



The sugar industry's "updated" sugar series is invalid because the 60-year-old ABS counting methodology was **abandoned as unreliable** by the ABS after 1998-99, after 60 years but still more than a decade before the high-profile University of Sydney nutritionists haplessly published the deeply flawed *Australian Paradox* paper that (falsely) claimed as scientific fact "an inverse relationship" between (added) sugar consumption and obesity. Eat more sugar, get thinner! (www.australianparadox.com).

Yes, the sugar industry sent Green Pool on a fool's errand: "...publish an updated set of statistics on sugar consumption in Australia using [abandoned] ABS methodology". So Green Pool's update relied on the same broken counting methodologies that the ABS had judged were outdated and overwhelmed: "Virtually all factors have largely been left as per ABS calculation, since an update of all data would require a large scale study of both the composition of imports of food into Australia and representative food compositional data for imports and exports of all categories - which is no longer collected by ABS".

Yes, the sugar industry is happy to pretend that the dead-as-a-Dodo ABS series was "just resting", "stunned", "tired and shagged out" or "pining for the fjords": **the sugar industry has "cleverly" sought to nail the ABS "Dead Parrot" sugar series back onto its perch**. Yes, what a joke. But it's more fraudulent than funny. In any case, I reckon Monty Python did it better: <http://www.youtube.com/watch?v=ClrBMT4eiRk>

CONCLUSION: Despite the disingenuous efforts of the sugar industry, its new Dead Parrot "shonky sugar series" **still is "flat to up" over the past couple of decades**, again contradicting the University of Sydney's (false) *Australian Paradox* claim of "a consistent and substantial decline in total refined or added sugar consumption by Australians over the past 30 years". Yes, the University of Sydney authors and food-industry service providers should correct their errors or retract their faulty paper.

Full discussion at <http://www.australianparadox.com/pdf/New-nonsense-based-sugarreport.pdf> and <http://www.australianparadox.com/pdf/university-sydney-falsely-declares-victory.pdf>

Sugar industry's Dead Parrot "shonky sugar series" at <https://greenpoolcommodities.com/news/australian-per-capita-sugar-consumption-key-figures/>

rory robertson
economist and former-fattie
now fairly fructose free! 😞

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