

Scris de Administrator  
Luni, 13 Mai 2013

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## Oamenii care ne-a facut Grasi, Obezi, Bolnavi - The Men Who Made Us Fat - Episode 1 of 3

{youtube}E6nGILUBkOQ{/youtube}

Around the world, obesity levels are rising. More people are now overweight than undernourished. Two thirds of British adults are overweight and one in four of us is classified as obese. In the first of this three-part series, Jacques Peretti traces those responsible for revolutionising our eating habits, to find out how decisions made in America 40 years ago influence the way we eat now.

Peretti travels to America to investigate the story of high-fructose corn syrup. The sweetener was championed in the US in the 1970s by Richard Nixon's agriculture secretary Earl Butz to make use of the excess corn grown by farmers. Cheaper and sweeter than sugar, it soon found its way into almost all processed foods and soft drinks. HFCS is not only sweeter than sugar, it also interferes with leptin, the hormone that controls appetite, so once you start eating or drinking it, you don't know when to stop.

Endocrinologist Robert Lustig was one of the first to recognise the dangers of HFCS but his findings were discredited at the time. Meanwhile a US Congress report blamed fat, not sugar, for the disturbing rise in cardio-vascular disease and the food industry responded with ranges of 'low fat', 'heart healthy' products in which the fat was removed - but the substitute was yet more sugar.

Meanwhile, in 1970s Britain, food manufacturers used advertising campaigns to promote the idea of snacking between meals. Outside the home, fast food chains offered clean, bright premises with tempting burgers cooked and served with a very un-British zeal and efficiency. Twenty years after the arrival of McDonalds, the number of fast food outlets in Britain had quadrupled.

## Oamenii care ne-a facut Grasi, Obezi, Bolnavi - The Men Who Made Us Fat - Episode 2 of 3

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Jacques Peretti investigates how the concept of 'supersizing' changed our eating habits forever. How did we - once a nation of moderate eaters - start to want more?

Speaking to Mike Donahue, former McDonalds Vice President, Peretti explores the history behind the idea of supersizing. 40 years ago, McDonalds hired David Wallerstein, a former cinema manager who had introduced the idea of selling larger popcorn servings in his Chicago

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cinema. Wallerstein realised that people would eat more but they didn't like the idea of appearing gluttonous by going back for seconds. By increasing the portion sizes and the cost, he could sell more food. In 1972, he introduced the idea to McDonalds and their first large fries went on sale.

By the 1980s, we were eating more - and eating more often. Perretti speaks with industry professionals to examine the story behind the introduction of value meals, king-size snacks and multi-buy promotions. How did the advertising industry encourage us to eat more often?

The programme also explores the developments in dietary advice - by 2003, the Chief Medical Officer was warning of an 'obesity time bomb.' Peretti speaks to obesity expert Professor Philip James, who made recommendations in his 1996 report that the food industry should cease targeting children in their advertisements. He also speaks with Professor Terry Wilkin, who led a pioneering study into childhood weight gain; and former Labour MP David Hinchliffe, who chaired the 2003 Parliamentary Select Committee on Health.

## **Oamenii care ne-a facut Grasi, Obezi, Bolnavi - The Men Who Made Us Fat - Episode 3 of 3**

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Jacques Peretti examines assumptions about what is and is not healthy. He also looks at how product marketing can seduce consumers into buying supposed 'healthy foods' such as muesli and juices, both of which can be high in sugar.

He speaks with Simon Wright, an 'organic consultant' for Sainsbury's in the 1990s, who explains how the food industry cashed in on the public's concerns around salmonella, BSE and GM crops. By 1999 the organic industry was worth over £605M, a rise of 232% within two years.

How did the mainstream food producers compete? Peretti speaks with Kath Dalmeny, former policy director at the Food Commission, who explains some of the marketing strategies used by mainstream food producers to keep our custom.

The programme also explores the impact of successive government initiatives and health campaigns, such as the proposal of 'traffic light labelling', the introduction of which the food industry lobbied hard against.

But in 2012, when we have an Olympic Games sponsored by McDonalds and Coca Cola, has anything changed?

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## VEGAN is SO extreme!! Freelee's Rant

{youtube}aovPicgwekA{/youtube}

Informatii utile:

- [SA TRAIM SANATOS FARA TOXINE](#) . GHID FUNDAMENTAL. ALIMENTE SI PLANTE NATURALE PENTRU REGENERAREA CELULARA COMPLETA (carte)
- [Dieta 80/10/10](#) - Echilibrarea Sanatatii Tale, Greutatii Tale, si a Vietii Tale, O Mancare Delicioasa la un Moment Dat (carte)
- [GLOBEZITATEA: Noua Frontiera a Grasimii - Diabetul zaharat de tip 2, bolile de inima, anumite tipuri de cancer, etc. sunt cateva din bolile \(afectiunile\), pericolele de a deveni prea gras, obez - Globesity: Fat's New Frontier - 2012 - Video - 60 minute](#)