Politics, marketing, and conflicts of interest in science of ultra-processed foods

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Co-chair, IDFAN Global Council
Member, NAPI
Outline

- Predatory techniques to increase consumption of Ultra-processed foods
  - Influencing policymaking
  - Influencing evidence generation through research
  - Influencing consumer behavior through promotional activities
“...it is not just Big Tobacco anymore. Public health must also contend with Big Food, Big Soda, and Big Alcohol. All of these industries fear regulation, and protect themselves by using the same tactics. Research has documented these tactics well. They include front groups, lobbies, promises of self-regulation, lawsuits, and industry-funded research that confuses the evidence and keeps the public in doubt... As we learned from experience with the tobacco industry, a powerful corporation can sell the public just about anything.”

Dr. Margaret Chan, WHO DG, Global Conference on Health Promotion, Helsinki, 2013

https://www.who.int/dg/speeches/2013/health_promotion_20130603/en/
Industry influencing and shaping the public health and nutrition policies and strategies
Influencing international policy making process
Codex Committee on Nutrition -2019

- Of the 370 delegates listed in the report, 44% were from industries and their front groups
- Infant formula producing countries having industry representatives in official delegations:
  - Australia – Nuchev foods
  - USA – Mead – Johnson
  - New Zealand – Fonterra
- In labelling of Follow-on Formula, reference to ‘Cross promotion between product categories’ was dropped a much weaker text was adopted.
Baby food companies in the policy making collaborating with Government agencies

Prominent scientist, a former director of National Institute of Nutrition:
• Member, FSSAI Scientific Panel on FF, Nutraceuticals etc.
• Member, Advisory board, IYNCI

http://www.iynci.org/advisory-board.html
Industry manipulating bio-medical research
Manipulating Research

Sugar Industry and Coronary Heart Disease Research
A Historical Analysis of Internal Industry Documents
Even E., Kavanoz, DDS, MBA, Laura A. Schmidt, PhD, MBI, MPH, and Stanton A. Glantz, PhD

- Sugar Research Foundation (SRF) sponsored the review and set the review’s objective, contributed articles for inclusion, and received drafts for comments.
- The SRF’s funding and role was not disclosed.
Criticism of the NOVA classification: who are the protagonists?

<table>
<thead>
<tr>
<th>Articles criticizing NOVA classification</th>
<th>32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Authors</td>
<td>38</td>
</tr>
<tr>
<td>Authors with relationship with UPP (Ultra-processed foods and beverages products) industry</td>
<td>33</td>
</tr>
<tr>
<td>• Industry employee</td>
<td>7</td>
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<td>• Col</td>
<td>26</td>
</tr>
<tr>
<td>Org. hosting criticism of NOVA with UPP relationship</td>
<td>10</td>
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Influencing consumer behavior
Promoting UPF product through T.V. advertisements as a healthy replacement of real food!

**Sodium**
- 1108 mg/100g
- 803.3 mg/serve

https://www.amazon.in/Maggi-Nutri-Licious-Atta-Noodles-Masala/dp/B074PD2CWR
Nutrition Claims - UPF promoted as source of nutrients!

'AS MUCH IRON AS IN 100g DAY-1 PER 100ml CAN WITH 100g MEAT'

Sugar
24.4 g / 200ml
UPF promoted with unsubstantiated health claims!

Sugar
Sucrose – 24.51 g / 100 g
Maltodextrin/ FOS – 1.9 g/100 g
Promoting UPF as a solution for malnutrition and using goodwill of a government programme

Horlicks Growth Plus
Sucrose – 26.9 g / 100 g
UPF company sponsoring Children’s Quiz programme

https://www.youtube.com/watch?v=VDvGfljMtfc
UPF company Pepsico sponsoring the IPL (2014)!
Summary

Cigarettes are not addictive...

E-Cigarettes are not addictive...

Tobacco industry

Smokes E-Tobacco is not addictive.

Only profits are addictive.

Only Profits are Addictive!
Thanks!

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