

Diet and Health: Government's Deadly Failures

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Government's Diet-Health Initiative

- Seek to cut sodium levels by 1/3 in 5 years (10% cut over first 2 years)
- Seek to cut sat fat and sugar to goals
- Press industry to adopt front-label nutrition symbols to encourage smarter choices
- Healthy choices, nutrition info at restaurants
- Limit advertising for less-healthy kids foods
- Social marketing to promote diet/exercise (equivalent to \$750 million/year)



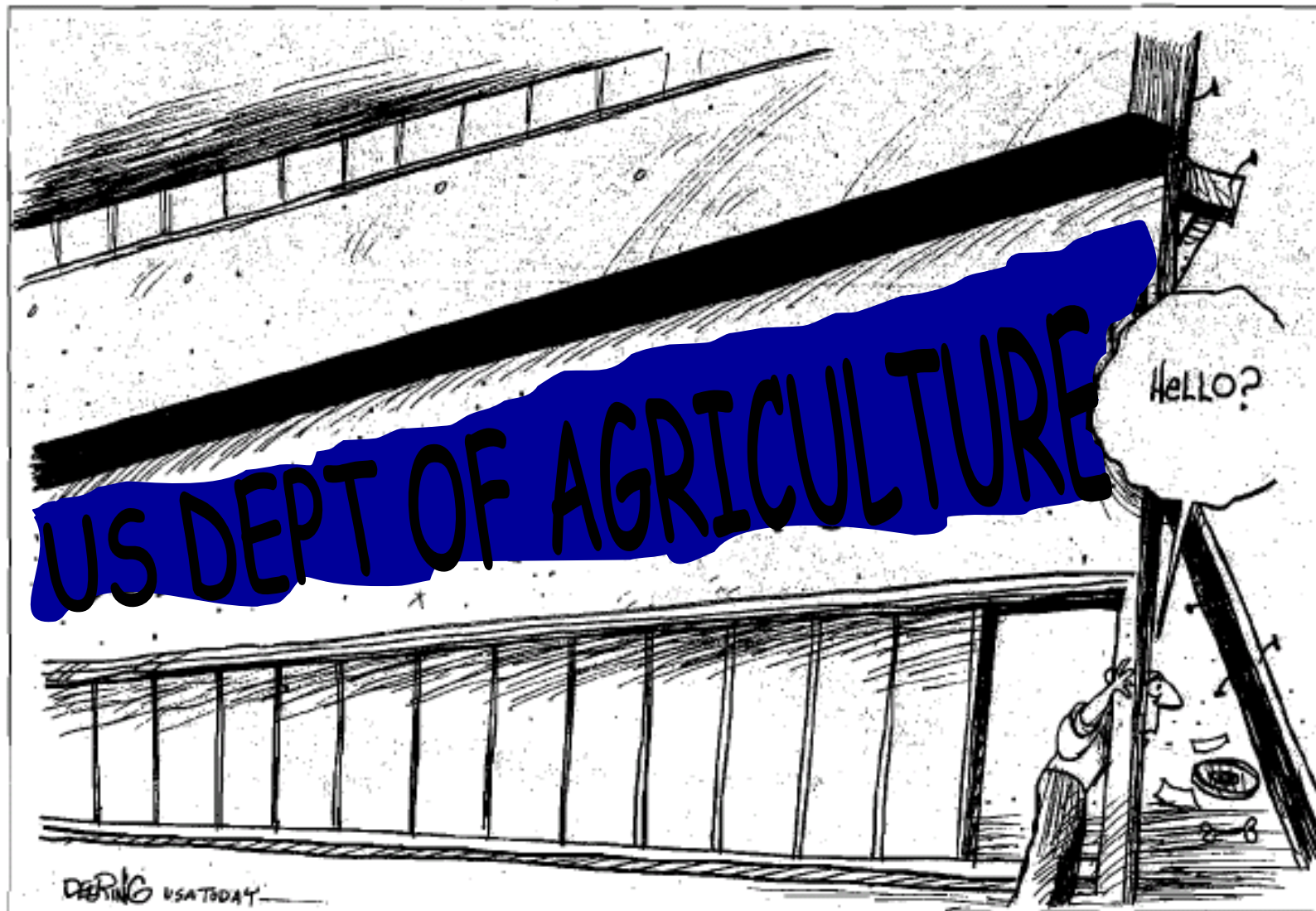
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US DEPT OF AGRICULTURE

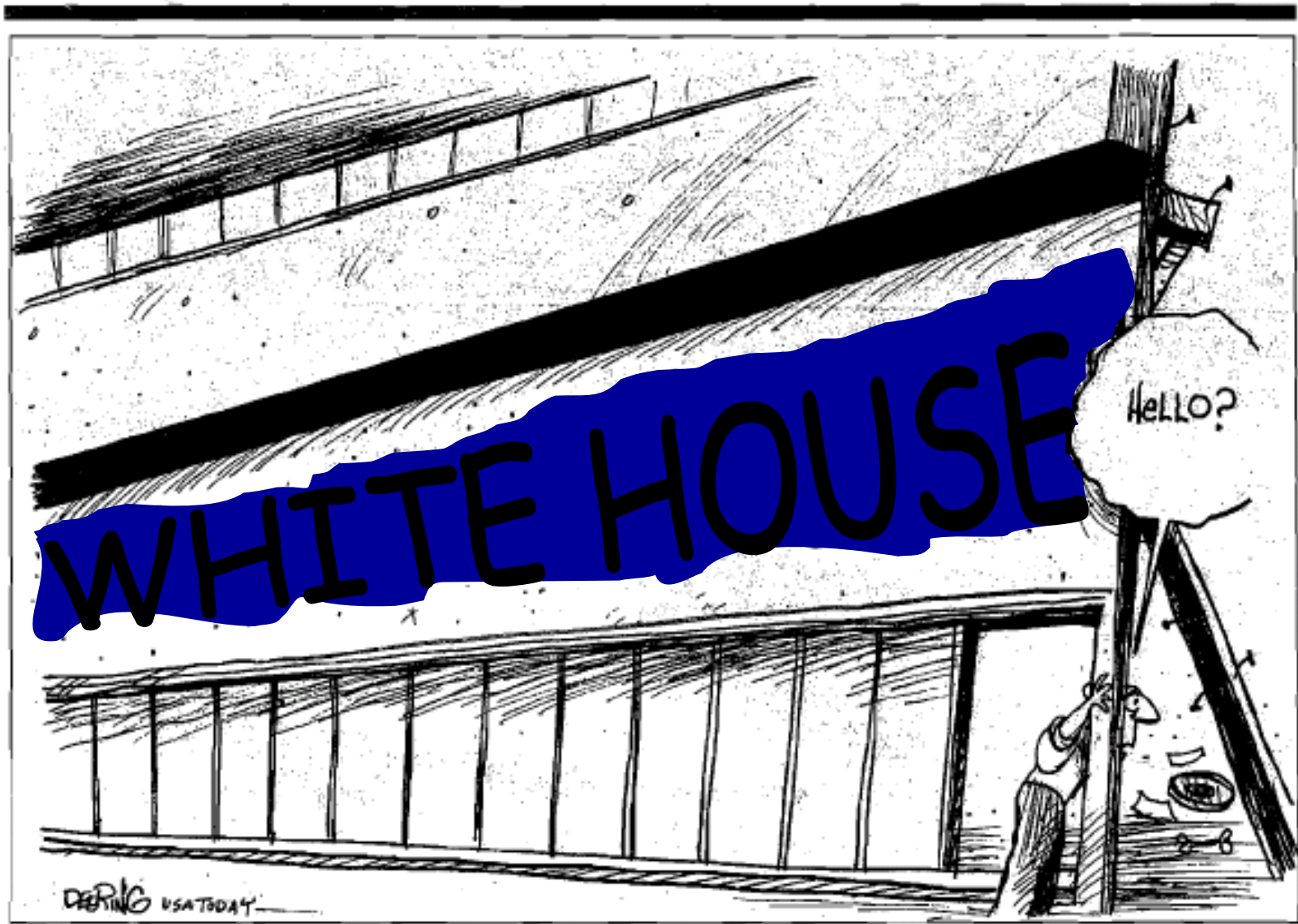


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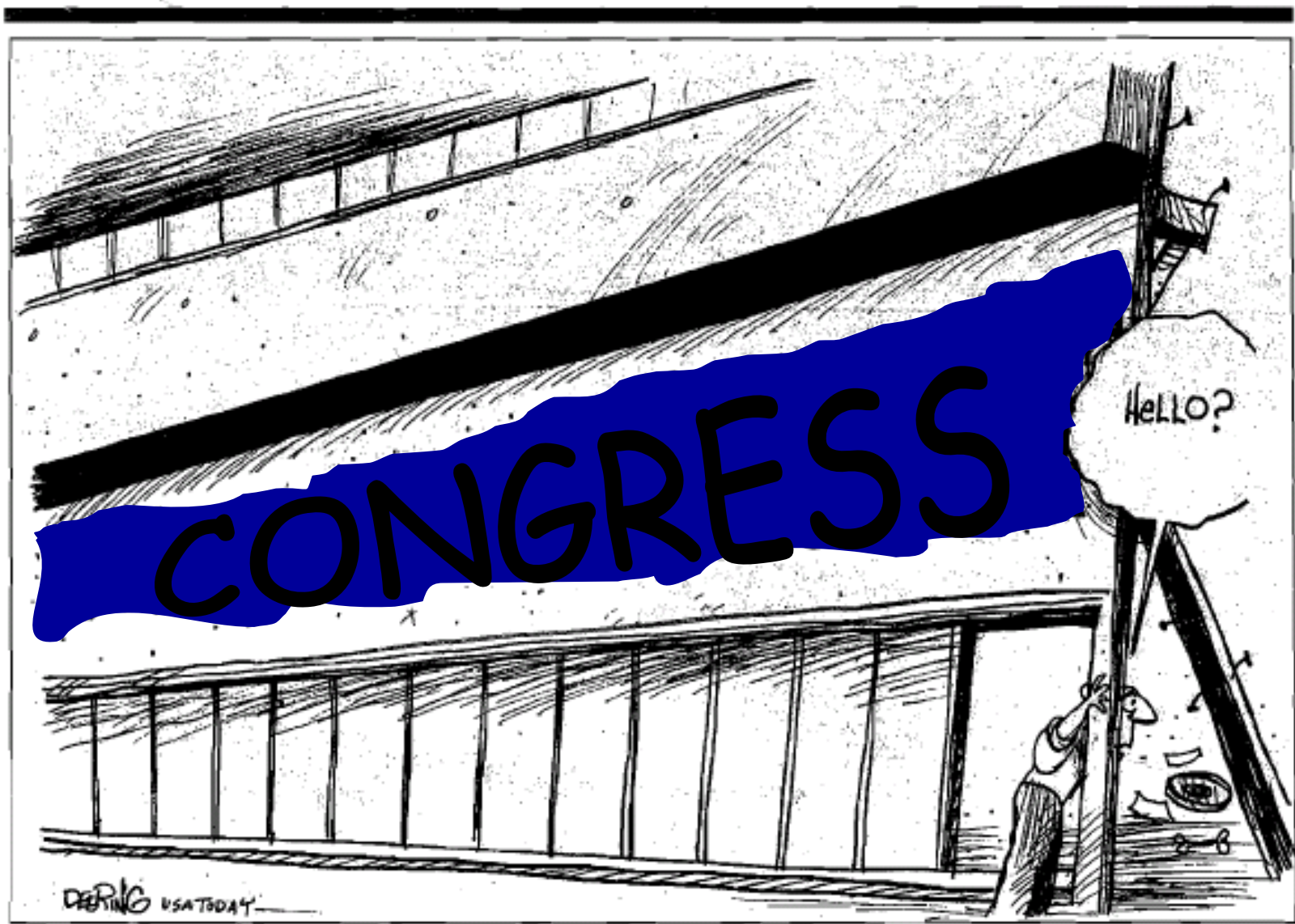


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Trans Fat

- ~ 50,000 premature deaths annually
- More harmful than saturated fat
- Labeling regulation has helped
- Restaurants: state/local actions

Salt

- 150,000 lives saved annually by cutting sodium levels in half

High-Sodium Restaurant Foods

Denny's Lumberjack Slam 4,460 mg
(2 eggs, 3 pancakes w/marg.,
ham, 2 strips bacon, 2 links)

Reuben sandwich (from deli) 3,270 mg

Dunkin' Donuts Salt Bagel 4,520 mg

House Lo Mein 3,460 mg

Daily Value is 2,400 mg

Sodium Content: UK vs. US

McDonald's (McNuggets, French Fries, Big Mac, and Sausage and Egg McMuffin): *On average, 46% more sodium in US than UK.*

Kellogg (Rice Krispies, Corn Flakes, Special K): *On average, 36% more sodium in US than UK.*

Sodium Content: Brand Variation

- Johnsonville breakfast links: **twice as much sodium as Jimmy Dean's**
- Hunt's diced tomatoes: **twice as much sodium as Contadina's**
- Ragu's traditional spaghetti sauce: **2½ times as much sodium as Classico's**

British Sodium Targets

Food **Sodium (per 100g)**

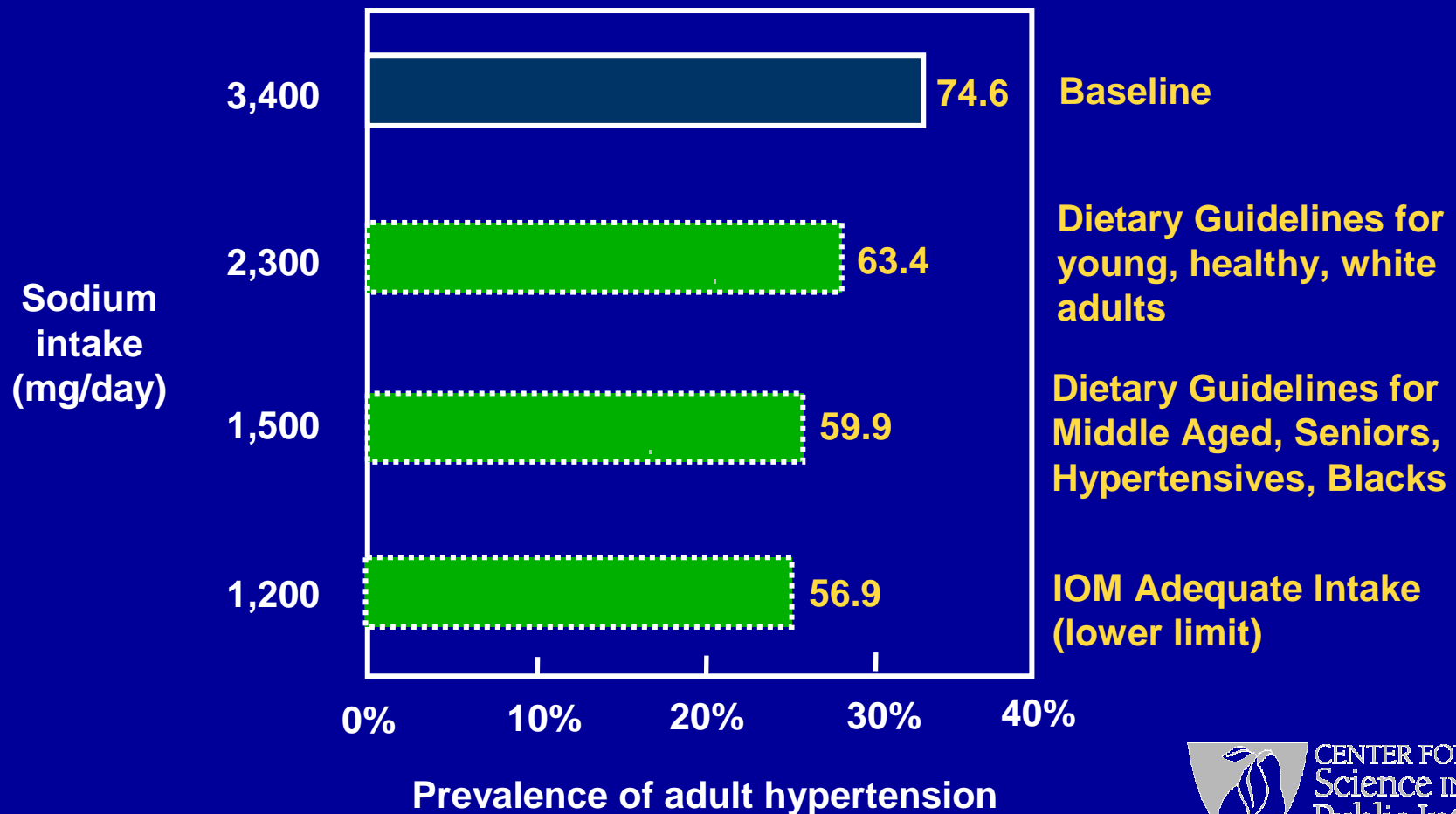
Take away, meat-based dishes	250 mg (maximum)
Take away, fish-based dishes	200 mg (maximum)
Pre-packed bread and rolls	430 mg (average)
Sausages	550 mg (maximum)

ConAgra's Sodium Cuts

- Kids Cuisine frozen meals: – 25%
- Orville Smart Pop line: – 30%
- Chef Boyardee canned foods – 20%
– 60% since 1970s

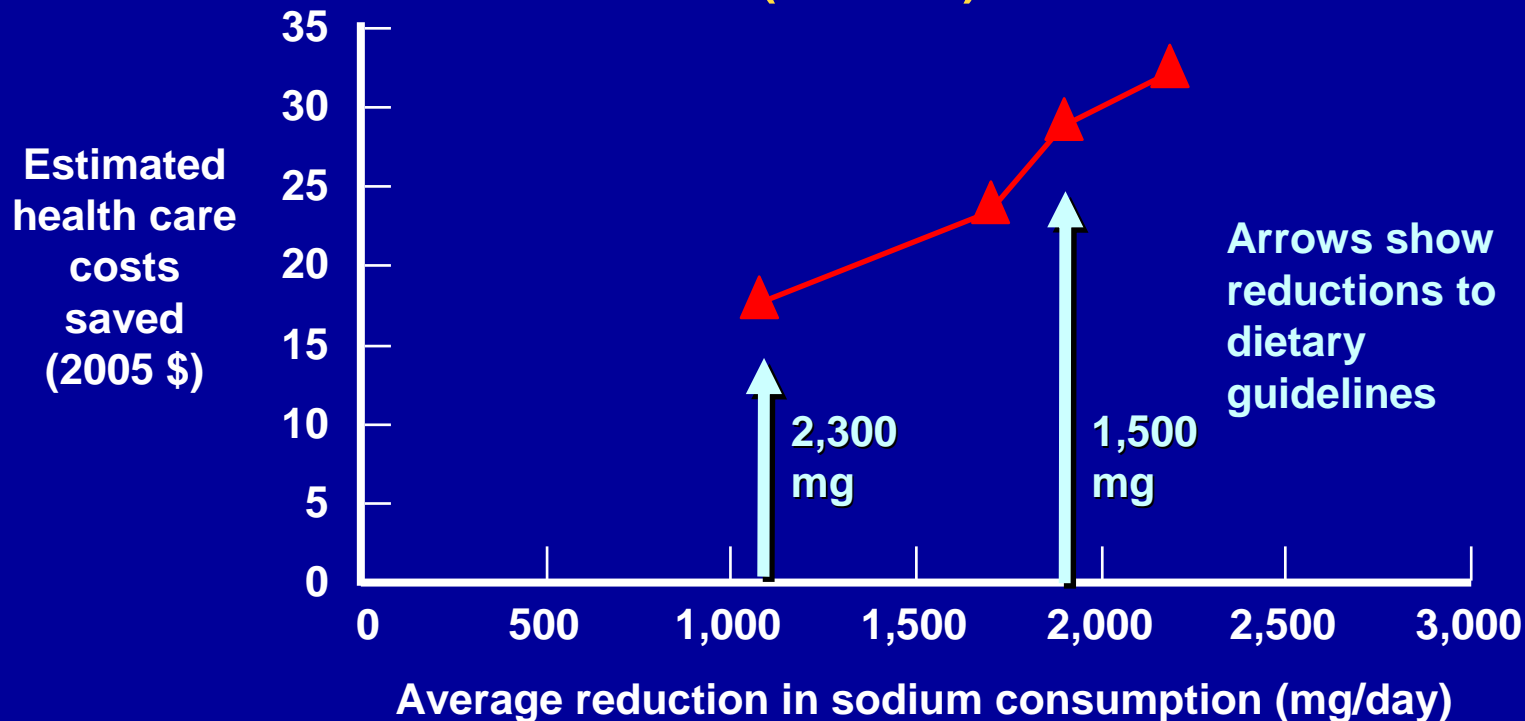
Lowering Population Sodium Intake to 2300 mg/d Could Avoid 11 Million Hypertension Cases (RAND Corp.)

Cases of hypertension (millions)



Reducing Sodium Intake to 2,300 mg/d Could Save \$18 Billion Annually in Direct Health Care Costs (RAND Corp.)

Estimated annual savings in health care costs (billions)



QALY Savings (RAND Corp.)

Sodium Consumption (mg/day)	Population QALYs saved per year (thousands)	Value (billions) *
2,300 (Dietary Guidelines)	312	\$32
1,500 (Dietary Guidelines for Middle Age+)	459	\$47
1,200 (IOM Adequate Intake, lower bound)	496	\$50

*Using \$100,000 per QALY (2007) – based on Kaplan & Bush, 1982 and updated using the CPI.

Saturated Fat

- Eliminating fat from beef, pork, dairy, and eggs would save about 50,000 lives per year

/Calories

Cinnabon Classic

\$3.19/850

Caramel Pecanbon

\$3.79/1,120

Cinnabon Bites

Six \$3.19/510

Twelve \$5.50/1,020

Cinnabon Stix

Five \$2.99/400

Ten \$5.50/800

by Back Ribs cal. 1440

A full rack of pork ribs is expertly cooked to ensure they're
bone tender. Then we fire-grill them and glaze them with
bbq sauce and serve with our crispy fries. \$24.79

ing Fajitas*

ed on a skillet of roasted onions, red & green peppers
y rice with hot flour tortillas, guacamole, salsa, sour
cheddar cheese.

Fajitas* cal. 1570 – Marinated, fire-grilled skirt st

en Fajitas cal. 1530 – Chipotle-grilled chicken brea

Combo* cal. 1590 – Chipotle-grilled chicken brea
grilled skirt steak. \$23.99

McDonald's



 McDonald's Strawberry Sundae

Colors: Red 40



 McDonald's Strawberry Sundae

Colors: Strawberries



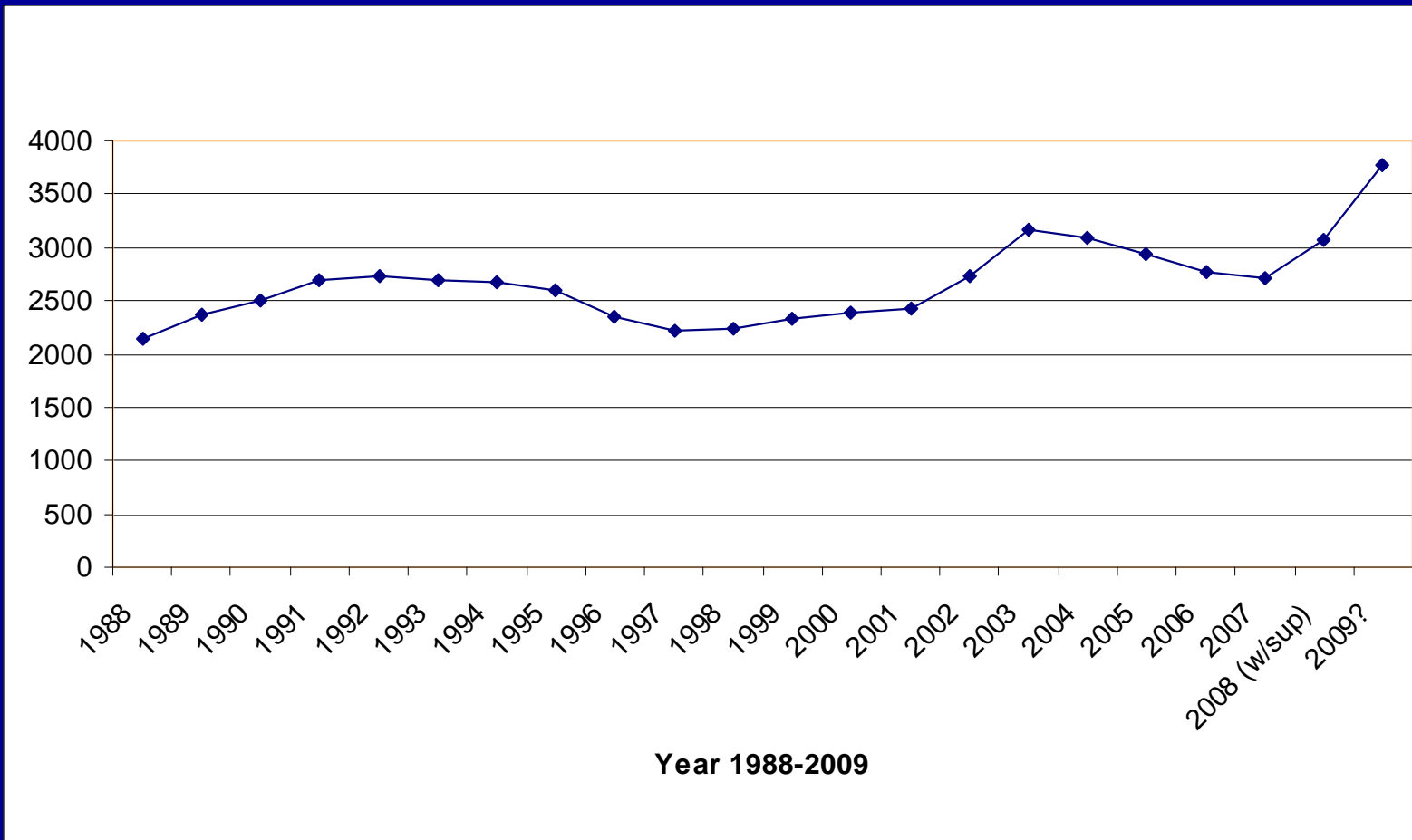
 **Betty Crocker Super Moist Yellow Cake Mix**

Colors: Yellow No. 5, Yellow No. 6

 **Betty Crocker Chocolate Swirl Cake**

Colors: Curcumin, Beta-carotene, Annatto

FDA Food Staffing (FTEs)



Eat More: Fruits/Veggies/WG

- Prevent heart disease, obesity, etc.
- More Matters (“5 A Day”) ~\$3 million
- \$1 billion over 10 years for school fruit/vegetable snack program

New Frontier: Health Care Reform

- Raise Revenues
 - Federal taxes on
 - soft drinks (\$5 billion—3 cents per can)
 - booze (\$5+ billion—5-cents/drink)
 - tobacco (\$7 billion—61-cent/pack increase)...
- Prevention could save \$tens of billions
 - Cut the salt
 - Ban partially hydrogenated oils
 - Reduce meat/cheese in diet
 - More fruits and vegetables