Getting Real About Food

Quotes and statistics from “the film the food industry doesn’t want you to see...”
Approach and messaging

How many times have you heard...
1. It’s all about personal responsibility and will power
2. Waist lines should follow dietary guidelines
3. Eat less, exercise more
What if these “solutions” aren’t really solutions at all?

• “Kids are doing their best, torturing themselves to do the ‘cure’ and we are blaming the willpower and moral fortitude of these kids…”

• “My doc told me to join weight watchers, but I can’t because I’m not old enough yet…”
Exercise, the best weight loss solution?

• Between 1980 and 2000, fitness club memberships doubled; so did obesity rates
• Should we start to re-think calories in = calories out?
• “We’re not going to exercise our way out of the obesity epidemic.”
Does it cost more to eat healthier?
For about $20, you could buy...

X

- 4 Whopper Combo Meals at Burger King ($5.44 each)

Total: $21.76

OR

✓

- 1 box Morningstar Farms Grillers Original Meatless Burgers ($2.98)
- 1 pound 96% lean ground beef ($2.98)
- 16 ounces cashews ($4.18)
- 1 pound of strawberries ($1.67)
- 10 pounds of potatoes ($2.97)
- 1 gallon of 100% orange juice ($3.26)
- 1 pound of frozen mixed vegetables (98 cents)
- 1 bunch of broccoli ($1.58)
- 1 pound bag of dried pinto beans ($1.08)

Total: $21.68
Why is there a difference between 160 calories in almonds compared to 160 calories in soda?
1 calorie ≠ 1 calorie

• It takes the body longer to process the almonds and less time to process the soda
• Soda has no fiber so it goes through your system so quickly that it increased blood sugar in the liver, which gets turned into fat immediately
The “low fat” movement

• Food industry re-engineered their products to cut down on the fat
• How did they make the products taste good?
Just add SUGAR
A little history... the McGovern Report

• In 1977, Senator George McGovern recommended dietary goals, including reduced intake of simple sugars:

• “The question to be asked, therefore, is not why should we change our diet, but why not? What are the risks associated with eating less meat, less fat, less saturated fat, less cholesterol, less sugar, less salt, and more fruits, vegetables, unsaturated fat, and cereal products—especially whole grain cereals? There are none that can be identified and important benefits can be expected.”

• As part of this plan, saturated fats (meat, milk, butter, and cheese), salt, and simple sugars would be reduced in the American diet.
A little history... the McGovern Report

• Industry fought back with great success
• Lobbyists, medical and nutrition experts were hired
• Since 1977, American have doubled their intake of sugar
Sugar, the low-fat solution

• How many teaspoons of sugar are recommended per day?

• What is the **ACTUAL** daily sugar intake of the average American?
RECOMMENDED: 6-7 tsp
ACTUAL: 41 tsp
Sugar addiction

• Chronic
• Depends on the amount of sugar — the more you eat, the more you develop the addiction
• Toxic to your liver
• Affects the chemistry of your brain
Sugar shapes & forms

• “Behaviors that we associate with obesity are the RESULT of the biochemistry, not the cause.”

• No difference between high fructose corn syrup and regular sugar
  • Both are digested into glucose in an instant in the digestive tract
Sugar as a drug of abuse

• “It’s just like being an alcoholic...when all of the food is in your house....when you are close to it, you want it.”

• Personal responsibility doesn’t work in the face of addiction
Sugar-sweetened beverage industry & cigarette industry: similarities

• Tobacco industry is known for advertising a product that ultimately leads to cancer and death
• Sugar-sweetened beverage industry is also promoting products which lead to obesity
World Health Organization Recommendations

• In 2002, the WHO recommended that “no more than 10% of calories in a daily diet should come from sugar.”
• The document frames sugar as a major, if not chronic cause, of obesity
• The Bush administration pushed back – the recommendation was “too tough on the food industry”
• U.S. gov’t extorted WHO – holding $406 billion contribution until sugar was not listed with a daily recommendation
True or false: Sugar is listed with a % for a daily recommendation.
**Nutrition Facts**

Serving Size: 1 Can

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>140</td>
</tr>
<tr>
<td>Total Fat</td>
<td>0g</td>
</tr>
<tr>
<td>Sodium</td>
<td>45mg</td>
</tr>
<tr>
<td>Total Carb.</td>
<td>39g</td>
</tr>
<tr>
<td>Sugars</td>
<td>39g</td>
</tr>
<tr>
<td>Protein</td>
<td>0g</td>
</tr>
</tbody>
</table>

Not a significant source of fat cal., sat. fat, trans fat, cholest., fiber, vitamin A, vitamin C, calcium and iron.

*Percent Daily Values are based on a 2,000 calorie diet.*

Caffeine Content: 34 mg
Let’s Move & Healthy Weight Commitment

• Michelle Obama’s Let’s Move campaign reached an agreement with private sector corporations
• Goal is to reduce calories from the market place; however, the food industry was given three options:
  • 1. Change recipe to reduce calories
  • 2. Introduce new low-calorie products
  • 3. Introduce new portion size products
• So where are the calorie reductions?
United States Department of Agriculture: conflict of interest?

• Tasked with dietary guidelines – telling people to eat less

  \textit{AND}

• Responsible for promoting consumption of American agricultural products (eat more?)
What happened to all of the fat when Americans started drinking low-fat milk?
Turn the fat into cheese!
Help industry sell more cheese by encouraging people to eat more cheese; industry made it as simple as possible to add to other foods
School lunch programs

• In 2006, 80% of high schools had exclusive contracts with soda companies.

• In 2012, more than 50% of all US school districts served fast food.
Which of the following foods are considered a vegetable in the National Standards for School Meals...

A. Tomatoes
B. Corn
C. Pizza
D. French Fries
E. Spinach
All of the above!

Pizza Now Counts As A Vegetable, According To Congress

BY JAMIE FELDMAR IN FOOD ON NOV 16, 2011 11:34 AM

CLOSE ENOUGH
Food for thought...

“We could cure 80% of the problem for children, in school, if we went back to cafeterias preparing food in the school...”
Elementary-school-aged children watched a cartoon that contained either food advertising or advertising for other products and received a snack while watching. The children watching TV with food advertising consumed 45% more than those watching the same programs without food commercials.
Back to the greatest public health success to date: Tobacco

• There was a critical change in public perception of smoking
• The US was the first country to put warning labels on every cigarette pack
• Big tobacco would deny the science for 50 years, but the government and media took them on
• The # of high schoolers who smoke has been cut in half over 20 years
Is soda the cigarette of the 21\textsuperscript{st} century?
Public support of politicians

Mexico bans junk foods in schools

Government orders end to fried foods and sweets on school grounds in fight against childhood obesity

Mexico Plays the Heavy on Food Ads

New Rules Bar Commercials for Sugary Products During Children’s Programs
Call to action to do something courageous:

• What if there was a warning label from the Surgeon General on every soda can?
• What if fast foods were banned from public schools?
• What if every time you looked at a nutrition label you could see the % next to sugar?
• What if every time a celebrity sold a soft drink they had to pitch a vegetable?
• How would school performance improve? How much more productive would we become? How many lives could we save?
HEALTHY EATING PLATE

Use healthy oils (like olive and canola oil) for cooking, on salad, and at the table. Limit butter. Avoid trans fat.

The more veggies – and the greater the variety – the better. Potatoes and French fries don’t count.

Eat plenty of fruits of all colors.

Drink water, tea, or coffee (with little or no sugar). Limit milk/dairy (1-2 servings/day) and juice (1 small glass/day). Avoid sugary drinks.

Eat a variety of whole grains (like whole-wheat bread, whole-grain pasta, and brown rice). Limit refined grains (like white rice and white bread).

Choose fish, poultry, beans, and nuts; limit red meat and cheese; avoid bacon, cold cuts, and other processed meats.

STAY ACTIVE!

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