The Future of SSBs and the Companies Selling Them

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More Good Food
Vs. Less Bad Food
The Non-Articulated Assumption

As good food enters the system, bad food will exit and weight loss will occur
20 year study on primary determinants of weight gain – consumption of chips, fries, SSBs and meat more strongly associated with weight gain than absence of F&V


The negative effect of proximity to fast food restaurants is much stronger than the protective effect of living near supermarkets

Which Is More Likely?

**Wishful Thinking**

- Increase Healthy Foods
- Displaces Unhealthy Foods
- Less Obesity

**More Likely**

- Decrease Unhealthy Foods
- Healthy Foods Enter Void
- Less Obesity
So,

Why Begin With SSBs?
• Single greatest source of added sugar
• Completely empty calories
• Poor calorie compensation
• Sugar may be addictive
• Gratuitous addition of caffeine
• Targeting of vulnerable populations
• Rock solid proof of harm
Sugar Sweetened Beverages → Liquid Calories → Glycemic Load → Fructose

- Weight Gain
- Insulin Resistance
- B-cell Dysfunction
- Inflammation
- Hypertension
- Visceral Fat
- Atherogenic Dyslipidemia
- Metabolic Syndrome
- Diabetes
- CVD Risk

Can Food Be Addictive?
Increasing consumption of ultra-processed foods and likely impact on human health: evidence from Brazil

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Can food be addictive? Public health and policy implications

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ABSTRACT

Aims Data suggest that hyperpalatable foods may be capable of triggering an addictive process. Although the addictive potential of foods continues to be debated, important lessons learned in reducing the health and economic consequences of drug addiction may be especially useful in combating food-related problems. Methods In the current paper, we review the potential application of policy and public health approaches that have been effective in reducing the impact of addictive substances to food-related problems. Results Corporate responsibility, public health approaches, environmental change and global efforts all warrant strong consideration in reducing obesity and diet-related disease. Conclusions Although there exist important differences between foods and addictive drugs, ignoring analogous neural and behavioral effects of foods and drugs of abuse may result in increased food-related disease and associated social and economic burdens. Public health interventions that have been effective in reducing the impact of addictive drugs may have a role in targeting obesity and related diseases.

Keywords Addiction, food, obesity, public health.
FOOD and ADDICTION
A COMPREHENSIVE HANDBOOK
What Will Industry Do?
Industry Script

- Plant doubt
- Call studies “junk science”
- Attack scientists as biased
- Buy scientists to do negative studies
- Pass shield laws to reduce exposure
Myth:

The Companies Are Agnostic About Which Products They Sell
The Reality:
The Companies MUST Sell Sugar
What Policies Make Sense?

Changing the future of obesity: science, policy, and action

Steven L Gortmaker, Boyd A Swinburn, David Levy, Rob Carter, Patricia L Mabry, Diane T Finegood, Terry Huang, Tim Marsh, Marjory L Moodie

Lancet, 2011
<table>
<thead>
<tr>
<th>Intervention</th>
<th>Target population</th>
<th>Strength of evidence</th>
<th>DALYs saved</th>
<th>Gross costs† (A$ million)</th>
<th>Net cost per DALY saved‡ (A$ million)</th>
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<tbody>
<tr>
<td>Unhealthy food and beverage tax (10%)§</td>
<td>Adults</td>
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Gortmaker et al, Lancet, 2011
Top 3 Policies

• Unhealthy food and beverage tax

• Front-of-package traffic light labeling

• Reduce kids junk food marketing

Gortmaker et al, Lancet, 2011
Reduce SSBs

- Taxes
- Restrict Marketing
- Science & News
- Schools
- Municipal Facilities
- Education Campaigns
- Hospitals
- Regulate Practices
- Litigation
5 Year Prognostication

- Addiction discussion will be prominent
- No SSBs in schools & preschools, at all
- City & state taxes will exist in many places
- Litigation will be underway
- Companies will be more profitable than ever
The Greatest Shame of All

Exploitation of the Developing World
Coca-Cola sees massive global sales growth

Plans to double its business as middle class in emerging markets expands

ATLANTA — Coca-Cola Co. seeks to double its business in the next decade as it caters to the expected billion people worldwide who will join the middle class by 2020.
10 Year Prognostication

- Marketing will be restricted
- SNAP will not permit purchase of SSBs
- City & state taxes will be escalating
- Federal tax will join local and state taxes
- Multistate action by state attorneys general
- Companies will be suffering