

2019 Prince Mahidol Award Conference 'The Political Economy of NCDs: a Whole of Society Approach'
Parallel session 1.3 'The commercial determinants of non-communicable diseases'
Bangkok, Thailand, 01 February, 2019

The role of the transnational ultra-processed food industry in the pandemic of obesity and its associated diseases: problems and solutions

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Why regulatory policies to counteract strategies used by TN ultra-processed food industries to increase the sales of their products inexist in most countries or are restricted to a few products in others?

The TN UPF industry narrative ‘food is not tobacco’

- *‘We all need food’*
- *‘Consumed in moderation and combined with other foods, any food (even those processed) can make part of a healthy diet’*
- *‘There are no unhealthy foods, only unhealthy diets’*

An alternative narrative

(Nutrition and health. The issue is not food, nor nutrients, so much as processing. Public Health Nutr. 2009 May;12(5):729-31)

- *‘We all need food’*
- *‘Any food can make part of a healthy diet except ultra-processed foods, which are unhealthy by design and are formulated and marketed to be overconsumed and to displace healthier foods’*
- *‘As tobacco, ultra-processed foods should be strongly regulated’*

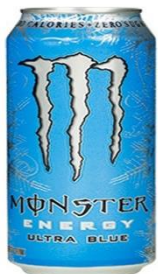
Ultra-processed foods as defined by NOVA food classification system*

‘Ultra-processed foods are technological formulations of raw and chemically modified food substances added of flavors, colors, emulsifiers and other cosmetic additives.’

Processes and ingredients of UPF allow the industry to obtain durable, ready-to-consume, hyper-palatable, and highly profitable products liable to replace all other NOVA food groups’

* Monteiro CA et al. Ultra-processed foods: what are they and how to identify them? Public Health Nutrition 2019 (in press)

Ultra-processed foods are formulated to be over-consumed
and to replace real food



Marketing of ultra-processed foods typically reinforces overeating ...



New brand of ultra-processed products in Brazil

It is one after the other!

The name says it all:

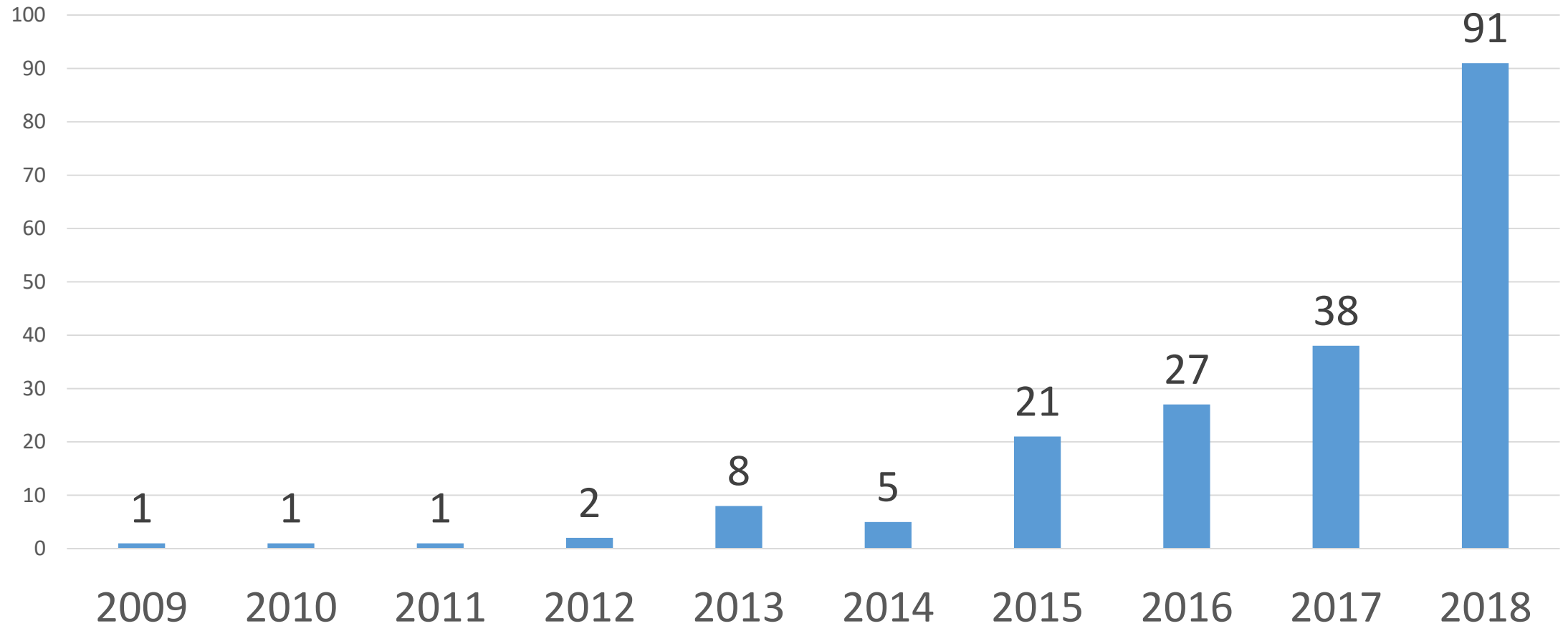
‘Non-stop is simply irresistible’.

... and the displacement of healthy foods!



`Nestlé Canada is thrilled to introduce **Peelin' Pops**, a **unique new frozen treat that looks like a banana and tastes like one too!** With something so fun and tasty, kids and adults alike will be entertained each and every time, **keeping them coming back for more.**`

Articles in PubMed with the term 'ultra-processed'



UPF



X

All other foods



Studies in Brasil, Chile, Colombia, Argentina, Mexico, US, Canada, UK, France, Australia, Japan, Taiwan ... show that UPF had:

- higher energy density
- higher content of free sugars and unhealthy fats
- lower content of protein and fibre
- lower content of vitamins and minerals

Ultra-processed foods and chronic diseases: non-nutrient mechanisms

- Effects on microbiome (Zinocker and Lindseth 2018)
- Absence of bioactive compounds (Martinez-Steele 2017)
- High glycemic index and low satiety (Fardet 2016)
- Hyper-palatability (Kessler 2009; Brownell 2012; Moss 2013; Ifland 2018)
- Mindless eating (Cohen & Farley 2008)

Cross-sectional and longitudinal studies show that ultra-processed food consumption is associated with obesity, hypertension, dyslipidaemias, metabolic syndrome, heart attacks, stroke, breast cancer and total cancer



Consumption of ultra-processed food products and its effects on children's lipid profiles: A longitudinal study

F. Rauber^{a,*}, P.D.B. Campagnolo^b, D.J. Hoffman^c, M.R. Vitolo^d

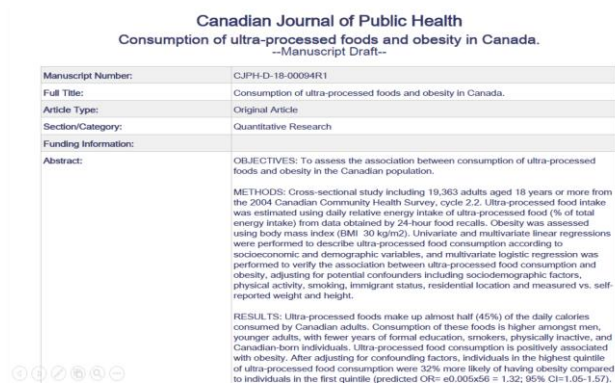
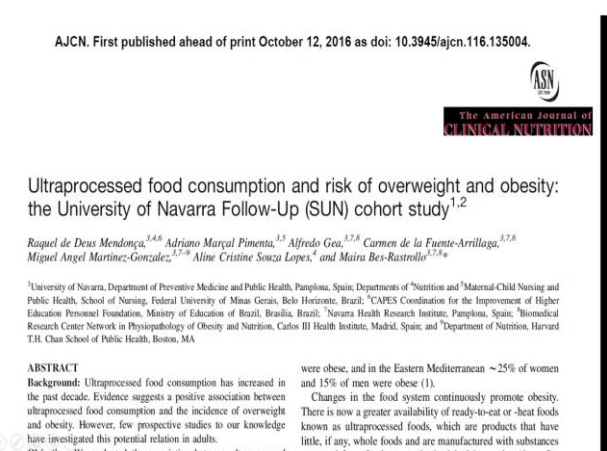
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Received 2 April 2014; received in revised form 10 August 2014; accepted 11 August 2014
Available online 20 August 2014

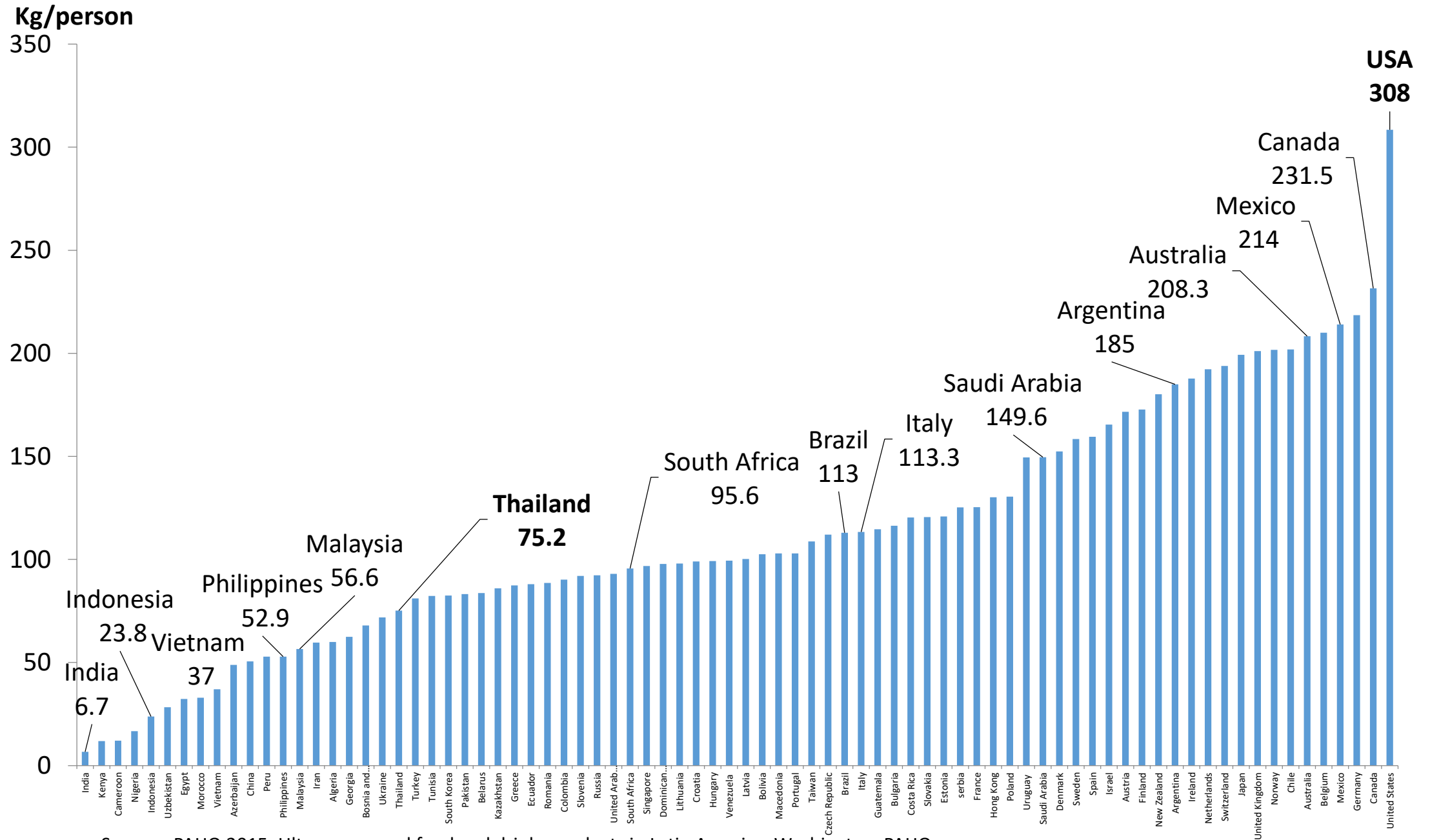
KEYWORDS
Food processing and ultra-processed foods;
Risk factors;
Child nutrition;

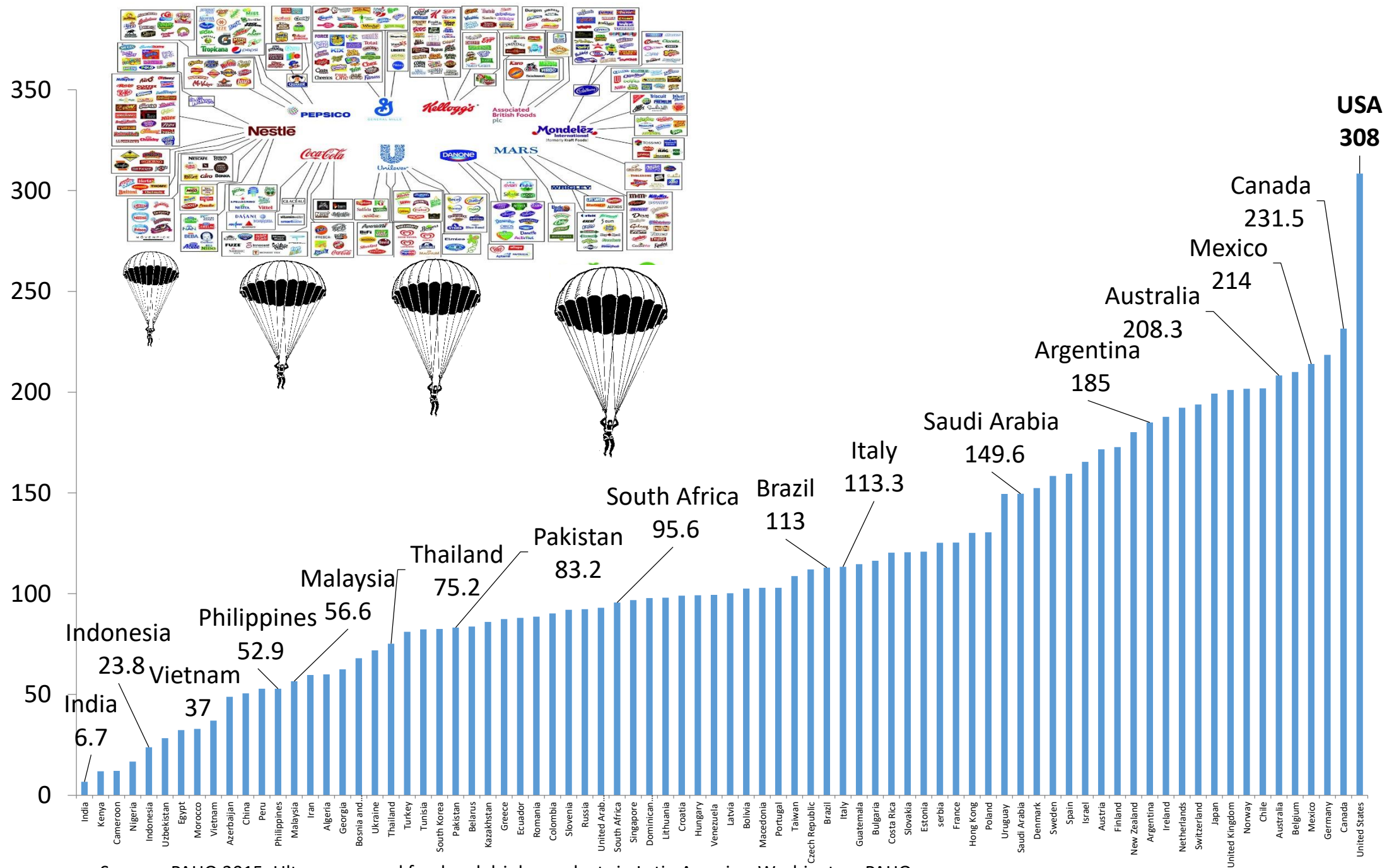
Abstract Background and Aims: Cardiovascular disease development is related to known risk factors (such as diet and blood lipids) that begin in childhood. Among dietary factors, the consumption of ultra-processed products has received attention. This study investigated whether children's consumption of processed and ultra-processing products at preschool age predicted an increase in lipid concentrations from preschool to school age.

Methods and Results: Cohort study conducted with 345 children of low socioeconomic status



Annual retail sales of ultra-processed food and drink products in 80 countries (2013)





Source : PAHO 2015. Ultra-processed food and drinks products in Latin America. Washington, PAHO.

"All the News
That's Fit to Print"

The New York Times

Late Edition

Today, patchy morning fog, variably cloudy, humid, high 80. Tonight, partly cloudy, humid, low 66. Tomorrow, variably cloudy, humid, high 75. Details in Sports Sunday, Page 8.

VOL. CLXVI . . . No. 57,723

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NEW YORK, SUNDAY, SEPTEMBER 17, 2017

\$6.00

NEWS ANALYSIS

World's Eyes On President As U.N. Meets

Challenge for Trump:
Sell 'America First'

By PETER BAKER

WASHINGTON — Every year, the president heads to New York to welcome world leaders to the United Nations General Assembly. He gives a speech and meets with an endless string of foreign potentates to discuss a dizzying array of complicated, often intractable issues.

The days are "kind of like speed dating from hell," as one analyst put it, and the evenings are "the world's most tedious cocktail party." In other words, not exactly President Trump's favored format.

But when Mr. Trump attends the first United Nations session of his presidency this coming week, all eyes will be on him as counterparts from around the globe crane their necks and slide through the crowd to snatch a handshake — and, in the process, try to figure out this most unusual of American leaders.

"The world is still trying to take the measure of this president," said Jon B. Alterman, a senior vice president at the Center for Strategic and International Studies in Washington and author of the speed-dating analogy. "For a number of leaders, this is going to be their first chance to see him, to judge him, to try to get on his good side."

In some places, there has been an instinct to dismiss Mr. Trump as a bombastic, Twitter-obsessed



Celene da Silva, left, and her daughter Sabrina delivering Nestlé products like Kit-Kats and pudding in Fortaleza, Brazil.

How Big Business Got Brazil Hooked on Junk Food

By ANDREW JACOBS
and MATT RICHTER

FORTALEZA, Brazil — Children's squeals rang through the muggy morning air as a woman pushed a gleaming white cart along pitted, trash-strewn streets. She was making deliveries to some of the poorest households in this seaside city,

As she dropped off variety packs of Chandelle pudding, Kit-Kats and Mucilon infant cereal, there was something striking about her customers: Many were visi-

PLANET FAT

Nestlé Goes Door to Door

she had high blood pressure, a condition she acknowledges is probably tied to her weakness for fried chicken and the Coca-Cola she drinks with every meal, breakfast included.

Nestlé's direct-sales army in Brazil is part of a broader transformation of the food system that is delivering Western-

U.S. DIGGING IN FOR LONG HAUL IN AFGHANISTAN

A REMAKING OF KABUL

Green Zone Expansion
Underscores Threat
to Western Allies

By ROD NORDLAND

KABUL, Afghanistan — Soon, American Embassy employees in Kabul will no longer need to take a Chinook helicopter ride to cross the street to a military base less than 100 yards outside the present Green Zone security district.

Instead, the boundaries of the Green Zone will be redrawn to include that base, known as the Kabul City Compound, formerly the headquarters for American Special Operations forces in the capital. The zone is separated from the rest of the city by a network of police, military and private security checkpoints.

The expansion is part of a huge public works project that over the next two years will reshape the center of this city of five million to bring nearly all Western embassies, major government ministries, and NATO and American military headquarters within the protected area.

After 16 years of American presence in Kabul, it is a stark acknowledgment that even the city's central districts have become too difficult to defend from Taliban bombings.

But the capital project is also clearly taking place to protect another long-term American investment: Along with an increase in troops to a renewed 15,000 from



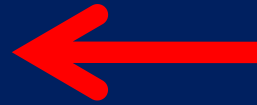
In Asia's Fattest Country, Nutritionists Take Money From Food Giants

When the food industry funds nutritionists, critics say it subverts science to preserve its market.

Actions and policies that are not working:

Misleading nutritional labelling
Cosmetic product reformulation
Marketing self-regulation





The real best buys:

Taxation, warning labels and strong marketing restrictions on ALL UPF

Dietary guidelines based on real food and real meals

Consistent food procurement policies

A global framework convention on food systems to limit the influence of TN UPF industry

Thank you!

