CSE’S STUDY ON JUNK FOOD
Why we should worry about food we love to eat?

March 30, 2012
• **What we know from literature**
  • Junk food is bad for health
  • It lacks nutrition and is loaded with empty calories (refined carbohydrates)
  • High on Salt, Sugar and Fats, including Trans fat
What We Should Know

- “Non Communicable Diseases are the new global epidemic“ – WHO
- Of the 57 million deaths that occurred globally in 2008, 36 million – almost two thirds (63 per cent) – were due to NCDs, comprising mainly cardiovascular diseases, cancers, diabetes and chronic lung diseases.
Proportion of global NCD deaths under the age of 70, by cause of death, 2008

- Cardiovascular disease: 30%
- Cancers: 4%
- Diabetes: 27%
- Chronic respiratory, digestive diseases and other NCDs: 39%

JUNK FOOD- WHY SHOULD WE WORRY?
• “Unhealthy diet is one key cause of the growing global burden of disease.” WHO

• Changing diet -- low on nutrients and high on salt, sugar and fat, are directly indicted to disease.

• Junk food is responsible for rising cases of obesity and non communicable diseases (NCDs) like cardiovascular diseases and diabetes

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Changing diet & NCDs
• The amount of dietary salt consumed is an important determinant of blood pressure levels and overall cardiovascular risk.
• WHO recommends salt intake of less than 5 grams per person per day; NIN recommends 6 gm
• India has a serious salt problem; more than 40% population consume above 10 gm/day
• Since 1994 in Britain, public health campaign to reduce salt in diets – labeling of the amount of salt in food.
• In 2001, adults were taking 9.5 gm/day; target to reduce to 6 gm/day by 2012.
• The prestigious medical journal Lancet reports that blood pressure among Britons has decreased. The government finds that it has prevented around 6,000 premature deaths annually by reducing salt by 10 per cent in processed food. It has saved US$ 2.5 billion in health costs.
• The link between saturated fat and trans-fat and increased risk of heart disease is well established. There is also evidence that the risk of type 2 diabetes is directly associated with consumption of saturated fat and trans-fat and inversely associated with polyunsaturated fat from vegetable sources.

Fats, Trans fat & NCDs
• WHO estimates that worldwide 2.8 million people die each year as a result of being overweight and obese.
• Risks of heart disease, stroke, type 2 diabetes and risks of cancer increase steadily with increasing body mass index (BMI)
• Cause: high fat and sugar consumption
• WHO guidelines: Max 1% energy from Trans fat (2-2.5 gm/day); less than 10% energy from free sugar (about 30 gm/day free sugar; 20-25 gm/day added sugar)
Key Indicators for NFHS-3

<table>
<thead>
<tr>
<th></th>
<th>NFHS-3 (2005-06)</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women who are obese or overweight</td>
<td>14.8</td>
<td>28.9</td>
<td>8.6</td>
</tr>
<tr>
<td>Men who are obese or overweight</td>
<td>12.1</td>
<td>22.2</td>
<td>7.3</td>
</tr>
</tbody>
</table>

Notes: All figures are in %age; Source: NFHS-3

- Percentage of women obese or overweight in the second National Family Health Survey (1998-99) were 10.6%

**But why should poor India worry about rich man’s disease?**
Public Health Foundation of India – half of all mortality in India in 2005 due to NCDs; by 2030 it is likely to rise to two-thirds

But why should poor India worry about rich man's disease?
• National Restaurant Association of India (NRAI) 2010 report: fast food industry growing at a compound growth rate of 35-40 per cent annually.
• A major chunk of these markets is captured by global players like
• McDonald’s, Kentucky Fried Chicken, Pizza Hut, Domino’s, Subway, Taco Bell, Coca Cola, PepsiCo, Barista etc. Domestic players like Nirula’s, Haldiram’s, Bikanerwala etc. are not lagging behind either.

But why should poor India worry about rich man’s disease?
What CSE Tested for:

1. Fats: total fats and trans fat
2. Salt
3. Total carbohydrates

• We wanted to know how unhealthy they were
• How true were their claims

CSE’s Junk Food Study
Methodology

PML used internationally accepted methodologies to test fats, trans fats, salt and carbohydrates.

- Total Fat: The Association of Official Analytical Chemists International (AOAC) method (922.06) was used
- Trans Fat Analysis: The AOAC method (996.06) using Gas Chromatography
- Salt: AOAC method (937.09)
- Total Carbohydrate: Estimated by the Anthrone method

CSE'S JUNK FOOD STUDY
Samples

23 samples of most popular branded junk food –

- **4 potato chips** (2 samples of Lays, American style cream and onion; one manufactured in March 2012 and in Dec, 2011),

- 2 Indian snacks,

- 2 instant noodles,

- 2 carbonated beverages,

- 6 burgers

- 3 pizzas

- 3 potato fries

- 1 fried chicken
• Fats: 15-30% of total calories
• Trans fats: Max. 1% of total calories
• Carbohydrates: 55-75% of total calories
• Proteins: 10-15% of total calories
• Sugar: 20-25 gm/day added sugar
• Salt: 5-6 gm/day

**Nutritional guidelines**

<table>
<thead>
<tr>
<th>Person</th>
<th>Kilo calories allowed/day</th>
<th>Carbohydrate (gm/day)</th>
<th>Salt (gm/day)</th>
<th>Total fats (gm/day)</th>
<th>Trans fats (gm/day)</th>
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</thead>
<tbody>
<tr>
<td>Adult male</td>
<td>2,320</td>
<td>290-348</td>
<td>6.0</td>
<td>39-78</td>
<td>2.6</td>
</tr>
<tr>
<td>Adult female</td>
<td>1,900</td>
<td>263-315</td>
<td>6.0</td>
<td>35-70</td>
<td>2.1</td>
</tr>
<tr>
<td>Children (10-12 yr)</td>
<td>2,100</td>
<td>238-285</td>
<td>6.0</td>
<td>32-64</td>
<td>2.3</td>
</tr>
</tbody>
</table>

**Nutritional guide**
Potato chips

Total fats: 33 gm
Carbs: 57.5 gm
Trans fats:
0.6 gm (Bingo Oye Pudina)
3.7 gm (Lay’s American style cream & onion, March, 2012 batch)
Salt:
1.2 gm (Lay’s American style cream & onion)
3.5 gm (Uncle chips Spicy Treat)

* Values per 100 gm

What these numbers mean?
Munching a standard-sized packet (65-75gm); finish about half of the daily fats quota.
Munching a packet of Lays March, 2012 batch will exceed Trans fat quota
And a packet of Uncle Chips Spicy Treat – 60-70% salt quota
**Indian Snacks**

Total fats: 36 gm  
Carbs: 50 gm  

**Trans fats:**  
0.7 gm (Kurkure masala munch)  
2.5 gm (Haldiram’s Aloo Bhujia)  

**Salt:** 1.6 gm (Kurkure masala  
3.3 gm (Haldiram’s Aloo Bhujia)  

*Values per 100 gm*

**What these numbers mean?**

Highly fatty food; Don’t eat too much Aloo Bhujia – will get heavy dose of salt and Trans fat  
Eating a packet of Kurkure will exhaust one-third of your calorie quota and two-third of your total fat quota
Carbonated Beverages

Carbs:
14 gm (Pepsi Cola)
14.8 gm (Coca-Cola)
They say all of it is Sugar
* Values per 100 gm

What these numbers mean?
A 300 ml bottle will have over 40 gm sugar; consumption of a single bottle will exhaust your added sugar quota almost twice over
Instant Noodles

Total fats: 14 gm
Carbs: 72 gm
Trans fats:
0.6 gm (Masala Maggi)
0.7 gm (Top Ramen, Super Noodles)
Salt:
4.2 gm (Masala Maggi)
3.2 gm (Top Ramen, Super Noodles)
* Values per 100 gm

What these numbers mean?
Highly salty food with lots of empty calories; 70% of calories is just from refined carbohydrates
Eating a packet will exhaust more than half of your daily salt quota
Burgers

**Total fats:** 10.5 gm in veg --- 13.5 gm in non-veg
**Carbs:** 33 gm in non-veg --- 43 gm in veg
**Trans fats:** 0.4 gm
**Salt:** 1.2 gm in non-veg – 1.8 gm in veg

*Values per 100 gm*

**What these numbers mean?**
Highly salty food with lots of empty calories; non-veg high on fat (40-45%); veg high on refined carbs (55%)
Fries

**Total fats**: 20 gm

**Carbs**: 56 gm

**Trans fats**: 1.6 gm

**Salt**: 0.4 gm; Add to taste

*Values per 100 gm*

**What these numbers mean?**

Rich in Trans fat; a medium fries (about 150 gm) will exceed your safe limit for Trans fat
Pizza

Total fats: 7 gm
Carbs: 50 gm
Trans fats: 0.1 gm
Salt: 1 gm
* Values per 100 gm

What these numbers mean?
Low on fat, salt and Trans fat; high on refined carbs --- we tested only veg and only the basic version
Chicken fries

Total fats: 23.4 gm
Carbs: 14 gm
Trans fats: 0.7 gm
Salt: 0.9 gm
* Values per 100 gm

What these numbers mean?
A two piece KFC chicken (about 250 gm) will exceed your Trans fat and total fat
KFC MEAL

Contents:
1 Chicken Zinger burger + 1 piece of chicken (around 100 gm) + fries (100 gm) + carbonated drink (300 ml)

156.6 gm
43.2 gm
63.9 gm
2.9 gm
3.3 gm
57%

Carbs
Sugar
Fats
Trans fats
Salt
% of daily kilo calories need met

The combo effect
MCDONALD’S MEAL

Contents:
1 McChicken (157 gm) + Fries (110 gm) + carbonated drink (300 ml)

163.7 gm  43.2 gm  35.1 gm

2 gm  2 gm  47%

Carbs
Sugar
Fats
Trans fats
Salt
% of daily kilo calories need met

The combo effect
India’s labeling rules

3. Nutritional information – Nutritional Information or nutritional facts per 100 gm or 100ml or per serving of the product shall be given on the label containing the following:

(i) energy value in kcal;
(ii) the amounts of protein, carbohydrate (specify quantity of sugar) and fat in gram (g) or ml;
(iii) the amount of any other nutrient for which a nutrition or health claim is made:

Provided that where a claim is made regarding the amount or type of fatty acids or the amount of cholesterol, the amount of saturated fatty acids, monounsaturated fatty acids and polyunsaturated fatty acids in gram (g) and cholesterol in milligram (mg) shall be declared, and the amount of trans fatty acid in gram (g) shall be declared in addition to the other requirement stipulated above;
3. (v)(iii) (iii) The food, in which hydrogenated vegetable fats or bakery shortening is used shall declare on the label that ‘hydrogenated vegetable fats or bakery shortening used' contains trans fats;
Provided further that, a health claim of ‘trans fat free' may be made in cases where the trans fat is less than 0.2 gm per serving of food and the claim ‘saturated fat free' may be made in cases where the saturated fat does not exceed 0.1 gm per 100 gm or 100 ml of food.

**Conclusion:** Tell us if you claim you are good; don’t tell us if you are bad.

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**India’s labeling rules**
Lay’s Trans fats (mis)labeling

Pre-February, 2012
- Claimed 0 gm trans fat in 14 gm serving – correct as per Indian law; serving size a ‘joke’
- Claimed 0 gm trans fat in 100 gm – wrong and misleading; had 0.9 gm
Bingo Oye Pudina (mîs) labeling

Claimed 0 gm trans fat in 20 gm serving – **correct** as per Indian law; **serving size a 'joke'**

Claimed 0 gm trans fat in 100 gm

**Wrong and misleading;** had 0.6 gm
Haldiram’s aloo bhujia (mis) labeling

Claimed 0 gm trans fat in 10 gm serving border-line case; had **0.25 gm; its serving size is a ‘super joke’**

Claimed 0 gm trans fat in 100 gm – **wrong and misleading; had 2.5 gm**
Top Ramen Noodles (mis) labeling

Claimed 0 gm trans fat in 80/100 gm serving – wrong and misleading; had 0.55/0.7 gm; violation of even the ‘absurd’ Indian rules
The rest of packaged junk food don’t even mention trans fat; they are not required as per the law.

What about non-packaged - burgers, pizza, fries, fried chicken - they are not required to do so by the law on their package.

They put information on website.

CSE’S JUNK FOOD STUDY
## McDonald's Nutrition Information

<table>
<thead>
<tr>
<th>Menu Item</th>
<th>Energy (kCal)</th>
<th>Protein (g)</th>
<th>Total fat (g)</th>
<th>Carbohydrate (g)</th>
<th>Sodium (mg)</th>
<th>Serve Size (g)</th>
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</thead>
<tbody>
<tr>
<td><strong>Sandwiches and Wraps</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicken Maharaja Mac</td>
<td>488.0</td>
<td>21.2</td>
<td>22.6</td>
<td>50.4</td>
<td>1270</td>
<td>231</td>
</tr>
<tr>
<td>McChicken™</td>
<td>416.0</td>
<td>15.3</td>
<td>21.4</td>
<td>40.8</td>
<td>600</td>
<td>157</td>
</tr>
<tr>
<td>Filet-O-Fish</td>
<td>362.0</td>
<td>13.8</td>
<td>17.7</td>
<td>37.3</td>
<td>650</td>
<td>125</td>
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<tr>
<td>Chicken McGrill™</td>
<td>280.0</td>
<td>11.1</td>
<td>11.0</td>
<td>34.1</td>
<td>580</td>
<td>129</td>
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<tr>
<td>McVeggie™</td>
<td>465.0</td>
<td>11.9</td>
<td>23.9</td>
<td>50.6</td>
<td>860</td>
<td>167</td>
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<tr>
<td>McAloo Tikki™</td>
<td>337.0</td>
<td>8.2</td>
<td>13.6</td>
<td>45.5</td>
<td>550</td>
<td>143</td>
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<tr>
<td>Salad Sandwich</td>
<td>294.0</td>
<td>7.0</td>
<td>14.2</td>
<td>34.6</td>
<td>240</td>
<td>121</td>
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</tbody>
</table>
McDonald's USA Nutrition Facts for Popular Menu Items

We provide a nutrition analysis of our menu items to help you balance your McDonald's meal with other foods you eat. Our goal is to provide you with the information you need to make sensible decisions about balance, variety and moderation in your diet.

| Nutrition Facts | Serving Size | Calories | Calories from Fat | Total Fat (g) | % Daily Value** | Saturated Fat (g) | % Daily Value** | Trans Fat (g) | Cholesterol (mg) | % Daily Value** | Sodium (mg) | % Daily Value** | Carbohydrates (g) | % Daily Value** | Dietary Fiber (g) | Sugars (g) | Protein (g) | % DAILY VALUE
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</tr>
</thead>
<tbody>
<tr>
<td>Burgers &amp; Sandwiches</td>
<td>Angus Chipotle BBQ Bacon T+++</td>
<td>10.3 oz (294 g)</td>
<td>800</td>
<td>350</td>
<td>39</td>
<td>60</td>
<td>18</td>
<td>88</td>
<td>2</td>
<td>145</td>
<td>49</td>
<td>2020</td>
<td>84</td>
<td>66</td>
<td>22</td>
<td>4</td>
<td>14</td>
<td>16</td>
</tr>
</tbody>
</table>
Hot & Crispy Chicken (Drum pc)

- Protein: 18 gms
  - (31% of daily requirement)
- Energy: 246 kCal
  - (10% of daily requirement)

Nutritional Values:
- Protein: 18 g
- Carbohydrates: 8 g
- Total Fat: 16 g
- Energy: 246 Kcal

Double-standard
KFC, India
## NUTRITION GUIDE

<table>
<thead>
<tr>
<th>Item</th>
<th>Serving Size (gms)</th>
<th>Calories</th>
<th>Calories from Fat</th>
<th>Total Fat (gms)</th>
<th>Saturated Fat (gms)</th>
<th>Trans Fat (g)</th>
<th>Cholesterol (mgs)</th>
<th>Sodium (mgs)</th>
<th>Carbohydrates (gms)</th>
<th>Dietary Fiber (gms)</th>
<th>Sugars (gms)</th>
<th>Protein (gms)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OR Chicken- Whole Wing</td>
<td>49</td>
<td>120</td>
<td>70</td>
<td>7</td>
<td>1.5</td>
<td>0</td>
<td>50</td>
<td>380</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>OR Chicken- Breast</td>
<td>163</td>
<td>360</td>
<td>190</td>
<td>21</td>
<td>5</td>
<td>0</td>
<td>110</td>
<td>1080</td>
<td>11</td>
<td>0</td>
<td>0</td>
<td>34</td>
</tr>
<tr>
<td>OR Chicken-Breast without skin or breading</td>
<td>116</td>
<td>160</td>
<td>35</td>
<td>1</td>
<td>0</td>
<td>85</td>
<td>580</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>OR Chicken- Drumstick</td>
<td>51</td>
<td>120</td>
<td>60</td>
<td>7</td>
<td>1.5</td>
<td>0</td>
<td>45</td>
<td>310</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>OR Chicken- Thigh</td>
<td>96</td>
<td>250</td>
<td>160</td>
<td>17</td>
<td>4.5</td>
<td>0</td>
<td>80</td>
<td>730</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>EC Chicken- Whole Wing</td>
<td>56</td>
<td>190</td>
<td>110</td>
<td>13</td>
<td>2.5</td>
<td>0</td>
<td>55</td>
<td>410</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>12</td>
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</tbody>
</table>

Double-standard
KFC, USA
First massive advertisement campaign (Saif, Dil Logical); SNACK SMART – ZERO TRANS FAT AND COOKED IN HEALTHY OIL

Claim zero Trans fat; we found 0.9 gm/ 100 gm

Changing advertisement; misleading public

LAY’S POTATO CHIPS; December 2012
The package remain the same; Saif is there, so is ‘Dil logical’; but surreptitiously remove, SNACK SMART – ZERO TRANS FAT AND COOKED IN HEALTHY OIL, is gone.

No claim on Trans fat; we found 3.7 gm/ 100 gm

Changing advertisement;
misleading public

LAY’S POTATO CHIPS; March 2012
All governments restricting junk food

1. Banning advertisements in children’s programmes
2. Removing junk food from schools
3. Imposing a ‘fat tax’ on food items like processed food if they contain more than 2.3% saturated fat.
4. Working to regulate food business to contain salt, sugar and fat

**Urgent action**
1. Change labeling rules for Trans fat and salt
2. Ban junk foods from schools and places where children can have easy access to these foods
3. Implement stricter advertisement guidelines for children TV channels; allow on other channels only after 9 pm
4. FSSAI should come out with regulations to reduce salt, sugar and fats in junk foods, including imposition of ‘fat, sugar and salt tax’.

**Urgent action: what we need to do?**