

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

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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_201306



**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 – Nucheve 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.



COCOFSDU Report 2019, <http://www.bnfynetwork.org/Archives/20201>



Baby food companies in the policy making collaborating with Government agencies



The screenshot displays the IYNCI (Indian Young Nutrition Council of India) website. The top section features the IYNCI logo and a banner with a doctor and a child. Below the banner, there are logos for baby food companies: Abbott, Dabur, Mody's, and Nestlé Nutrition. A 'Partners' section lists various government and institutional logos, including the Ministry of Health and Family Welfare, the National Institute of Nutrition, and the National Institute of Child Health and Development.

Prominent scientist, a former director of National Institute of Nutrition:

- Member, FSSAI Scientific Panel on FF, Nutraceuticals etc.
- Member, Advisory board, IYNCI

https://old.fssai.gov.in/Portals/0/pdf/Diet_4_tte.pdf

<http://www.iyncl.org/advisory-board.html>

bpni
Bharatiya Pratiksha
National Institute of Nutrition
IBFAN



Industry manipulating bio-medical research





Manipulating Research



JAMA. 2015; 313(12):1238-1247. Author manuscript, available in PMC 2017 Nov 1.
Published in final edited form as:
JAMA Intern Med. 2015; 135(12):1686-1694.
doi: 10.1001/jamaintern.2015.5384

Sugar Industry and Coronary Heart Disease Research A Historical Analysis of Internal Industry Documents

Orlitz E, Keenan, DDB, MBA, Laura A, Schmidt, PhD, MSW, 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



The image shows a screenshot of a news article from CNBC and a research paper title from Jech. The news article is titled "Coca-Cola Funds Scientists Who Shift Blame for Obesity Away From Bad Diets" and features a photo of several red-capped laboratory beakers. The research paper title is "Science organisations and Coca-Cola's 'war' with the public health community: insights from an internal industry document" by Pappas Belov, Paolo Sebbio, Gary Plutkin, Martin McKee and David Studdert, published in *J Epidemiol Community Health* on March 14, 2015. Logos for bpni and IBFAN are also visible.

CNBC
Coca-Cola Funds Scientists Who Shift Blame for Obesity Away From Bad Diets
By Stephanie Lippman, David O'Connell
KQ looking to shift blame

Jech Science organisations and Coca-Cola's 'war' with the public health community: insights from an internal industry document
Pappas Belov, Paolo Sebbio, Gary Plutkin, Martin McKee and David Studdert
J Epidemiol Community Health published online March 14, 2015

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World Literature 2019-01-17/20-2019

Criticism of the NOVA classification: who are the protagonists?

(Authors: Melissa Salazar, Pauli Winkler, Francisco Flores Saugnier)

Articles criticizing NOVA classification	32
Number of Authors	38
Authors with relationship with UPP (Ultra-processed foods and beverages products) industry	33
• Industry employee	7
• Col	26
Org. hosting criticism of NOVA with UPP relationship	10



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/B074PD2CVR>



Nutrition Claims - UPF promoted as source of nutrients!



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



Sucrose
37.0 g / 100g



<https://www.youtube.com/watch?v=VDvoJ8gshFc>



UPF company Pepsico sponsoring the IPL (2014) !



Summary



Only Profits are Addictive!



https://www.researchgate.net/publication/12004405_Tobacco_industry_sponsor_research_Tobacco_industry_research_collaboration_not_combustible_as_the_best_approach



Thanks!



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