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

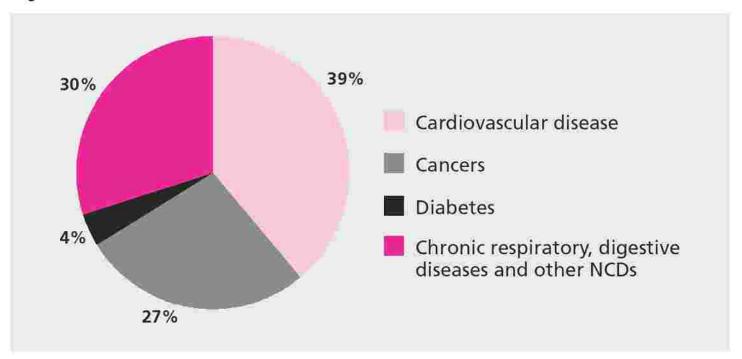
JUNK FOOD

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, di and chronic lung diseases.

CSE'S JUNK FOOD STUDY

Proportion of global NCD deaths under the age of 70, by cause of death, 2008



- "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

- 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

Saltendos

- 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.

Saligalis

• 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.

FIRE TRISICALEDS

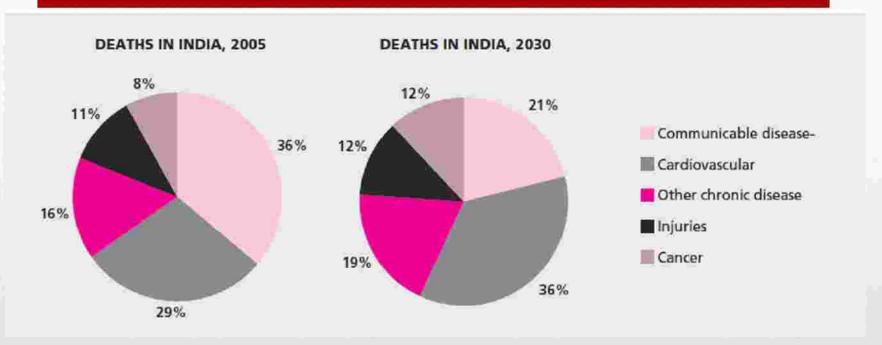
- WHO estimates that worldwide 2.8 million people die each year as a result of being overweight and obese.
- Risks of heart disease, stroke, type 2 diabetes and ris of cancer increase steadily with increasing body mass index (BMI)
- Cause: high fat and sugar consumption
- WHO guidelines: Max 1% energy 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)

Fais, Translate Library

Key Indicators for NFHS-3	NFHS-3 (2005-06)	Urban	Rural
Women who are obese or overweight	14.8	28.9	8.6
Men who are obese or overweight	12.1	22.2	7.3

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%



 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

- 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.

BUINNE BOULDON INCIANORY ADDITIONALISTS BESELVING

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

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

GSESTINKE MODSTUN

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

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

All'inoral guile

Potato Gijs

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*

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

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

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

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%)

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

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

Total fats: 23.4 gm

Carbs: 14 gm

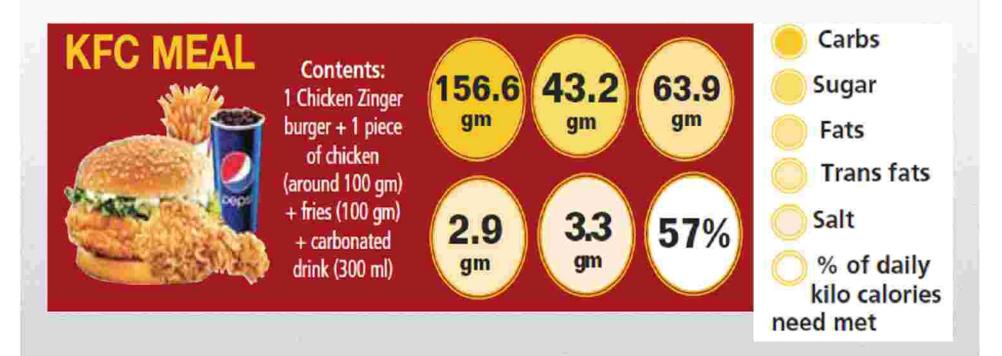
Trans fats: 0.7 gm

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



The composited

Carbs MCDONALD'S MEAL 163.7 43.2 35.1 Sugar Contents: gm gm gm Fats 1 McChicken (157 gm) + Trans fats Fries (110 gm) 47% Salt + carbonated gm drink (300 ml) gm % of daily kilo calories need met

The compositect

- 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 satu ated 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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Lars has his



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

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



kalijan's aloohinja (mis)

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





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

McDONALD'S NUTRITION INFORMATION

Menu Item	Energy (kCal)	Protein (g)	Total fat (g)	Carbohydrate (g)	Sodium (mg)	Serve Size (g)	
Sandwiches and Wraps			<u> </u>		-		
Chicken Maharaja Mac	488.0	21.2	22.6	50.4	1270	231	
McChicken™	416.0	15.3	21.4	40.8	600	157	
Filet-O-Fish	362.0	13.8	37.7	37.3	650	125	
Chicken McGrill ^{TSI}	280.0	11.1	11.0	34.1	560	129	
McVeggie™	465.0	11.9	23.9	50.6	860	167	
McAloo Tikki™	Tikki™ 337.0		13.6	45.5	550	143	
Salad Sandwich	294.0	7.0	14.2	34.6	240	121	

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Actors of a stantant

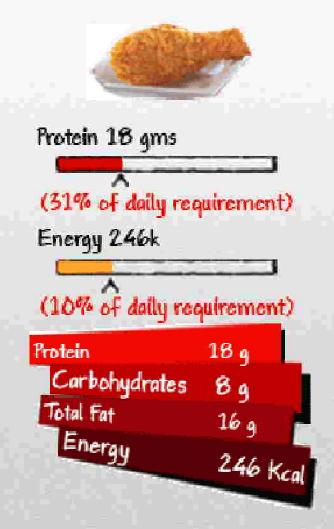


McDonald's USA Nutrition Facts for Popular Menu Items

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.

	Serving Size Caforles	Calories Calories from Fat																		*.	(E)	:.		(mg)	:.	_	:	(5) sa	:	(a)	:			%	DAIL	VAL	JE
Nutrition Facts			Total Fat (g)	% Daily Value	Saturated Fat	% Daily Value	Trans Fat (g)	Cholesterol (% Daily Value	Sodium (mg)	% Daily Value	Carbohydrates % Daily Value**	Daily V	Dally V	% Daily Value	Sugars (g) Protein (g)	Protein (g)	Vitamin A	Vitamin C	Calcium	Iron																
Burgers & Sandv	viches																																				
Angus Chipotle BBQ Bacon†+++	10.3 oz (294 g)	800	350	39	60	18	88	2	145	49	2020	84	66	22	4	14	16	45	10	2	25	35															

Hot & Crispy Chicken (Drum pc.)





Item

NUTRITION GUIDE

Serving Size (gms)	Calories	Calories from Fat	Total Fat (gms)	Saturated Fat (gms)	Trans Fat (g)	Cholesterol (mgs)	Sodium (mgs)	Carbohydrates (gms	Dietary Fiber (gms)	Sugars (gms)	Protein (gms)
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Chicken												
OR Chicken- Whole Wing	49	120	70	7	1.5	0	50	380	3	0	0	11
OR Chicken- Breast	163	360	190	21	5	0	110	1080	11	0	0	34
OR Chicken-Breast without skin or breading	116	160	35	3.5	1	0	85	580	2	0	0	31
OR Chicken- Drumstick	51	120	60	7	1.5	0	45	310	3	0	0	11
OR Chicken- Thigh	96	250	160	17	4.5	0	80	730	7	0	0	17
EC Chicken- Whole Wing	56	190	110	13	2.5	0	55	410	6	0	0	12

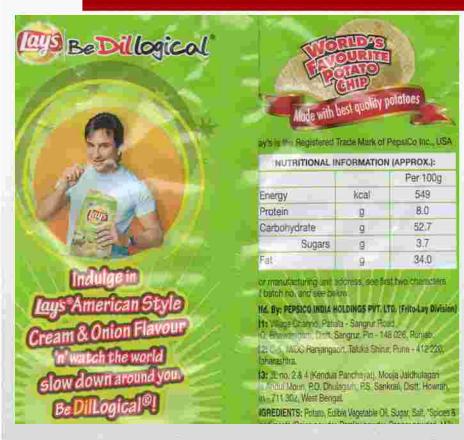
Louis-stantan KC, USA



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;
Historius public
Lays Full 2006 Les Lecenner 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; Distracting public LAYS FULLIO GENES: NEATCH 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

- 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?