Who’s Your Nanny?

Big food companies attack public health advocates, calling them "food nannies." But who’s the real nanny? Groups that want to make healthy choices easier for parents? Or the food industry, which spends billions of dollars telling kids what to eat and drink?

The food industry opposes healthy food policies, because it wants to keep its job as the nation’s food nanny.

The Big Food Nanny Discourages Kids From Drinking Water

Coca-Cola’s "Cap the Tap" program trains restaurant servers to sell its beverages when a customer asks for water.

“Every time your business fills a cup or glass with tap water, it pours potential profits down the drain.” – Coca-Cola

http://civileats.com/2013/11/13/coca-colas-assault-on-tap-water/

Kids are particularly susceptible to suggestive selling techniques, which actively discourage customers from choosing the beverage that is healthiest for our bodies and our wallets: tap water.

Soda companies say they are offering "choices" but the reality is that they spend millions of dollars to encourage customers, including kids, to spend more on their unhealthy products over free, healthy water.

The Big Food Nanny Convinces Kids That Candy Is Breakfast

Made up of one-third sugar, General Mills’ Reese’s Puffs cereal is not much different than candy. Yet they market it as a nutritious breakfast.

The Big Food Nanny Steers Kids Toward Sugar Drinks

Over three-quarters of the top restaurant chains with kids meals market soda and other sugar drinks to kids. Wendy’s and other chains automatically give kids soda when families order a kids’ meal. Companies know and studies show that people tend to stick with what’s automatically offered.

Anti-rat-hair Regulations

“Centering refrigerator, laundry, kitchen, utility, and garages were...meant to be used...” For some inexplicable reason, in 1904 a law was passed to prevent rats from entering homes. The law was so vague it was impossible to enforce. At first, people watched carefully to make sure that their garbage was not going outside the house. But after a few years, it was widely ignored. It was not until 1938 that the law was finally declared unconstitutional.

The food industry fought regulations to take shards of glass and rat hairs out of food back at the turn of the 20th century. Today, they still fight sensible food policies that would keep our kids safe and healthy. We’ve made progress on safe and healthy food policies, but the Big Food Nanny continues to fight sensible policies and exert tremendous influence over how we feed our kids and what kids consider to be food.


Do you want this guy as your kids’ nanny?