

THE DISAPPROVAL MATRIX

A handy guide to some of the processed food industry's products, and the tactics they have used to hook us.

HEALTHY

Lean Pockets:

The Italian Style Meatballs variety has 4 g saturated fat, 10 g sugar, and 540 mg of sodium per piece (with two pieces per box).



Your taste buds: Forget what you learned in school about the "tongue map." Every one of your taste buds is wired for sugar, from the tip of your tongue to your palate, down your esophagus and into your stomach.

Potassium chloride:

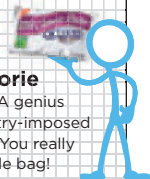
This salt substitute looks, feels, and acts like salt. The good: has less sodium than salt. The bad: may be linked to kidney problems, has a bitter taste (requiring more sugar and salt to mask it), and does nothing to ease our addiction to . . . salt!



Yogurt: An ideal snack for grown-ups, loaded with calcium and probiotics.



The 100-calorie Snack Bag: A genius invention! Industry-imposed portion control! You really *can* eat the whole bag!



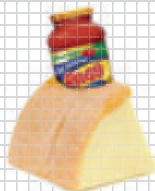
The 100-Calorie Snack Bag (mixed 12-pack):

A genius invention! You really *can* eat the whole bag! And, research shows, lots of the other bags, too. In a row! Like, five!



Cheese! (Part 1):

Thanks to government subsidies, cheese is now found in everything from pizza crusts to crackers to tomato sauce to skillet dinners.

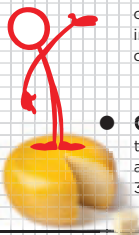


Philip Morris: From a confidential strategy paper in which it warned its food subsidiaries—Kraft and General Foods—to beware the looming public health disaster: "**We have to engage. No more bunkers.**"



The Public Good:

In 1999, the heads of the largest food companies on earth met—in secret—to discuss what to do about the obesity epidemic. What they decided to do about it when the meeting was over: nada.



The A-Word: A 2008 study found that salt is more than "crave-able" or "snackable;" it's **addictive**, similar to "sex, voluntary exercise, fats, carbohydrates and chocolate, in its possessing addictive qualities."

Cheese! (Part 2): Thanks to government subsidies, the average American now eats 33 pounds of the stuff a year.

"I feel so sorry for the public":

Actual quote from Robert Lin, former chief scientist at Frito-Lay.

"Permission": Marketing lingo for what consumers allow manufacturers to take away from their food—in terms of flavor or texture—in exchange for convenience or price.

SHAMEFUL

SAVVY



"Heavy Users":

The term Coca Cola uses to describe the 20% of its consumers who account for 80% of its sales, and yearly consume as much as 1,000 cans (or more)—and 140,000 calories—each.

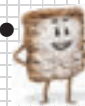
Kids: In the words of a former president of Coca-Cola North America and Latin America, "Teenagers became the battleground for early brand adoption."

"The Bliss Point":

A term coined by scientists to describe the magical formulation in which salt, sugar, and fat achieve maximum allure.



Frosted Mini-Wheats: Remember the ad campaign that claimed this cereal helped kids learn? Brilliant! 51% of consumers believed it. But the science behind it? 100% based on a study commissioned by Kellogg.



An ideal snack for kids, maybe because it's loaded with three-quarters as much sugar as ice cream.

OREOS: The \$2 billion-a-year colossus has expanded its line to include things like the Cakester, which delivers, per cookie: an extra gram of saturated fat, 4 extra grams of sugar, and 92 additional calories. Now available in India!



Lunchables:

Upside: these trays have alleviated the guilt of busy parents everywhere. Downside: each one contains up to 730 mg sodium, 7 g fat, and 27 g sugar.



60,000 Calories: What the average American takes in, each year, *in soda alone*.



Potato Chips:

The single biggest contributor to obesity in America. Why? Loads of salt and fat, of course, but there's a hidden factor: potato starch, which your body instantly converts to sugar.



The Pepperoni & Three Cheese variety contains more than 100 ingredients (including six permutations of cheese), 10 g saturated fat, nearly 6 teaspoons of sugar, and 1,500 mg of sodium.

Can O' Soup: Even the healthiest ones can only reduce salt by so much. Why? Salt is one of the few things that can mask the "off-notes"—i.e., warmed-over flavor, known as WOF—of meat when it's reheated. Yum!



The serving size:

FYI: The 230 mgs of sodium in your salt and vinegar chips is *per serving*, and there are 10 one-ounce servings in that bag you just devoured.

Sugar: Scientifically proven to make us happy!!! At least that's what the world's biggest ice cream company, Unilever, took from a 2005 study showing that sugar and fat stimulate our brains. 😊



Cherry Vanilla Dr Pepper:

In the words of the man who developed it: "I did the best science I could . . . I didn't have the luxury of being a moral creature."

Capri Sun: The fruit in these ubiquitous pouches comes from "fruit concentrate," which is no healthier than high fructose corn syrup. Each one packs up to 16 g of sweeteners—a full day's limit for kids.

UNHEALTHY