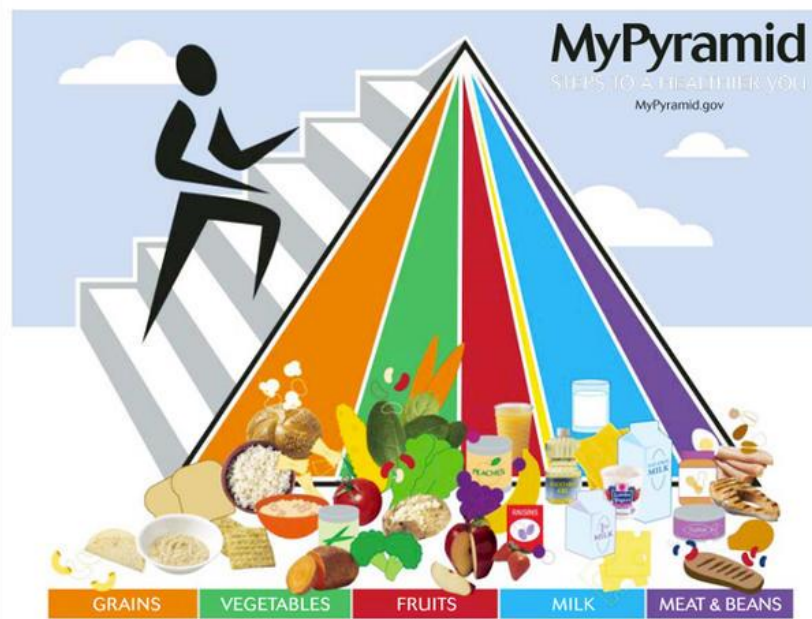


Need more information on serving sizes or the variety of foods in each food group? Ask for a copy of Dairy Council's *GUIDE to GOOD EATING*!

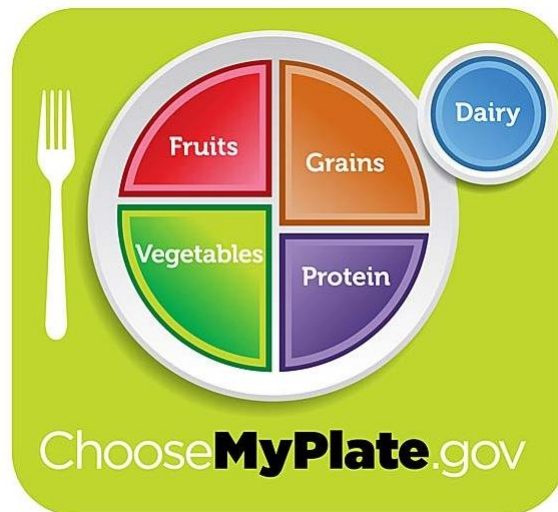


EATING RIGHT: A GUIDE TO DAILY FOOD CHOICES





MyPyramid, 2005



MyPlate, 2011

US Guidelines 2015-2020

1 Follow a healthy eating pattern across the lifespan. All food and beverage choices matter. Choose a healthy eating pattern at an appropriate calorie level to help achieve and maintain a healthy body weight, support nutrient adequacy, and reduce the risk of chronic disease.

2 Focus on variety, nutrient density, and amount. To meet nutrient needs within calorie limits, choose a variety of nutrient-dense foods across and within all food groups in recommended amounts.

3 Limit calories from added sugars and saturated fats and reduce sodium intake. Consume an eating pattern low in added sugars, saturated fats, and sodium. Cut back on foods and beverages higher in these components to amounts that fit within healthy eating patterns.

4 Shift to healthier food and beverage choices. Choose nutrient-dense foods and beverages across and within all food groups in place of less healthy choices. Consider cultural and personal preferences to make these shifts easier to accomplish and maintain.

5 Support healthy eating patterns for all. Everyone has a role in helping to create and support healthy eating patterns in multiple settings nationwide, from home to school to

Follow a healthy eating pattern over time to help support a healthy body weight and reduce the risk of chronic disease.

A healthy eating pattern includes:

- Fruits
- Vegetables
- Protein
- Dairy
- Grains
- Oils

A healthy eating pattern limits:

- Saturated fats and trans fats
- Added sugars
- Sodium

<http://health.gov/dietaryguidelines/2015/guidelines/executive->

Confused consumers



<http://health.usnews.com/health-news/health-wellness/articles/2015/03/04/what-the-new-dietary-guidelines->

Grounds of Dietary Advice

- Dietary advice issued by the government **never has been based purely on considerations of public health.**
- Once food becomes products, other powerful business interests enter the scene. Enormous power and influence **rest in the hands of a few companies.**

BUYING ACCESS AND INFLUENCE



Food companies also go to great pains to **befriend federal officials**, develop legislation **in their own self-interest**, and use public relations to create a **positive image** for their activities.

MAKING FRIENDS WITH FEDERAL OFFICIALS: THE USDA SECRETARY

- **Tyson Foods** was urging USDA to go slow on imposing new meat and poultry handling instructions.
- Prompt imposition of the new rule would have cost Tyson Foods \$30 million.
- **Tyson Foods** was accused of giving Espy and his then-girlfriend \$12,000.
- **Michael Espy**, under pressure from the White House, was forced to resign in 1994 as Secretary of Agriculture.



Michael Espy

What other way?

- In what other way can the food industry influence government decision?

Fast food, Fat profits: Obesity in America (16:10-19:19)

[https://www.youtube.com/watch?v=slwgXXVXM3I&spfreload=10%20Message%3A%20Unexpected%20end%20of%20input%20\(url%3A%20https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DslwgXXVXM3I\)](https://www.youtube.com/watch?v=slwgXXVXM3I&spfreload=10%20Message%3A%20Unexpected%20end%20of%20input%20(url%3A%20https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DslwgXXVXM3I))

Revolving door

Food Lobbying

The Fattest Wallets in Food Lobbying

Lobbying is any legal attempt by individuals or groups to influence government policy or action.

Year 2009



Fast food, Fat profits: Obesity in America (6:36-7:23-10:25)

[https://www.youtube.com/watch?v=slwgXXVXM3I&spfreload=10%20Message%3A%20Unexpected%20end%20of%20input%20\(url%3A%20https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DslwgXXVXM3I\)](https://www.youtube.com/watch?v=slwgXXVXM3I&spfreload=10%20Message%3A%20Unexpected%20end%20of%20input%20(url%3A%20https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DslwgXXVXM3I))

BUYING ACCESS AND INFLUENCE

- The Fanjul family controls about 1/3 of Florida's sugarcane production and collects **at least \$60 million annually in subsidies**.
- The Fanjuls **contributed more than \$350,000** to the two political parties in 1997–1998.
- In 2000, Alfonso Fanjul hosted a dinner that **raised more than a million dollars** for the Florida Democratic party.



Alfonso Fanjul



Bill Clinton

CBC Big Sugar 1 of 2 Documentary on the Political History of the Sugar Industry

<http://www.youtube.com/watch?v=PHh5odELpi4>



TPP New Zealand Video

<http://www.stuff.co.nz/business/farming/71152277/Thousands-march-against-TPP-trade-agreement>



The Washington Times - December 16, 2014

Pepsi distributor buying 'pouring rights' at UO

By - Associated Press - Friday, April 18, 2014

EUGENE, Ore. (AP) - A Pepsi distributor would become the University of Oregon's dominant soft drink supplier, and the school would get nearly \$5 million in cash or discounts over the next eight years under a contract expected to be finalized soon.

The deal with Bigfoot Beverages was reported by the Eugene Register-Guard (<http://bit.ly/1jdcxYz>) through a records request. The paper said the competition between Pepsi and Coke for campus "pouring rights" has resulted in multimillion dollar contracts at UCLA and City University of New York.

The Oregon contract would give Pepsi products 80 percent of the soft drink cooler space on campus, boosting Pepsi's presence and giving the boot to some locally bottled drinks.

News on pouring right

<https://www.youtube.com/watch?v=mQALBr4srMc>

Anti - pouring right

<https://www.youtube.com/watch?v=27HqVC6YlaU>

The way Science advances

- Keen researchers
- Targeted, achievable objectives
- Good / excellent research facilities
- Generous research funding
- Journal Publication
- Scientific exchanges

The way Science advances

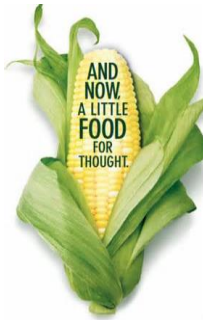
- Keen researchers
- Targeted, achievable objectives
- Collaboration
- Good / excellent research facilities
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- Journal Publication
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Industrial influences come into play



High Fructose Corn Syrup (HFCS)

- A **cheaper substitute** for sugar
- **Corn starch** is hydrolyzed to glucose, which is transformed to fructose enzymatically
- Unlike glucose, fructose does not stimulate **insulin secretion** or enhance **leptin production**
- Found to cause **significant weight gain** in lab animals



Sweetness of various sugars

Name	Type of Compound	Sweetness
Lactose	Disaccharide	0.16
Maltose	Disaccharide	0.33 – 0.45
Glucose	Monosaccharide	0.74 – 0.8
Sucrose	Disaccharide	1.00 (reference)
Fructose	Monosaccharide	1.17 – 1.75

Fructose

A caloric sweetener

sucrose

high fructose corn syrup

Also present in fruits / fruit juice

as fructose

Unique metabolism

insulin independent

promote hepatic lipogenesis

elevate plasma triglyceride

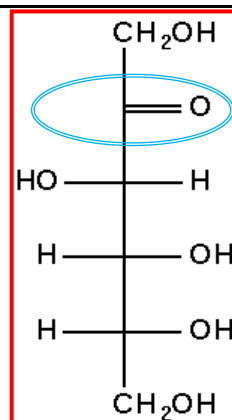
N Engl J Med 2012. DOI: 10.1056/NEJMoa1203034

A Trial of Sugar-free or Sugar-Sweetened Beverages and Body Weight in Children

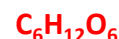
Janne C. de Ruyter, M.Sc., Margreet R. Olthof, Ph.D., Jacob C. Seidell, Ph.D., and Martijn B. Katan, Ph.D.

Over 18 months

	Sugar-free	Sugar
Weight gain (kg)	6.35	7.37



Fructose



Commentary

Consumption of high-fructose corn syrup in beverages may play a role in the epidemic of obesity^{1,2}

George A Bray, Samara Joy Nielsen, and Barry M Popkin

ABSTRACT

Obesity is a major epidemic, but its causes are still unclear. In this article, we investigate the relation between the intake of high-fructose corn syrup (HFCS) and the development of obesity. We analyzed food consumption patterns by using US Department of Agriculture food consumption tables from 1967 to 2000. The consumption of HFCS increased > 1000% between 1970 and 1990, far exceeding the changes in intake of any other food or food group. HFCS now represents > 40% of caloric sweeteners added to foods and beverages and is the sole caloric sweetener in soft drinks in the United States. Our most conservative estimate indicates a daily average of 132 kcal from HFCS, and the top 20% of consumers of 316 kcal from HFCS/d. The increased use of HFCS mirrors the rapid increase in obesity. The metabolism of fructose differs from those of glucose and sucrose. Fructose does not stimulate insulin secretion. Because insulin and leptin act as key afferent signals in the regulation of food intake and body weight, this suggests that dietary fructose may contribute to increased energy intake and weight gain. Furthermore, calorically sweetened beverages may enhance caloric overconsumption. Thus, the increase in consumption of HFCS has a temporal relation to the epidemic of obesity, and the overconsumption of HFCS in calorically sweetened beverages may play a role in the epidemic of obesity. *Am J Clin Nutr* 2004;79:537–43.

KEY WORDS Epidemiology, food intake, obesity, artificial sweeteners, fructose

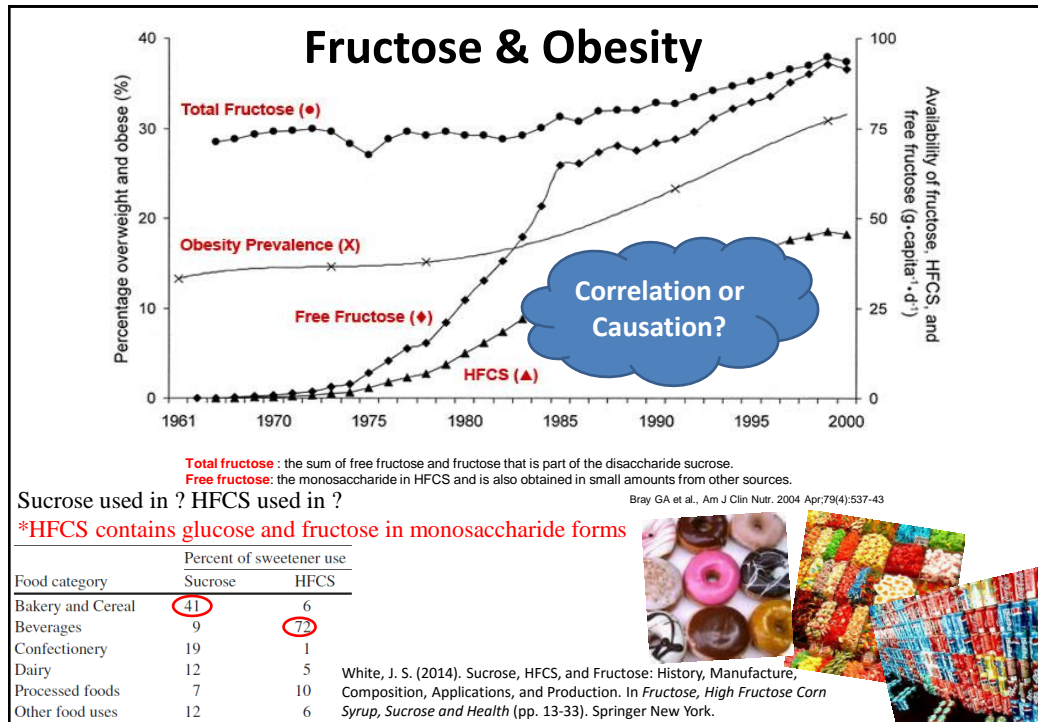
sucrose. *Added sugar* is sugar added to a food and includes sweeteners such as sucrose, HFCS, honey, molasses, and other syrups. *Naturally occurring sugar* is sugar occurring in food and not added in processing, preparation, or at the table. *Total sugars* represents the total amount of sugars present in a food and includes both naturally occurring and added sugars. *Free fructose* is fructose that exists in food as the monosaccharide. *Fructose* refers to both the free and bound forms of fructose (4).

Added sweeteners are important components of our diet, representing 318 kcal of dietary intake for the average American

“... unlike glucose, fructose **does not** stimulate insulin secretion **or enhance leptin production...** this suggests that dietary fructose may contribute to... **weight gain.**”

Using a glucose isomerase, the starch in corn can be efficiently converted to glucose and then to various amounts of fructose. The hydrolysis of sucrose produces a 50:50 molar mixture of fructose and glucose. The development of these inexpensive, sweet corn-based syrups made it profitable to replace sucrose (sugar) and simple sugars with HFCS in our diet, and they now represent 40% of all added caloric sweeteners (8). Fructose is sweeter than sucrose. In comparative studies of sweetness, in which the sweetness of sucrose was set at 100, fructose had a sweetness of 173 and glucose had a sweetness of 74 (9). If the values noted above





Studies Show HFCS Isn't the Obesity Boogie Man

By Cathryn
 Posted: May 24, 2011



While it may be easier to blame the pounds that have crept around our midsections over the past few winters on a single demon-food, [a comprehensive review of research presented by James M. Rippe, MD, at the American Society of Hypertension Annual Meeting](#) shows yet again that the way the human body metabolizes high fructose corn syrup and table sugar is nearly identical.

More importantly, he concluded that there is no evidence that HFCS has a different impact on risk factors for chronic disease. Rippe, the founder and director of the Rippe Lifestyle Institute and professor of biomedical sciences at the University of Central Florida, went so far as to bash popular propaganda in the face by stating consuming HFCS instead of table sugar is no more likely to make someone obese or to make it more difficult for them to lose weight.

<http://www.kycorn.org/informationbin/food-hfcs.htm>

<http://corncommentary.com/2011/05/24/studies-show-hfcs-isn't-the-obesity-boogie-man/>

Open

International Journal of Obesity (2013) 37, 771–773
 © 2013 Macmillan Publishers Limited All rights reserved 0307-0565/13
www.nature.com/ijo



COMMENTARY

Lack of evidence for high fructose corn syrup as the cause of the obesity epidemic

DM Klurfeld^{1,7}, J Foreyt², TJ Angelopoulos³ and JM Rippe^{4,5,6}

CONFLICT OF INTEREST

Dr Rippe and Rippe Lifestyle Institute received research grants and consulting fees from a variety of companies and organizations. Including ConAgra, Kraft Foods, PepsiCo, Weight Watchers and the Corn Refiners Association. Dr Foreyt is a member of the scientific advisory panel of the corn refiners association.

Straight talk about high-fructose corn syrup: what it is and what it ain't^{1–4}

John S White

ABSTRACT

High-fructose corn syrup (HFCS) is a fructose-glucose liquid sweetener alternative to sucrose (common table sugar) first introduced to the food and beverage industry in the 1970s. It is not meaningfully different in composition or metabolism from other fructose-glucose sweeteners like sucrose, honey, and fruit juice concentrates. HFCS

The author is a consultant to the food and beverage industry in nutritive sweeteners, including HFCS and sucrose. His professional associations, past and present, include individual food industry companies as well as such organizations as the American Chemical Society, American Council on Science and Health, Calorie Control Council, Corn Refiners Association, Institute of Food Technologists, and International Life Sciences Institute.

has even been a source of confusion to health professionals and the general public alike. In particular, I evaluate the strength of the popular hypothesis that HFCS is uniquely responsible for obesity. Although examples of pure fructose causing metabolic upset at high concentrations abound, especially when fed as the sole carbohydrate source, there is no evidence that the common fructose-glucose sweeteners do the same. Thus, studies using extreme carbohydrate diets may be useful for probing biochemical pathways, but they have no relevance to the human diet or to current consumption. I conclude that the HFCS-obesity hypothesis is supported neither in the United States nor worldwide. *Am J Clin Nutr* 2008;88(suppl):1716S–21S.

CO-OPTING NUTRITION PROFESSIONALS

- This tactic “is most effectively done by identifying the leading experts . . . and hiring them as **consultants or advisors**, or giving **them research grants** and the like. This activity... must not be too blatant, for the experts themselves must not recognize that they have lost their **objectivity and freedom of action**. At a minimum, a program of this kind reduces the threat that the leading experts will be available to testify or write against **the interests of the regulated firms**.”

Owen BM, Braeutigam R. The Regulation Game: Strategic Use of the Administrative Process. Cambridge, MA: Ballinger, 1978:7.

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	ConAgra Foods, Inc., (NYSE: CAG) is one of North America’s largest packaged food companies with branded and private branded foods found in 99 percent of America’s households, as well as a strong commercial and foods business serving restaurants and foodservice operations globally. Recognized brands include Healthy Choice®, Hunt®, Egg Sealers®, Orville Redenbacher®, Marie Callender® and many other ConAgra Foods brands. ConAgra Foods also supplies frozen potato and sweet potato products as well as other vegetable, spice, bakery and grain products to commercial and foodservice customers. ConAgra Foods collaborates with the Academy of Nutrition and Dietetics on the Home Food Safety program dedicated to raising consumer awareness about home food safety (www.homefoodsafety.org).

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 American Society for Nutrition (ASN)
 American Society for Pharmacology and Experimental Therapeutics (ASPET)



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CREATING PARTNERSHIPS AND ALLIANCES



How well does this ideology hold true in practice?

All parties engaged in partnerships and alliances justify them in terms of **common goals and congruent interest** in helping to improve the health of the public, and all invariably maintain that the relationships do **not compromise their views or opinions on nutrition issues.**

Fight Heart Disease Drink Florida Grapefruit Juice

Certified Heart Healthy



American Heart Association
Florida grapefruit and 100% pure Florida grapefruit juice meet American Heart Association food criteria for healthy people your age, but when used as part of a heart-healthy diet.
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 Call 1-888-MY-HEART for women's heart-healthy information.

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Enjoy Heart-Healthy
FLORIDA GRAPEFRUIT JUICE
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New York Times
 10/29/97

The American Heart Association's Heart Check program requires payment for certification of grapefruit as heart-healthy; this juice would not be expected to be high in fat or cholesterol. The advertisement appeared in the *New York Times* on October 29, 1997.





Endorsing “Healthy” Foods: The American Heart Association



Programs like Heart Guide “tend to increase **consumer confusion** and may also be misleading.”

Abandonment of the heart association's new program was at least temporarily a **blow to the prestige and influence** of the organization.

Undermining Credibility: The American Dietetic Association

Topic	Sample Statement	Sponsor
Chocolate	“Chocolate is no longer a concern for those wary of saturated fat, and . . . In fact, chocolate can be part of a heart healthy eating plan.”	 
Fats and oils	“Margarine products and liquid vegetable oil have little saturated fat and contain no cholesterol.”	 
Snacking	“In today’s busy world, snacking is part of our daily routine. We enjoy milk and cookies after school... and reach for a handful of crackers before bed.”	

A
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is.


Which of the following websites is the least trustworthy?

Which of the following websites is the least trustworthy?

 Academy of Nutrition and Dietetics
☐ Academy of Nutrition and Dietetics

☐ Campbell's Soup 

☐ Centre for Science in the Public Interest  CENTER FOR Science IN THE Public Interest

☐ National Cattlemen's Beef Association  **National Cattlemen's Beef Association**
 Cattlemen • Leadership • Solutions



How to vote

1. Grab your phone
2. Go to **www.govote.at**
3. Enter **482 21**

Confusing the Issues: The Tufts Nutrition Navigator

- The Tufts Nutrition Navigator ranked other nutrition Web sites.
- **Sponsorship** by food companies was not considered a factor in the rating scale.
- **Kraft sponsorship** ended in 2006. Without outside funding, Tufts stopped work on the site.



Gerald J. and Dorothy R. Friedman
 School of Nutrition Science and Policy

<http://navigator.tufts.edu/>



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About CSPI

Since 1971, CSPI has been a strong advocate for nutrition and health, food safety, alcohol policy, and sound science.


Its award-winning newsletter, *Nutrition Action Healthletter*, with some 900,000 subscribers in the United States and Canada, is the largest-circulation health newsletter in North America.

Founded by executive director Michael Jacobson, Ph.D. and two other scientists, CSPI carved out a niche as the organized voice of the American public on nutrition, food safety, health and other issues during a boom of

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Any exception?

- The **5 A Day program** is a joint venture of the National Cancer Institute (NCI) and the industry-funded Produce for Better Health Foundation (PBH).
- The message is **simple, positive, measurable, credible**, and able to reach **vast numbers of people** through food stores.
- Underlying problem:
 - Fruit and vegetable producers view each other as **competitors**.
 - Unless they result in demonstrable and immediate **benefits** to the industry partner, they will not receive more than token industry support.



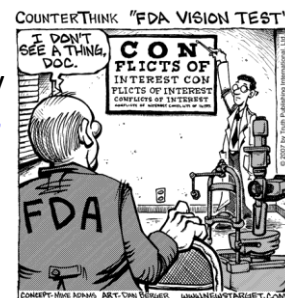
<http://www3.cancer.gov/extra/pcer/pcerpage/5factpage/>

Conflicts of Interest: Any remedy?



- Members have to state whether they have received **stock, consulting fees, or other financial support from companies** with interests in the agency's regulatory decisions.
- "... we have consistently published conflict of interest statements from authors, together with details of the role of the funding source... We ask for these details to be included with submissions."

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<http://www.fda.gov/oc/advisory/conflictinterest/policies.html>

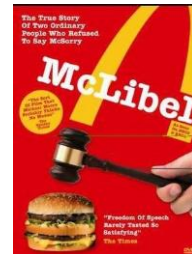
James, A. and Horton, R. (2003). The Lancet's policy on conflicts of interest. *The Lancet*, 361(9351), 4.

Play Hardball: The McLibel Case

1986 "London Greenpeace" distributed a pamphlet entitled *What's wrong with McDonald's: Everything they don't want you to know*.

1990 McDonald's brought libel proceedings against five London Greenpeace supporters.

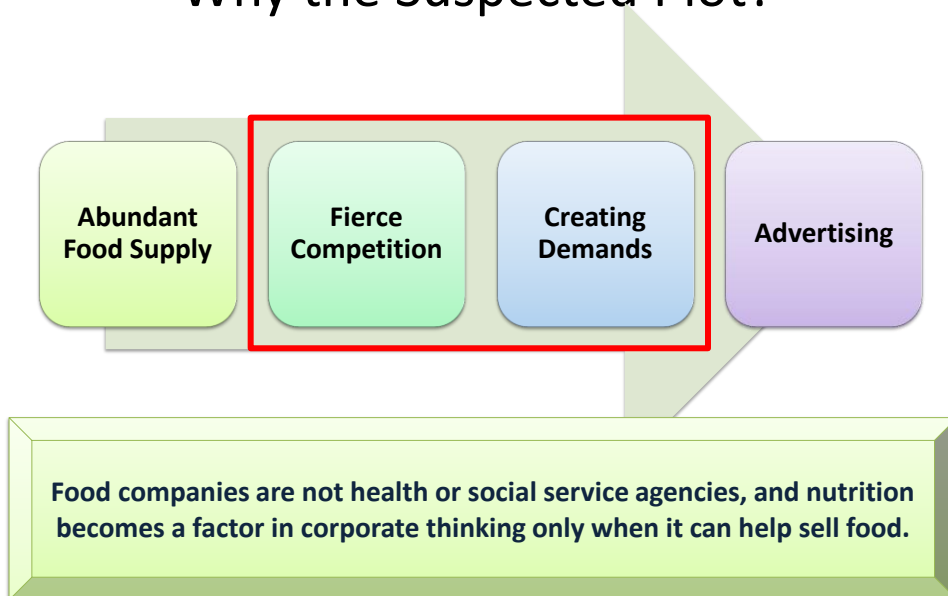
1995 McDonald's offered to settle the case.



More references:

http://www.marquette.edu/bizethics/cases%20folder/McDonaldsandMcLibel_000.htm

Why the Suspected Plot?



Food industry: Hero or Scoundrel?

- Food at low price
- Food fortification
- Advances in handling, storage, and transportation



Food Industry Tactics

- Claim commitment to **public health**
- Seek influence through **campaign contributions**
- Claim that advertising affects **brand share**, not consumption
- Focus attention on **physical activity**
- Spread **confusing** nutrition information
- Claim there are no **“good” or “bad” foods**
- Play the **choice and freedom** cards
- Silence critics by **suing** or **intimidating** them
- Emphasize that **parents** must teach children healthy habits



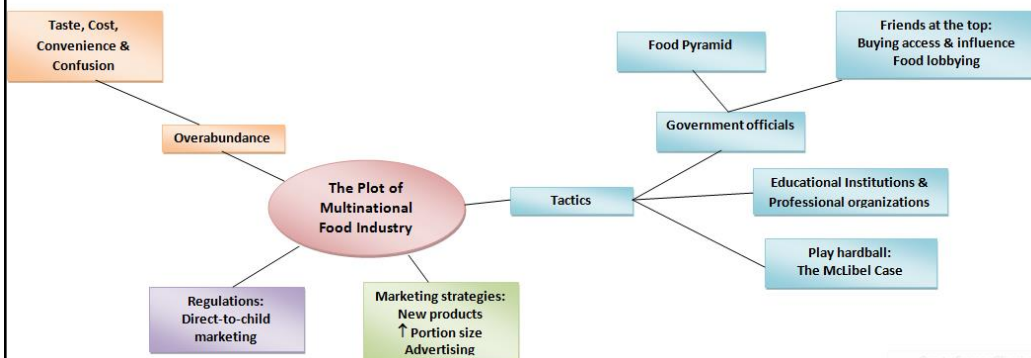
Should The Food Industry Join the Team?

Working together must be free of influence and must be in the ultimate interest of the nation's health.

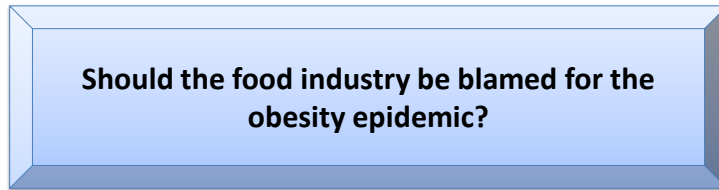
Specific actions are expected from the industry as proof of its commitment to public health.



Summary



Reflective Memo



- Put down your thoughts at the Moodle Wiki.
- Sentences in bullet forms will be accepted.