

THE SCIENCE ON SUGAR: It's Not Scary



What sugar is:

- A carbohydrate found in fruits, vegetables and nuts
- The world's oldest natural sweetener
- A food staple extracted from the juice of sugar beets and sugar cane
- A natural preservative with bulking, browning, texture, and food safety functions – it helps bread rise!
- Part of a healthy diet, with U.S. Dietary Guidelines and the FDA recommending a target intake of 10% of calories^{1,2}

What sugar isn't:

- Toxic
- Addictive
- Dangerous
- Bleached
- The cause of obesity or diabetes^{1, 2, 3, 4, 5, 6}

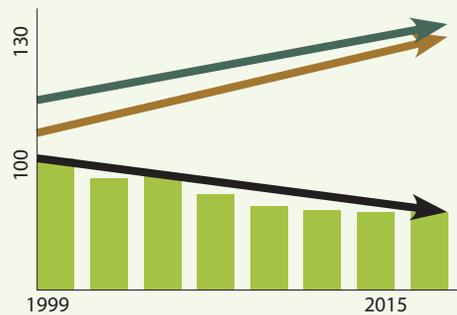
// Consumed within recommended calorie amounts, sweetness can offer an effective tool to promote consumption of nutrient-dense foods and beverages. // [American Academy of Pediatrics]⁷

A single nutrient focus is not the answer



This popular public health tactic has proven ineffective. USDA data shows the American diet has increased by **452 calories** since 1970 and sugar makes up **only 35 of these calories**. Meanwhile, obesity has skyrocketed.

Obesity rises as added sugars intake drops



Prevalence of child and adult obesity continues to rise, yet added sugars intake **decreased 15% from 1999 - 2015**.

■ Child obesity
■ Adult obesity
■ Added sugars intake

Scare tactics with false information are being used instead of **science from authoritative bodies**.



WARNING: DRINKING BEVERAGES WITH ADDED SUGAR CONTRIBUTES TO TOOTH DECAY, OBESITY, AND DIABETES. THIS MESSAGE IS FROM THE BALTIMORE HEALTH DEPARTMENT.

Bring back balance



It's time to teach people how to eat and stop using scare tactics that abandon the science. This includes education encouraging sweets and treats in **moderation and the need for calorie balance**.

References:

1. U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015–2020 Dietary Guidelines for Americans. 8th Edition. December 2015. Available at <http://health.gov/dietaryguidelines/2015/guidelines/>
2. FDA Final Rule. Food Labeling: Revision of the Nutrition and Supplement Facts Labels. 81 Fed. Reg. 33741 (May 27, 2016)
3. FDA Proposed Rule. Food Labeling: Revision of the Nutrition and Supplement Facts Labels. 79 Fed. Reg. 11879 (Mar. 3, 2014).
4. Institute of Medicine. Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein and Amino Acids. Washington, DC: National Academies Press; 2005.
5. European Food Safety Authority Panel on Dietetic Products, Nutrition, and Allergies (NDA). Scientific opinion dietary reference values for carbohydrates and dietary fibre (2010). EFSA Journal 8(3): 1462 [77 pp].
6. UK Scientific Advisory Committee on Nutrition. Carbohydrates and Health. London: The Stationary Office Limited; 2015.
7. American Academy of Pediatrics. Policy Statement: Snacks, Sweetened Beverages, Added Sugars, and Schools. Pediatrics. 2015. 135;3.
8. Johnson RK et al Dietary sugars intake and cardiovascular health: a scientific statement from the American Heart Association. Circulation. 2009;120:1011-1020