

High Fructose Corn Syrup: A Science-Based Discussion

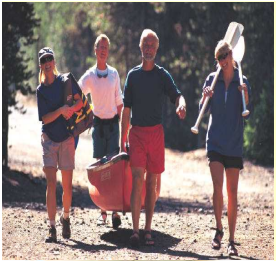
Moderated By

Susan T. Borra, RD

President, IFIC Foundation

School Nutrition Association
Annual Meeting

July 20, 2008



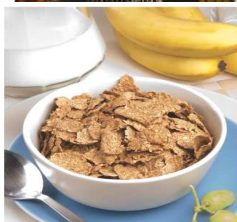
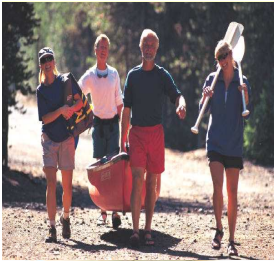
International Food Information Council (IFIC) Foundation

Mission:

To effectively communicate science-based information on health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage and agricultural industries.





High Fructose Corn Syrup (HFCS) and School Wellness: Science-based Facts for Healthful Foodservice

Outline for the Webinar

Overview and Moderator

Susan Borra, RD, President, International Food Information Council Foundation

Food Science Perspective of HFCS

John White, PhD, President, White Technical Research

Health Effects of Foods and Beverages with Added Sugars in Children's Diets

Theresa Nicklas, DrPH, MPH, Professor of Pediatrics, Baylor College of Medicine

HFCS in School Nutrition Operations

Sandra Voss, MS, RD, LDN, District Dietitian/Asst Food Service Director, Arlington Heights District 25

Q & A



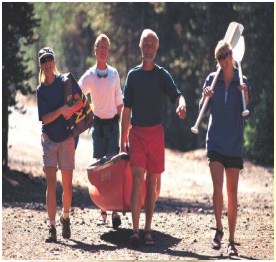


Sugars in the 2005 Dietary Guidelines

- Concern about weight gain, obesity, nutrient dilution
- Emphasized limiting foods with "added sugars" ("discretionary calories")
- Fiber-rich fruits, vegetables, whole grains



Dietary Guidelines
for Americans
2005



Media Reporting on Sugars and Health – Some Recent Headlines



Law Banning Sugary Foods in Schools Passes

The New York Times



Sweet Tooth Could Lead to More Fruit, Less Obesity

Juices fall from list of best kids' drinks

CONTRA COSTA TIMES
CONTRACOSTATIMES.COM

The Sugar-Sweetened Facts

FOOD USA
navigator.com

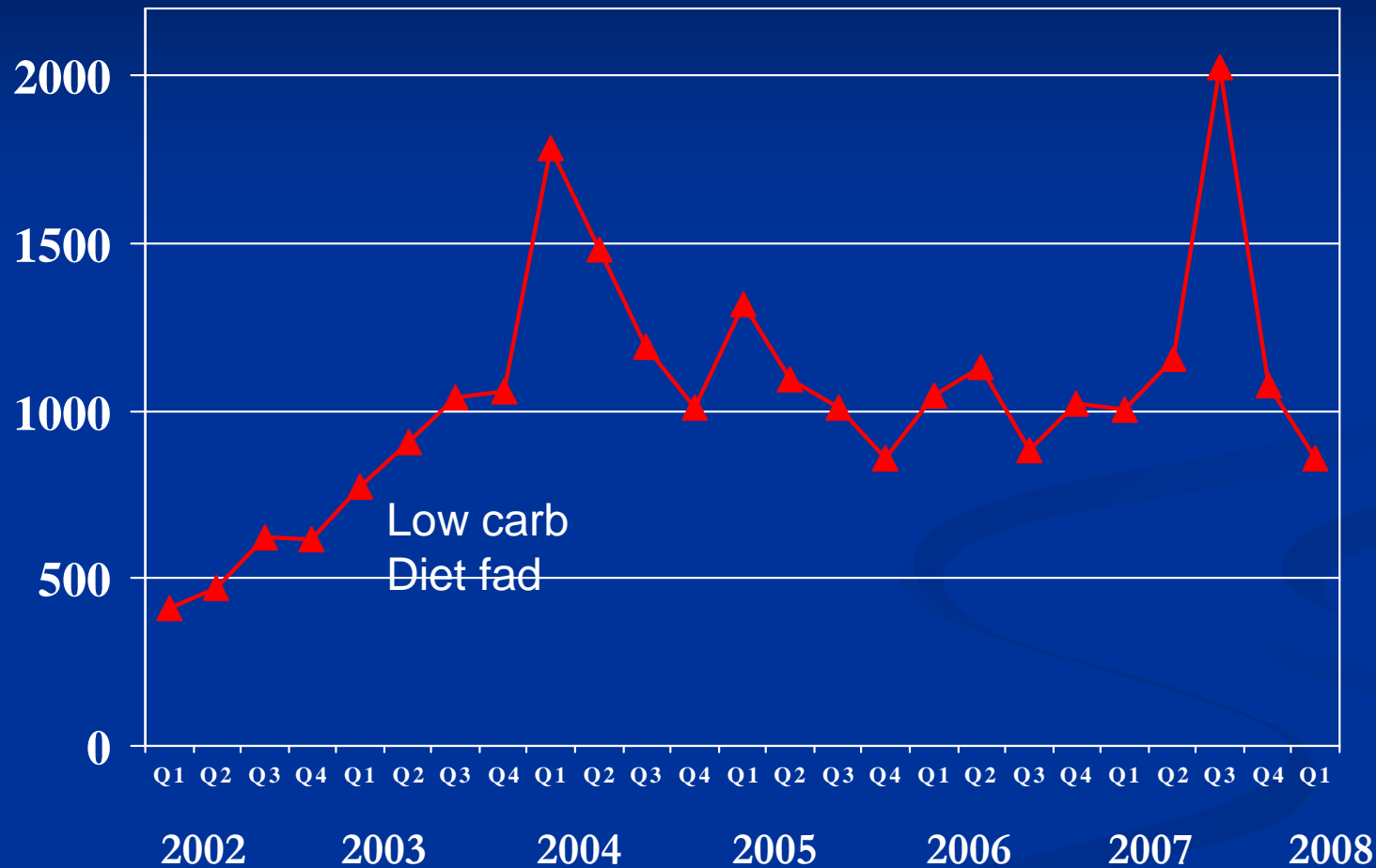
USA TODAY

THE WALL STREET JOURNAL

Food companies vow to tighten limits on kids' ads

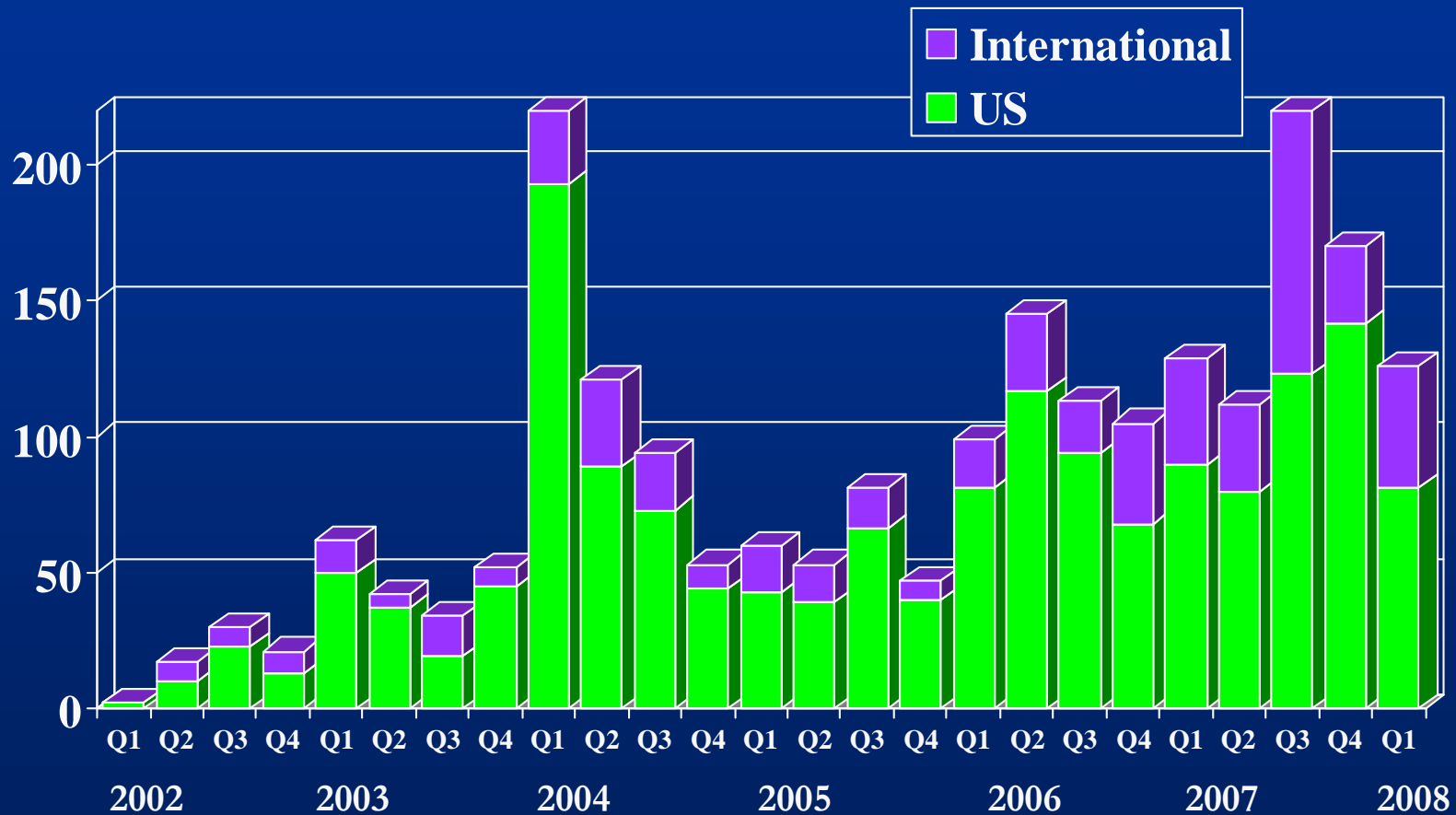
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Sugar and Obesity Media Coverage

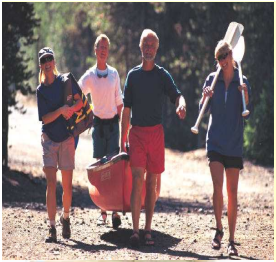


Note: Lexis-Nexis search in U.S. Newspapers and Newswires on “obesity AND sugar or fructose or high fructose corn syrup or carbs or carbohydrates”

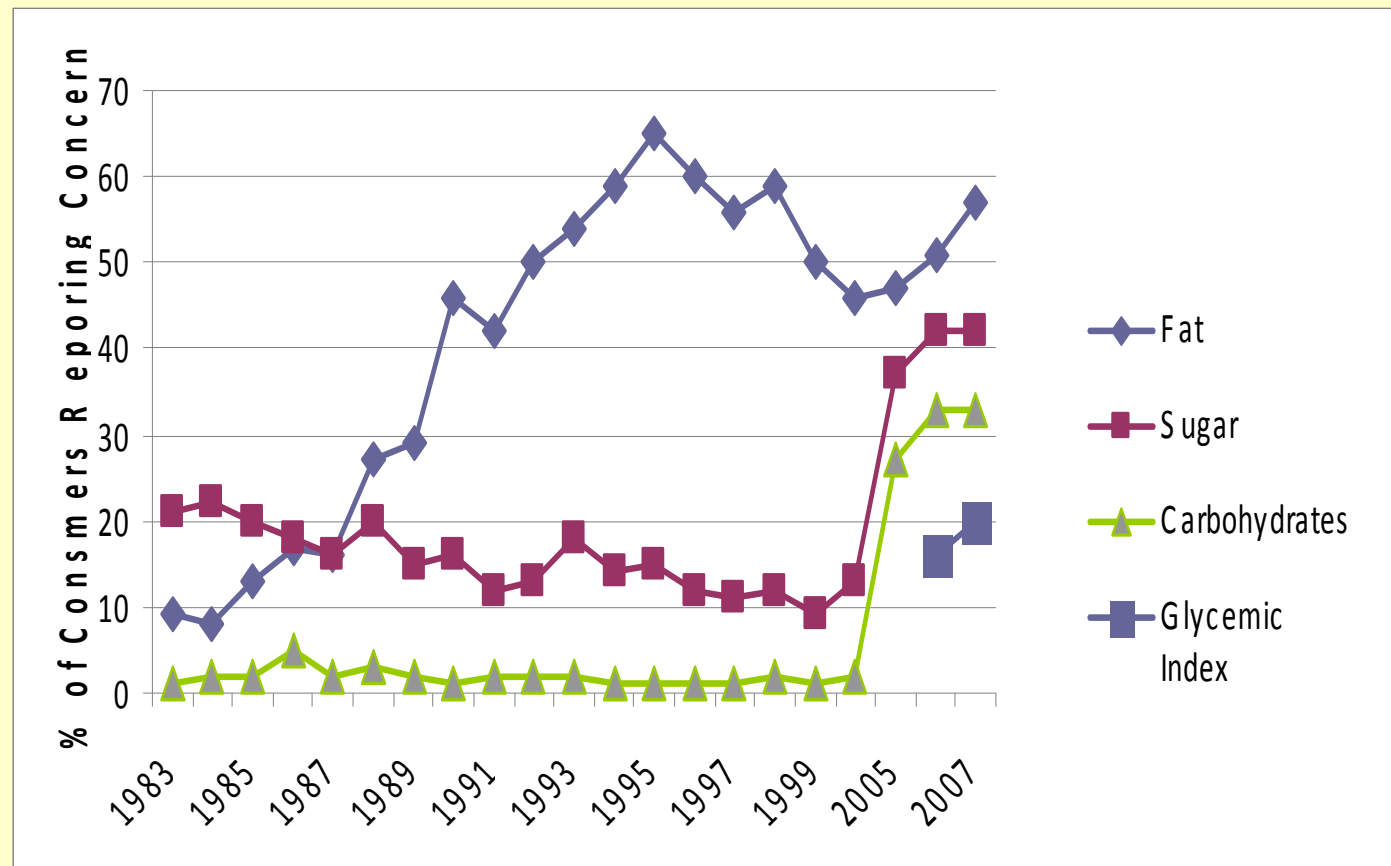
Global Media Coverage of Fructose/High Fructose Corn Syrup and Obesity

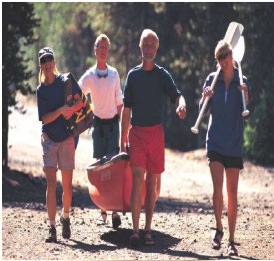


Note: Figures retrieved from Lexis-Nexis searches on “Fructose or High Fructose Corn Syrup and Obesity or Obese” in U.S. newspapers, newswires, and Non-U.S. newspapers and newswires



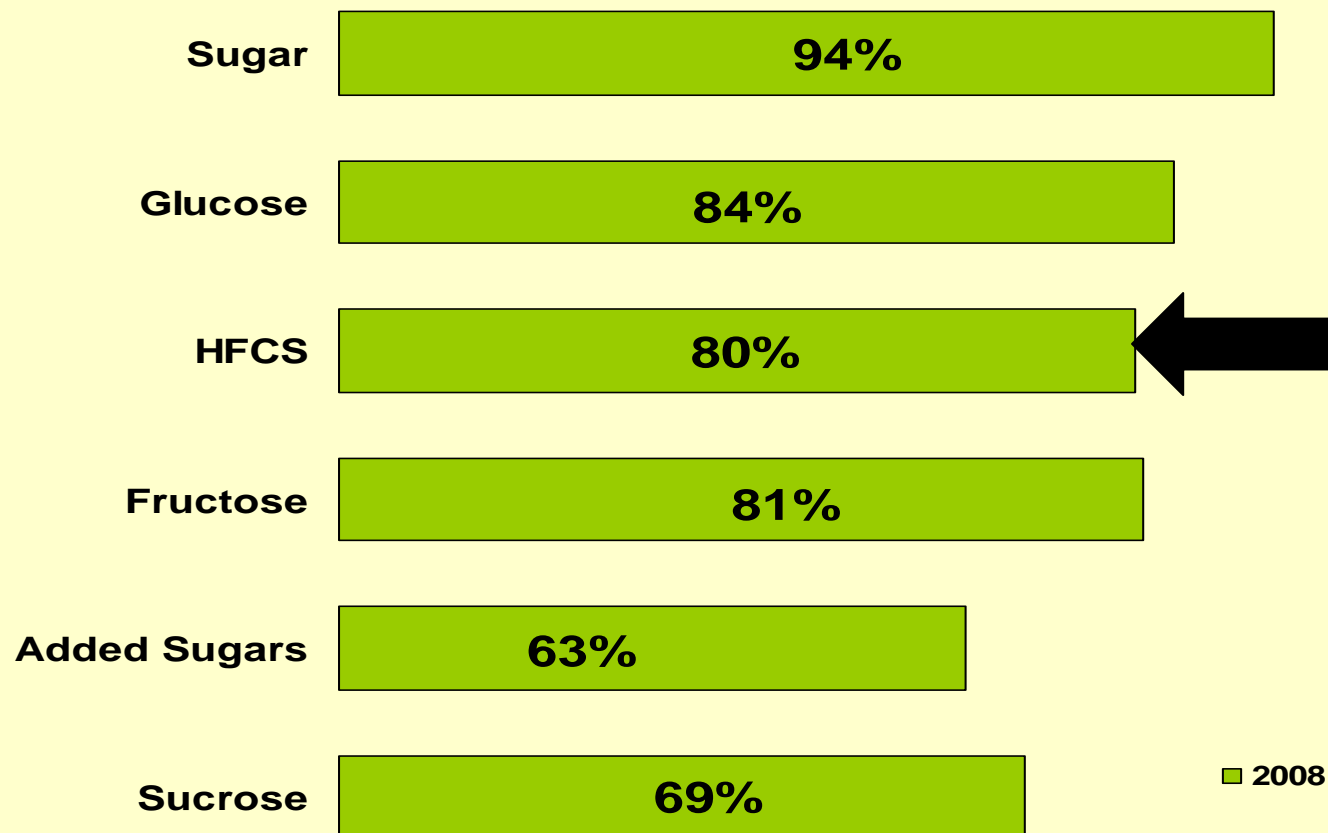
Consumers Reporting "Somewhat or Very Concerned" About Nutritional Content, 1983-2007

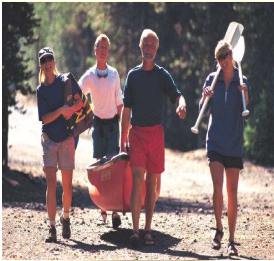




Consumer Awareness of Label Terms Related to Dietary Sugars

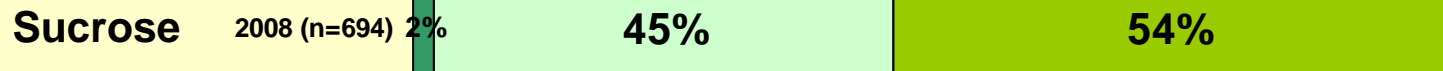
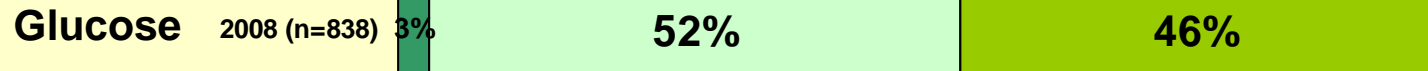
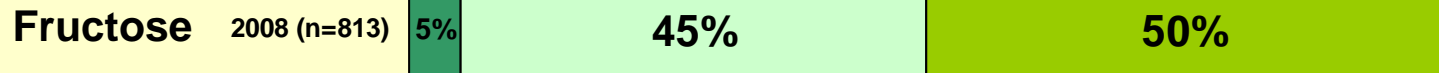
Percent Heard (n=1000)





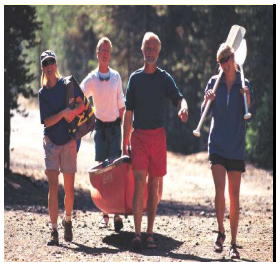
Sugar Consumption Trends

Please indicate whether you are trying to consume more or less of the following:



■ More □ Neither ■ Less

Food and Health Survey 2008

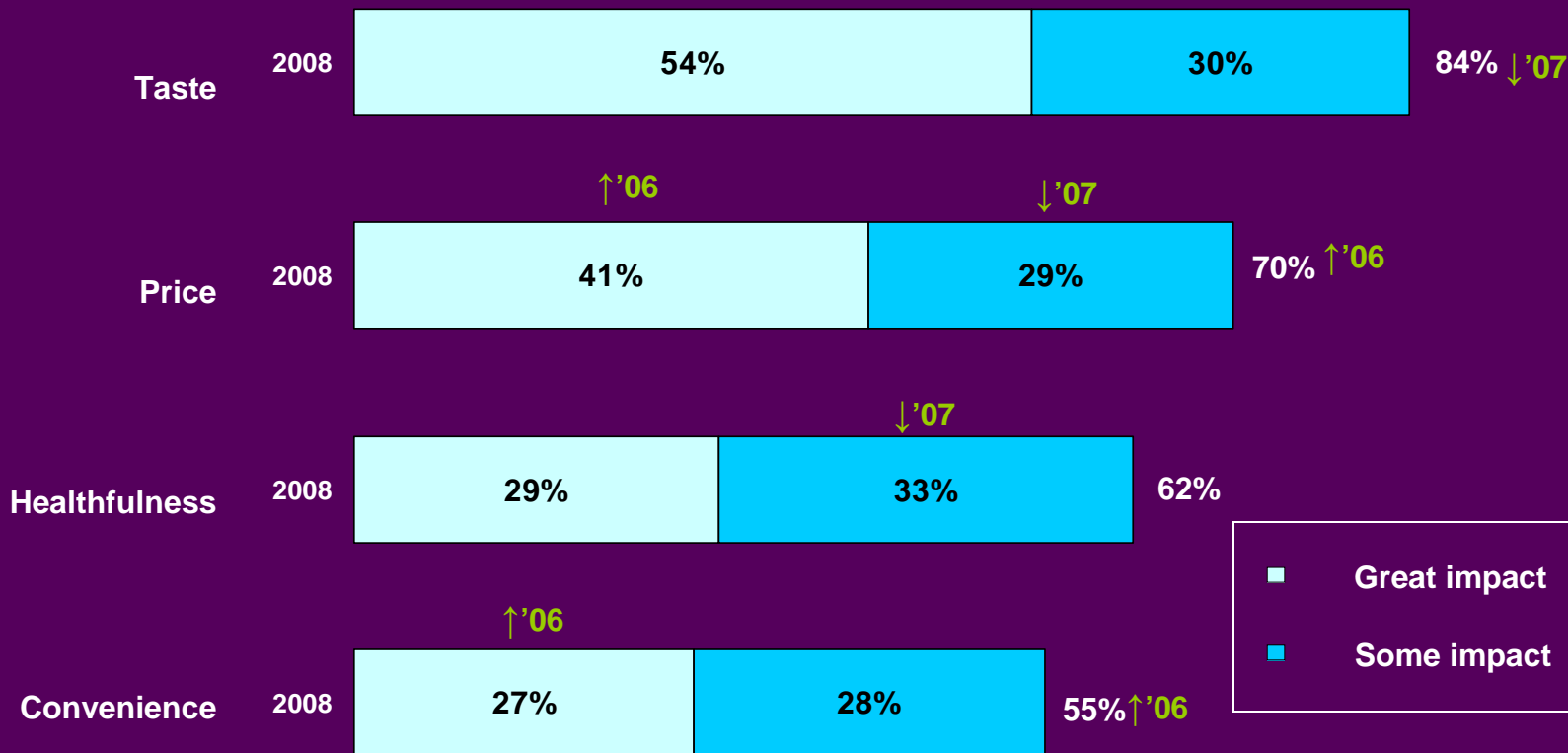


Science Says:

***High fructose corn syrup
and sugars have similar
effects in humans***



Taste Top Influencer in Purchasing Decisions



(n=1000)

How much of an impact do the following have on your decision to buy foods and beverages?

IFIC Foundation Food & Health Survey 2008

↑ Significant increase from year indicated
 ↓ Significant decrease from year indicated

IFIC Foundation Food & Health Survey 2008



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Thank you

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