



FOOD POLITICS

There is fierce competition for our food dollars \$\$\$.

The abundance of food in the United States--enough calories to meet the needs of every man, woman, and child twice over--has a downside.

Our *over-efficient* food industry must do everything possible to persuade people to **eat more**--more food, more often, and in larger portions--no matter what it does to the health of Americans.

FOOD POLITICS

Making food is very big business and makes a lot of money for a lot of people

Food companies in 2000 generated nearly \$900 **billion** in sales.

They have stakeholders to please, shareholders to satisfy, and government regulations to deal with

The American food supply provides an average of nearly 4,000 calories per person, per day – nearly twice the amount required by the population

SHAREHOLDERS AND STOCKHOLDERS

In 1980's stocks started to report profits and growth every 90 days.

Food companies needed to sell more and more foods to show growth.



FOOD POLITICS

American farmers have long wrestled with a chronic problem of surplus

While American farms have remained private, their success and independence could only be maintained through vast amounts of **government support** at levels which continue to this day



United States farm assistance was originally enacted into law in the 1930s as a central component of President Roosevelt's New Deal

The special legislation was intended to bring economic relief to Americans battling the Great Depression

At the time over 1/5 of the American population was employed in agriculture



Policy makers felt that by providing aid and stability to this important 20% of the labor force, it would do much more than help just farmers

By enabling farmers to purchase manufactured goods, the direct farm aid would also bring economic stability to the entire economy

The assistance consisted of government-backed loans, price supports and disaster insurance

The program was immensely popular

Within a few years more than 1/3 of gross farm income came from government programs

By 1942 these temporary measures of 1933 had been renewed and farmers used their increasing lobbying power to keep these programs intact

The 1977 Food and Agriculture Acts provided the usual agricultural subsidies to farmers but also included food-stamp programs for city dwellers insuring support from both rural and urban lawmakers

By supporting what farmers grow – regardless of what they can sell – the program boosts the supply of basic commodities well above the level of demand

Farm support bills have produced an excess of calories in our food supply – mainly from corn

These complicate the making of Dietary Guidelines meant to guide the health of Americans



A subsidy is essentially an incentive to produce or consume a product.

The government pays additional money to farmers to produce these five crops: corn, wheat, soybeans, rice and cotton

Since farmers make more money producing these 5 crops, they are less likely to farm healthy options.

Originally farm subsidies were thought to help the local farmer, but studies show farm subsidies mostly benefit large corporate farms.

AGRICULTURAL EFFECTS

The result is an excess of products like **corn** leading to the increase in **high fructose corn syrup**, corn filled products and corn fed cows.

Foods that were subsidized became cheaper, and other fruits and vegetables became more expensive.



Corn is found in **hundreds** of items, like soda, bread, and even ice cream.

You might be surprised to find out how much corn - after it's processed - ends up in your grocery cart.

75% of what's found in the grocery store comes from the little yellow kernels

Ice Cream makers need it to create sucralose for sugars and sweeteners for their ice cream

Pharmaceutical companies want the corn's starch to create drugs and the syrup to put in DayQuil.

St. Ives face cream - made of corn meal - and one form of Gerbers infant formula contains corn

One of the biggest uses of corn products is high fructose corn syrup.



Here's a test: Did you prepare all your own meals and snacks from whole, unprocessed ingredients today?

If not, chances are you've eaten part of the 300 million tons of corn America produces each year.

From soups to breads, sauces, condiments and even meats, corn and its many inventive renditions have found their way into almost all of our grocery store shelves.

Next time you're at the store, try choosing foods that don't contain:

corn syrup, high-fructose corn syrup, corn oil, corn starch, maltodextrin, xanthan gum, ascorbic acid, di-glycerides, ethel acetate, acetic acid, citric acid and vanilla extract.

And this short list only scratches the surface of substances derived from the corn kernel.

Keeping corn out of your shopping basket is a challenge to say the least.

AGRICULTURAL POLICY

- In the 1980's agricultural policy was changed from paying farmers to not grow food to keep food prices stable, to paying farmers to grow as much as possible.
- This resulted in the advent of GMOs to increase food supply.

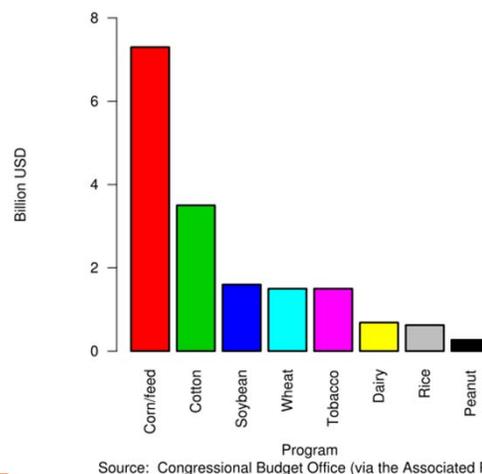


FOOD SUBSIDIES

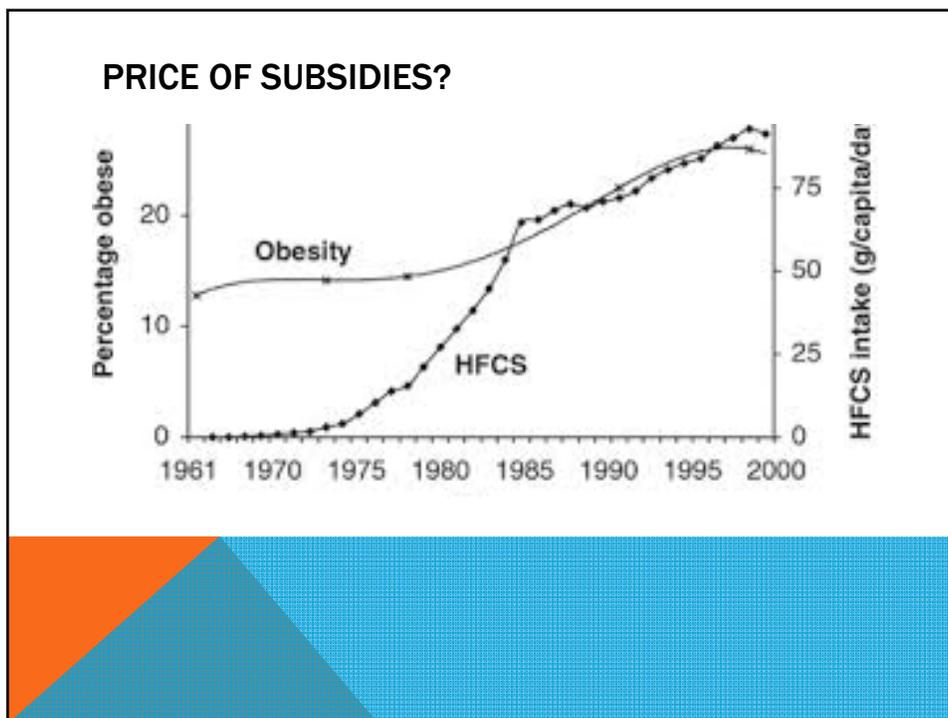
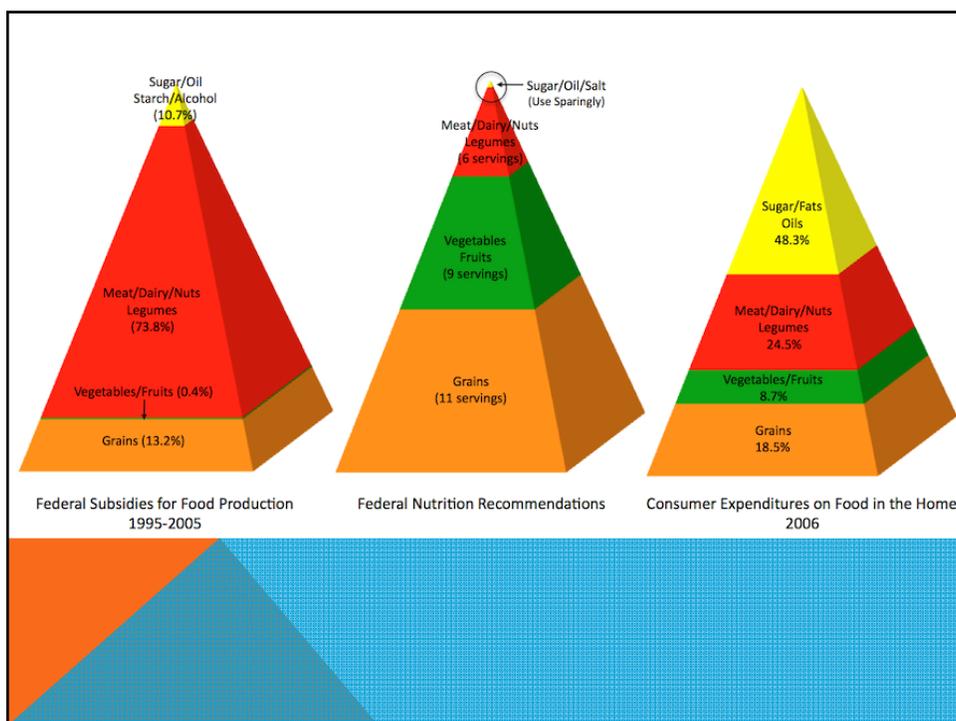
- The US currently pays around \$20 billion per year to farmers in direct subsidies as "farm income stabilization" via The US Farm Bills.
- These bills pre-date the Great Depression with the 1922 Grain Futures Act, the 1929 Agricultural Marketing Act and the 1933 Agricultural Adjustment Act creating a long tradition of government support.
- The foods that are subsidies the most become **more readily used because they are very cost effective for food producers to use.**



United States farm subsidies in 2005



Source: Congressional Budget Office (via the Associated Press)

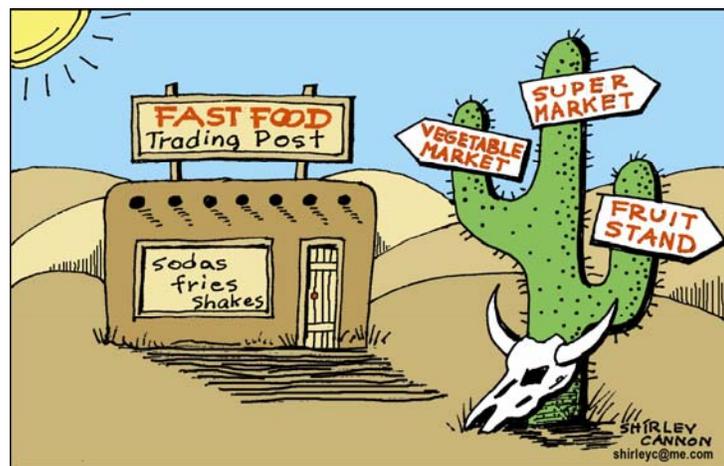


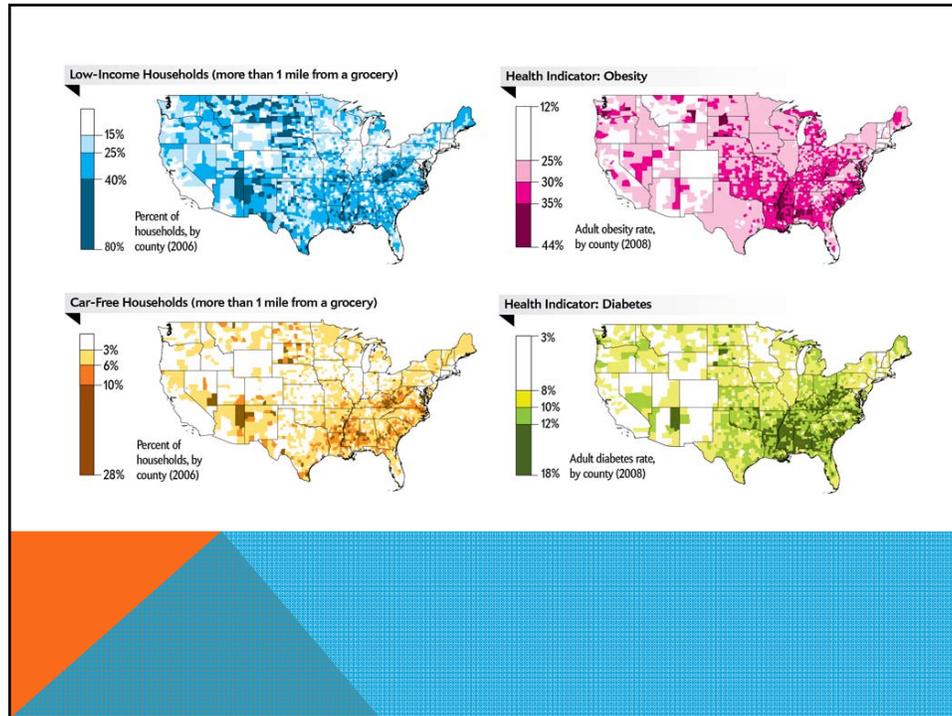
We make Twinkies dirt cheap and fruits & vegetables expensive.

84% of subsidies are commodity crops (cotton, wheat, corn, rice and soy); 15% are dairy, livestock & other; less than 1% is fruits and vegetables

Lack of access to healthful foods is a HUGE issue.

23.5 million Americans live in food deserts (roughly 75% of these are in urban areas) – no fresh fruits and vegetables





The government says you need to have a balanced meal. Unfortunately, the government does not back up this notion in its spending.

Through government subsidies, certain crops are mass produced which make them cheaper for food companies and consumers.

A Subsidy by the government is monetary assistance to a person or group in support of an enterprise regarded as being in the public interest.

90% of the farm subsidies go to corn, wheat, cotton, soybeans and rice.

Fruits and vegetables do not even make the top fifteen crops subsidized by the government.



Although National *Dietary Guidelines* are supposed to be based on science, they are subject to pressures from food companies concerned about the business implications of advice to restrict certain nutrients or foods

Advice to consume MORE agricultural and food products in order to prevent nutrient deficiencies is not too controversial

Advice to RESTRICT intake of certain foods to prevent obesity and chronic disease IS controversial

More often than not, food-industry pressures have succeeded in inducing government agencies to eliminate or weaken recommendations to eat less of certain nutrients and their food sources

Even to eat less OVERALL



United States policymakers learned this lesson in 1977

Senator George McGovern's Select Committee on Nutrition and Human Needs released a report suggesting that Americans **reduce consumption of meat, egg, full-fat dairy products, sugars and salt**

The affected industries protested and persuaded Congress to intervene

This level of opposition created a precedent that continues even today

Since 1980 the USDA and the US Department of Health and Human services have jointly issued *Dietary Guidelines for Americans* every 5 years as a policy statement on nutrition and health

The Guidelines provide dietary advice to reduce risks for chronic diseases for everyone over the age of 2

They also constitute an official statement of government policy regarding all federal nutrition education, training, food assistance and research programs

Supplemental Nutrition Assistance Programs (SNAP), Women Infant and Children (WIC), National School Lunch Program, etc

The dietary guidelines committee in the United States that prepared the 7th edition in 2010 was asked to prepare “science-based” recommendations

Once again lobbyists for every food product or group likely to be affected prepared materials for the committee, testified at committee meetings and worked behind the scenes to make sure that the guidelines did not suggest eating less of their products

Although these guidelines are presented as “science based,” specific recommendations are continually influenced by the economic interests of food-industry stakeholders

The 1980 version of the sugar guideline, for example, simply stated “Avoid too much sugar.”

By 2005, under pressure from sugar-industry groups, the Guidelines used a lot of language to make the same point, beginning with, “Choose and prepare foods and beverages with little added sugars or caloric sweeteners”

Confuses people

DIETARY GUIDELINES FOR AMERICANS

Foods and food components to reduce:

Reduce daily sodium intake to less than 2,300 milligrams (mg) and further reduce intake to 1,500 mg among persons who are 51 and older and those of any age who are African American or have hypertension, diabetes, or chronic kidney disease. The 1,500 mg recommendation applies to about half of the U.S. population, including children, and the majority of adults.

Consume less than 10 percent of calories from saturated fatty acids by replacing them with monounsaturated and polyunsaturated fatty acids.

Consume less than 300 mg per day of dietary cholesterol.

FOODS AND FOOD COMPONENTS TO REDUCE:

Keep *trans* fatty acid consumption as low as possible by limiting foods that contain synthetic sources of *trans* fats, such as partially hydrogenated oils, and by limiting other solid fats.

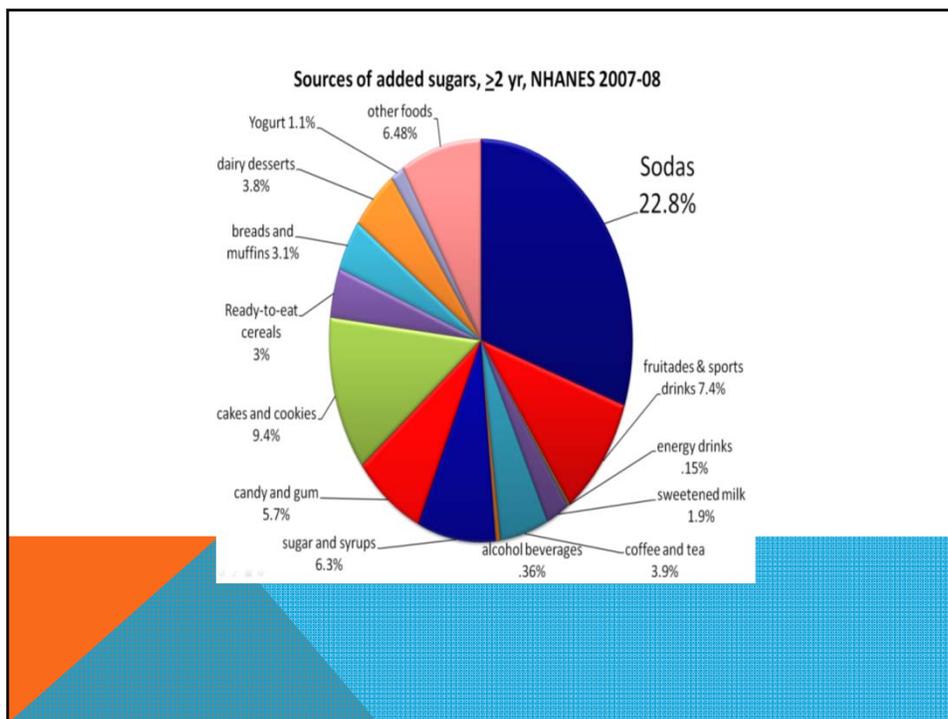
Reduce the intake of calories from solid fats and added sugars.

Limit the consumption of foods that contain refined grains, especially refined grain foods that contain solid fats, added sugars, and sodium.

If alcohol is consumed, it should be consumed in moderation—up to one drink per day for women and two drinks per day for men—and only by adults of legal drinking age.

Saturated fatty acids contribute an average of 11% of calories to the diet, which is higher than recommended.

Major sources of saturated fatty acids in the American diet include regular (full-fat) cheese (9% of total saturated fat intake); pizza (6%); grain-based desserts (6%); dairy-based desserts (6%); chicken and chicken mixed dishes (6%); and sausage, franks, bacon, and ribs (5%)



The 2010 Dietary Guidelines suggest eating less of “solid fat and added sugars” but say little about reducing intake of the FOOD sources of those nutrients









The Dietary Guidelines for Americans should say:

**Eat less cheese and
pizza and soda!!**

FOODS AND NUTRIENTS TO INCREASE

Individuals should meet the following recommendations as part of a healthy eating pattern while staying within their calorie needs.

Increase vegetable and fruit intake.

Eat a variety of vegetables, especially dark-green and red and orange vegetables and beans and peas.

Consume at least half of all grains as whole grains.

Increase whole-grain intake by replacing refined grains with whole grains.

Increase intake of fat-free or low-fat milk and milk products, such as milk, yogurt, cheese, or fortified soy beverages.

FOODS AND NUTRIENTS TO INCREASE

Choose a variety of protein foods, which include seafood, lean meat and poultry, eggs, beans and peas, soy products, and unsalted nuts and seeds.

Increase the amount and variety of seafood consumed by choosing seafood in place of some meat and poultry.

Replace protein foods that are higher in solid fats with choices that are lower in solid fats and calories and/or are sources of oils.

Use oils to replace solid fats where possible.

Choose foods that provide more potassium, dietary fiber, calcium, and vitamin D, which are nutrients of concern in American diets. These foods include vegetables, fruits, whole grains, and milk and milk products. (LIKE CHEESE!!!!!!)

WORLD HEALTH ORGANIZATION

In the early 2000s, the World Health Organization (WHO) began work on a global strategy to help member nations reduce the burden of death and disease related to poor diet and inactivity

They involved international scientists who were asked to review research and make recommendations

Their a draft of the report was released in 2003

The sugar industry was up in arms

Although sugar-trade groups said they based their arguments on science, their concerns were economic

They said the recommendations would likely produce “serious, detrimental and long-lasting effects on the agriculture and economy of sugar producing countries”

The Sugar Association threatened to ask Congress to withdraw U.S. funding for the WHO

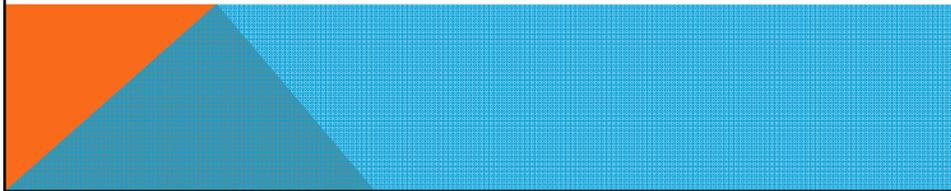
At the same time industry groups were attempting to convince member states that acceptance of the report would adversely affect the economies of sugar-producing countries

The World Sugar Research Organization, for example, distributed a report illustrating the loss to sugar-producing countries that would occur if global sugar consumption dropped to 10% of calories

Despite major flaws in this analysis, it convinced many member states to lobby against the recommendations

As ratified the WHO Global Strategy states that foods high in fat, sugar, and salt increase the risk for non-communicable diseases, but the sugar recommendation simply stated “limit the intake of free sugars.”

The Global Strategy remains the basis of dietary advice set forth by the World Health Organization

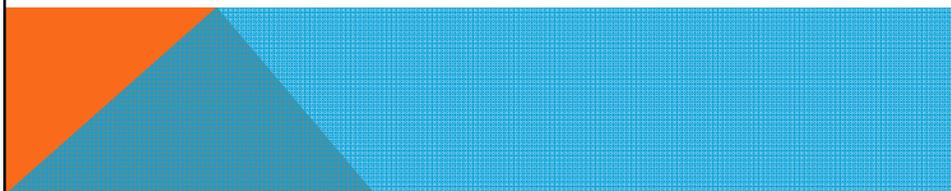


Our industrial food economy is led by an increasingly small group of transnational food conglomerates

For example, did you know Kellogg's owns Kashi?

Did you know General Mills owns Larabar?

A ginormous number of brands are controlled by just 10 multinationals





Our government, non profits & public institutions are in bed with Big Food

AND (formerly ADA) Academy of Nutrition and Dietetics—the nation's largest association of nutrition professionals—

Companies on AND's list of approved continuing education providers include Coca-Cola, Kraft Foods, Nestlé, and PepsiCo

The most loyal AND sponsor is the National Cattleman's Beef Association, for 12 years running (2001-2012).

- Processed food giants ConAgra and General Mills have been AND sponsors for 10 of the last 12 years. (Haagan Dazs, Chocolate Lucky Charms, Bugles chips, Marie Callendar, etc)
- Kellogg (Fruit Loops, Pop Tarts, etc) and the National Dairy Council have been AND sponsors for 9 of the last 12 years

Industry representatives are allowed to provide continuing education for Registered Dietitians

For example, Ronald Kleinman is an MD who teaches continuing education webinars for Coca-Cola.

From a quick look at his bio, his credentials are impressive: professor at Harvard, chief physician at Massachusetts General Hospital, etc. But his resume also reads like a who's who of the corporate food industry.

In addition to Coca-Cola, Dr. Kleinman consults for Burger King and General Mills.

Kleinman was also tapped by Monsanto to be one of the numerous “experts” speaking out against Proposition 37 in California, which would have required labeling of genetically-engineered food in that state.



One take-away message from Kleinman’s Coke-sponsored seminar is how sugar is fine for our kids.

The goal was to assuage parents’ concerns about sugar’s impact on their children.

He dismissed such ideas as being (in his words) “urban myths” and “misconceptions.”

Because the message is coming from a well-credentialed MD, it carries weight; but that message was still bought and paid for by Coca-Cola.

SLIDE FROM CONTINUING EDUCATION WEBINAR ON “BUILDING BETTER BONE HEALTH” SPONSORED BY GENERAL MILLS, MAKER OF KIX, YOPLAIT.



Companies on AND's list of approved continuing education providers include Coca-Cola, Kraft Foods, Nestlé, and PepsiCo

The Corn Refiners Association (lobbyists for high fructose corn syrup) sponsored three “expo impact” sessions at the AND 2012 annual meeting.

- Roughly 23% of annual meeting speakers had industry ties, although most of these conflicts were not disclosed in the program session description.

Almost all RDs surveyed (97%) thought the Academy should verify that a sponsor's corporate mission is consistent with that of the Academy prior to accepting them.

For the AND Foundation, corporate contributions were the single largest source of revenue in 2011: \$1.3 million out of a total of \$3.4 million or 38%

As nutrition professionals, if we want the public to trust what we say, our views cannot be *perceived* as compromised by financial ties to food companies.

REGULAR PEOPLE CAN MAKE POLICY

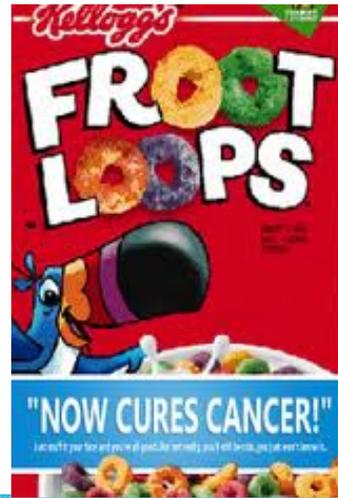
“Never doubt that a small group of people who are passionate can’t change the world,” Margaret Mead

Rachel Carson published an environmental science book called *Silent Spring* in 1962. The detrimental effects of pesticide on the environment especially birds was documented. This book accused the chemical industry of spreading misinformation and public officials of accepting industry claims with out question.

This book brought environmental concerns to the US public. Chemical companies met *Silent Spring* with fierce opposition, but it spurred a reversal in national pesticide policy and the nationwide ban on DDT for agricultural uses. Carson inspired an environmental movement and led to the creation of the U.S. Environmental Protection Agency.

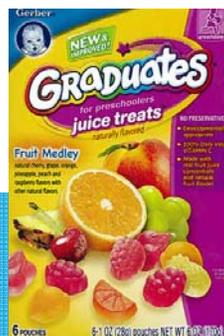
NUTRITION LABELING

- In 1994, the FDA changed the restrictions on nutrition claims from being very stringent (clinical food trials) to very lax scientific connections.
- Products started to claim health benefits and sued the FDA when they tried to investigate their health claims.



Gerber: Labels for Gerber Graduates Juice Treats—a product intended for pre-schoolers—picture an abundance of fruit: oranges, grapes, peaches, cherries, pineapple, and raspberries. Yet there is no cherry, orange, or pineapple in the product, and less than 2 percent is raspberry and apple juice concentrate. The main ingredients are corn syrup and sugar, providing 17 grams—or about four teaspoons—of refined sugars per serving

The main ingredients are corn syrup and sugar, not the abundance of fruit shown on the package, providing 17 grams—or about four teaspoons—of refined sugars per



Thomas': Labels for Thomas' Hearty Grains English Muffins claim that the food is "made with the goodness of whole grain" and "made with whole grains." Yet the primary ingredient is "unbleached enriched wheat flour," meaning white flour. The product has more water than whole wheat flour, which is the third ingredient.



CONTINUOUS NEGATIVE EFFECTS

- Food companies influence government policy through Super PACs (promising support for campaigns), lobbying, and co-opt nutritional experts.
- Special interests groups sponsor nutritional research and nutritional conferences to push their agenda.



INCENTIVES AND TAX BREAKS

Value added: Tax breaks and Incentives for producers that change the physical state of a product to reach a larger customer base. This leads to an abundance of processed and refined foods.

Examples: Cranberry farm: Adds peanuts and chocolate to cranberries or Apple Orchard: powdered packages apple sauce.

Tax Incentives and Tax breaks: Increased incentives to grow subsidized foods and process raw farmed material.

RESEARCH

Agriculture and Food development money is based on developing better ways to increase productivity and hardiness of foods that are many times subsidized. Very few research funds are used on healthy fruits and vegetables.



NUTRITION PROGRAMS

The Emergency Food Assistance Program (TEFAP)

Started for temporary use. Reduces the level of government-held surplus commodities and supplements the diet of low-income persons and older adults.

In 2012, \$308 million was appropriated for the program. In 2011, \$235 million in surplus commodities were made available to the program. Typical foods available include: Cereal, pasta products, grits, rice, dried egg mix, peanut butter, nonfat dried milk, canned and dried fruits, fruit juice, canned vegetables, meat poultry, and fish.

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP)

- **AKA Food Stamps**
- **Federally Funded but State ran**
- **Started in 1939 as a way to help farmers stay on their land. Buy food stamps at 50% of face value to be spent on over produced foods.**
- **In 2004, stamps went away and EBT cards were introduced in order to reduce fraud.**
- **50% of the people who receive SNAP are children.**
- **8% are 50 years old or older.**
- **Allowed Foods: Soda pop, potato chips, cookies, etc**

SNAP

Foods available for purchase with EBT cards:

- Anything that is considered food and is made to be taken home and eaten.
- Plants that bear food or seeds.

Foods Not Allowed for Purchase with EBT Cards:

- Deli or hot food. If designed to be eaten at the store.
- Toilet paper, diapers, vitamins, beer, energy drinks, tea, or pet food.

THE SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS AND CHILDREN (WIC)

1974 became a permanent Public Health Program, run by the health department.

Provides:

- 1) Nutrition education: Breastfeeding support and promotion
- 2) Nutritious Foods: Target nutrients that are deficient, Ex. Iron and Protein
- 3) Screening and referral: wt. and Ht, blood hemoglobin, alcohol use, child abuse, and need for SNAP

WIC: POPULATIONS



Serves:

- 1) Pregnant women
- 2) Post Partum Women for 6 months
- 3) Breast feeding women up to 1 year
- 4) Infants and Children to their 5th birthday

WIC FOODS

- | | |
|---------------------------------|---------------------------------|
| 1. Formula | 7. Peanut Butter |
| 2. Infant and Adult Cereal | 8. Beans |
| 3. Vitamin C juice :Veg & Fruit | 9. Canned Fish |
| 4. Eggs | 10. Whole Wheat Bread |
| 5. Milk | 11. Fresh Fruits and Vegetables |
| 6. Cheese | |



FOOD MARKETING ERA

According to Time, “between 2009 and 2010, when the scientists conducted their analysis, nearly all of the fast food ads –99%– that were aired nationally on children’s TV channels such as Cartoon Network and Nickelodeon, were from McDonald’s and Burger King, and 70% of them included toy giveaways, frequently linked to child-friendly movies, to promote their product.”



ADVERTISING TO CHILDREN

The food and beverage industry spends approximately \$2 billion per year marketing to children.

The fast food industry spends more than \$5 million every day marketing unhealthy foods to children.

Kids watch an average of over ten food-related ads every day (nearly 4,000/year).

Ad spending for interactive video games is projected to reach \$1 billion by 2014, with six million 3-11 year olds visiting some form of virtual game online each month

Nearly all (98 percent) of food advertisements viewed by children are for products that are high in fat, sugar or sodium. Most (79 percent) are low in fiber.

AND IT'S WORKING!

Nearly 40% of children's diets come from added sugars and unhealthy fats

Only 21% of youth age 6-19 eat the recommended five or more servings of fruits and vegetables each day

A mere 12% of grains consumed by children are whole

One study found that when children were exposed to television content with food advertising, they consumed 45 percent more food than children exposed to content with non-food advertising.



In 2010, the food and beverage industry spent over \$40 billion lobbying congress against several regulations including those that would decrease the marketing of unhealthy foods to kids, and potential soda taxes.

A study conducted by Prevention Institute in 2007, found that over half of the most aggressively marketed children's foods advertising fruit on the packaging actually contain no fruit ingredients whatsoever.

In 2011, a second study by researchers at Prevention Institute looked at packages with front of package labeling - symbols that identify healthier products - and found that 84% of products studied didn't meet basic nutritional standards.

THE FUTURE OF PROFIT

- Vending machines in cafeterias is a 50 billion dollar business.
- Vending machines increase soda consumption in children substantially.
- These soda companies bid on “pouring rights” in schools in order to have exclusive rights for their vending machines.



Coca-Cola, Pepsi, and other beverage companies have long had a multimillion-dollar grip on the country's public schools.

In exchange for installing soda machines on campus, schools have reaped huge amounts of money for athletic, music, and other programs they claim they couldn't continue without the soda companies' largesse.

A survey by the California-based Public Health Institute found that some districts rake in "signing bonuses" of more than \$1 million.

APPETITE FOR PROFIT - REMEMBER

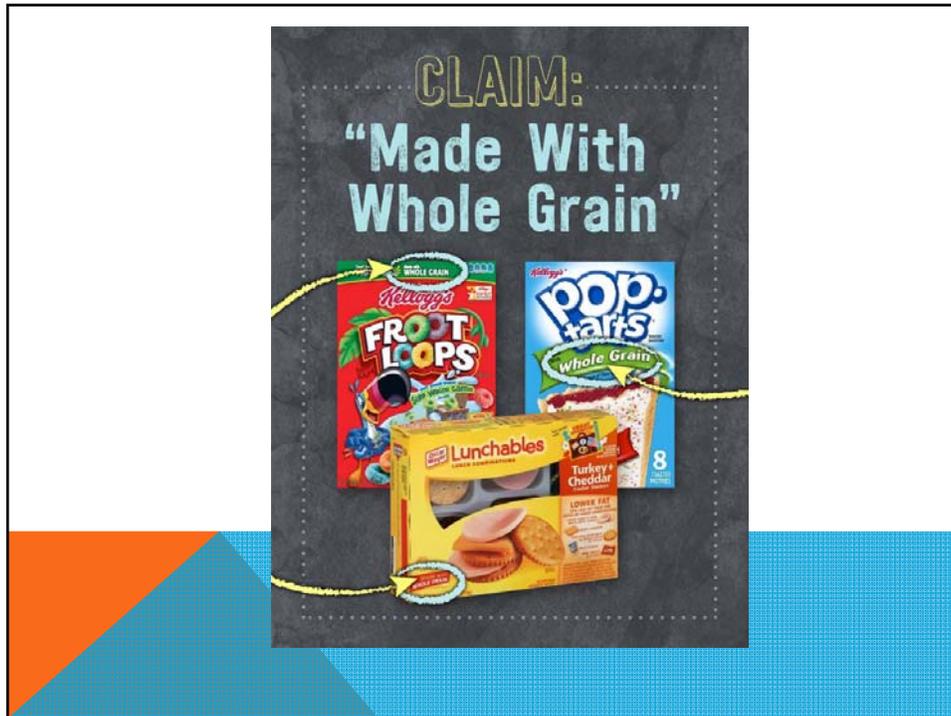
- Food companies increase sales by keeping up with the most current “nutritional” trends and claiming that their product has the ingredient de jour.
- Sales increase when vitamins & minerals are added.



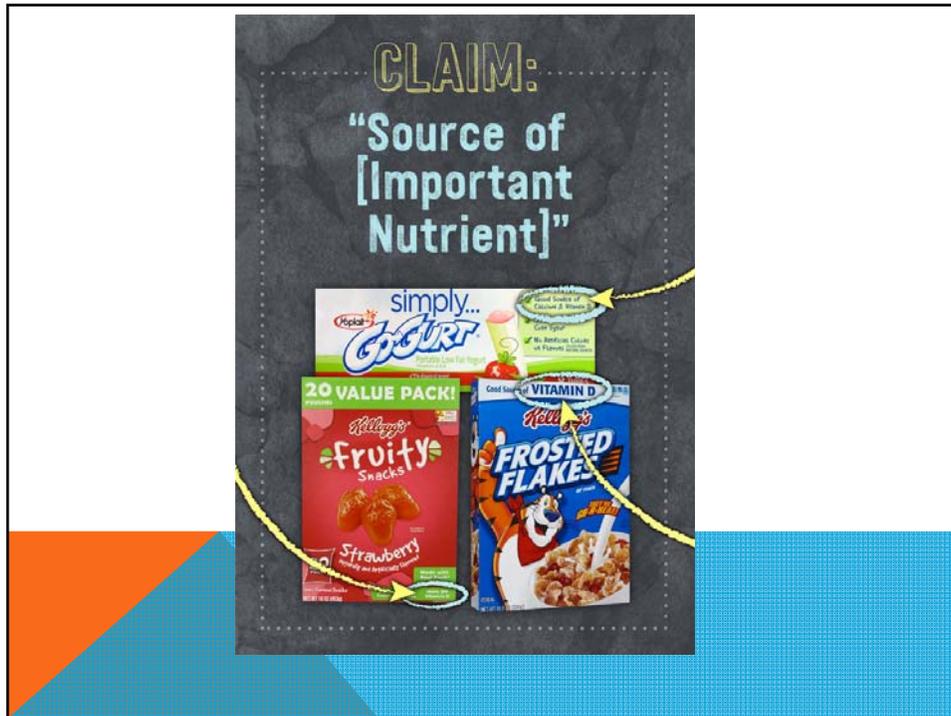
REMEMBER

Food manufacturers LOVE nutrition
 They can change processed foods to contain the nutrient de jour
 Whole foods cannot do this
 An avocado can't change to contain omega 3 fats





Since there's no requirement for how much whole grain a product needs to make this claim, a more precise way to put it, according to the Center for Science in the Public Interest, might be "made with mostly white flour."



RECENT NUTRITION POLICIES

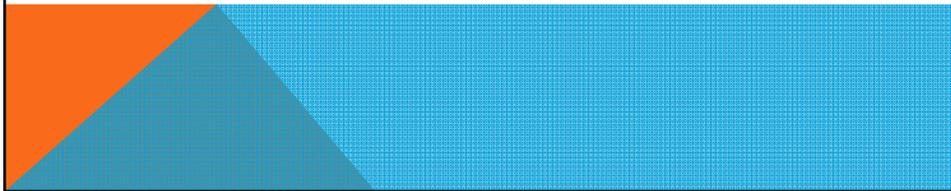
- Taxation of candy and soda
- Banning of added trans fats
- Tomatoes identified as a vegetable (Keeps Pizza in Schools)
- Nutrition Labels on menu items in restaurants
- Push for healthy food items on restaurant menus and food venues
- We need to do MUCH more!!

Vote with your dollars \$\$\$\$

Don't buy processed foods!!

**If we don't buy it, food manufacturers will
stop making it!**

**Call food manufacturers and tell them WHY
you won't buy their products (1-800# on
products)**



Let's Get Cooking!

