



## SPRING Seminar Series

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### ***Future of Food***

**Mark Bittman**

Author, *New York Times* Columnist, Television Host

- We live in a two-tiered system: parmesan cheese for some and Kraft singles for the rest
- Soda Kills and Smoking Kills: Philip Morris and Coca-Cola made huge profits last year. We not only purchase these products, but subsidize their production through subsidies in the Farm Bill.
- In the 1980s, soda consumption surpassed water consumption
  - Portion sizes have also increased dramatically since the 1950s
  - Between 1975 and 1997, per capita consumption of HFCS jumped from almost nothing to 60 lbs per year per person
- Weight gain is deadly
- Soda is the #1 sugar delivery system and the #1 food source in terms of calories
- We can't call adult-onset diabetes an "adult" disease anymore – ¼ of children have high blood pressure, signs of heart disease, and symptoms of diabetes
- Junk food is cheap
  - Five burgers is \$5, a salad is \$3.50 (McDonald's)
- We also degrade the environment in order to produce these cheap foods
- 40 years ago the public health community wanted to say "eat less meat." In response, the industry said "choose leaner meat." "Eat less fat" became "choose foods lower in fat."
- The key to a sound diet is obvious – EAT REAL FOOD
  - Big Food can't make as much on a carrot as they can on carrot cake
  - We don't teach our kids how to cook, and our new mantra is "I don't have time to cook"
  - We're so busy, because we spend 40 hours per week watching television
  - We now watch other people cook on TV
- Why pick on soda? Shouldn't we target all UFOs (unidentifiable food objects)?

- Soda is to obesity what cigarettes are to cancer
- The literature shows that the ingredients in soda are linked to diabetes and cancer
- The parallels between soda and tobacco
  - RJ Reynolds became Nabisco
  - You don't need to smoke, but you do need to eat
  - You don't need to drink soda
  - Big Food markets to children and claims it doesn't, and spends major money of lobbying, like Big Tobacco
  - Big Food claims they are improving their marketing to children, yet the foods they market are the most processed, sugar-laden foods
- Smart Choices Food Campaign
  - The "impartial" panel that chose the foods to fit under this program approved foods that common sense would deem unhealthy
  - This program was nixed within two weeks of the new FDA leaders taking office
- Children don't have the adult capacity to resist these foods
  - There has been increased pressure to reduce this
  - The United States should be leading this fight, not lag behind

### **What should we do?**

- Food marketing – Madison avenue created this problem, they can help solve it
- Reduce vending machines in schools and improve foods for sale in other vending machines
- Get free water everywhere
- Remove all health claims from packaging
- Overhaul school lunch program
- Tone down the organic/local foods movement for school
- Create incentives for adults to eat better
- Create tax breaks in food deserts
- Tax UFOs
- Make chocolate chip cookies \$2, apples \$0.50
- Give people breaks on their insurance premiums if they eat well
- Employ cooks to help cook our food
- Subsidize farmers markets and traditional farming, not industrial farming
- Revive our indoor markets
  
- A soda tax is being considered in states across the country and by the President
  - Once the soda tax is enacted in a few states, the momentum will be unstoppable
- Goal: get 90% of your calories from unprocessed plants and the rest from junk like Cheetos and soda
  - But we only get 5% of the healthy stuff, and 95% of the bad stuff
- Industry will profit if the government counterbalances industry to help people eat better

- They can diversify into foods that can help the earth be a healthier more sustainable place
- We need to get people to choose carrots, rather than Cheetos, get people cooking, and get people eating in a way that we used to take for granted