

## Sydney University and Sugar Australia et al launch public-relations campaign to say sugar is yummy but harmless

----- Forwarded message -----

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Date: Thu, Nov 14, 2013 at 7:06 PM

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Readers, as you know, the NHMRC in February rightly toughened dietary advice against added sugar: <http://www.australianparadox.com/pdf/canberradietary.pdf>

Rather than adjust to the facts about sugar and health problems, industry appears to have chosen to invent some new ones.

### 1. There's a bull-market is shonky pro-sugar science

Just today, the Sydney University Nutrition Research Foundation and Sugar Australia et al combined to launch a public-relations campaign to claim that while sugar is really yummy, it is not a problem for public health:

"With so many conflicting headlines, it is no wonder consumers and health professionals are getting confused about sugar and its role in nutrition and health...[we] announce the launch of an evidence-based online information hub": <http://www.srasanz.org/>; (deputy chair) [http://sydney.edu.au/science/molecular\\_bioscience/nrf/council\\_members.php](http://sydney.edu.au/science/molecular_bioscience/nrf/council_members.php); (2<sup>nd</sup> expert) <http://www.srasanz.org/about-us>; <http://scepticalnutritionist.com.au/?p=514>; (AP in third link) <http://scepticalnutritionist.com.au/?p=1093>

The advertising campaign asks: "Is Australia Losing its Sweet Tooth"? Its answer is yes. Alas, Australians are running a mile from the sweet stuff: [http://www.srasanz.org/media/uploads/Is\\_Australia\\_Losing\\_Its\\_Sweet\\_Tooth.pdf](http://www.srasanz.org/media/uploads/Is_Australia_Losing_Its_Sweet_Tooth.pdf)

Unfortunately, the "shonky sugar series" on which this claim is based was commissioned, funded and "framed" by the sugar industry, and is designed to mislead. I've detailed the fatal flaws with the sugar industry's invented dataset at the bottom of page 17 here: <http://www.australianparadox.com/pdf/GraphicEvidence.pdf>

**Faulty though it is, it is truly ironic - not just Alanis Morissette "ironic" - that the sugar industry's "shonky sugar series" explicitly contradicts the University of Sydney's *Australian Paradox* claim of a "consistent and substantial decline" in per-capita sugar consumption over the past 30 years (p. 2 of previous link).**

That is, the PR chart here - [http://www.srasanz.org/media/uploads/Is\\_Australia\\_Losing\\_Its\\_Sweet\\_Tooth.pdf](http://www.srasanz.org/media/uploads/Is_Australia_Losing_Its_Sweet_Tooth.pdf) - shows per-capita consumption to have increased from 41kg to 42kg over the 20 years to 2011.

That's similar to the result in Figure 5 in my GraphicEvidence link above and here - <http://www.australianparadox.com/pdf/JBM-AWB-AustralianParadox.pdf> - where Professor Jennie Brand-Miller and Dr Alan Barclay describe the sugar industry's invented series as "independent", even though they operate a Glycemic Index (GI) enterprise that is "partnered" with the sugar industry: <http://www.logicane.com/Partners>

A chart featuring the sugar industry's nonsense-based sugar series was published recently in the *BMC Public Health* journal. I have written to several hundred officials and scientists associated with the journal to alert them to the misrepresentations involved in the University of Sydney's latest unreasonable formal claim that its extraordinarily faulty *Australian Paradox* paper is flawless: <http://www.australianparadox.com/pdf/LetterBioMedCentral.pdf> ; <http://www.biomedcentral.com/1471-2458/13/898>

I also have written to the University of Sydney's Academic Board to respectfully request an official investigation into the origins and quality of the University's "peer reviewed" yet self-published *Australian Paradox* paper that claims - via a clownish misreading of up versus down and embracing falsified data as fact - to have discovered "an inverse relationship" between sugar consumption and obesity: <http://www.australianparadox.com/pdf/Letter-UoS-Academic-Board.pdf> ; <http://www.biomedcentral.com/1471-2458/13/898>

## 2. Disturbingly, the latest misinformation is more of the same

Readers, the latest industry-driven misinformation on sugar consumption comes hot on the heels of the highest-profile expert on sugar and chronic disease at the new \$500 million taxpayer-funded Charles Perkins Centre claiming on ABC national radio that sugary softdrinks are not a problem in Australia because our kids are drinking 90% fewer servings than American kids:

"JENNIE BRAND-MILLER: It irritates me, frankly, to see that soft drinks are getting special mention yet again. Soft drinks are clearly a problem in US. American children drink about 10 times as much soft drink as our children do here in Australia. America has a problem. We don't. And there is very, very little support for the idea that Australian children are putting on weight because of soft drink."  
<http://www.abc.net.au/worldtoday/content/2013/s3868327.htm>

Awkwardly: [http://assets.coca-colacompany.com/ba/22/39fae0564dcda20c694be368b8cf/TCCC\\_2010\\_Annual\\_Review\\_Per\\_Capita\\_Consumption.pdf](http://assets.coca-colacompany.com/ba/22/39fae0564dcda20c694be368b8cf/TCCC_2010_Annual_Review_Per_Capita_Consumption.pdf)

The influential food experts at the University of Sydney's Charles Perkins Centre also claim that "There is absolute consensus that sugar in food does not cause [type 2] diabetes": <http://www.australianparadox.com/pdf/diabetes.pdf>

Awkwardly: <http://care.diabetesjournals.org/content/33/11/2477.full.pdf> ; and "...96% of the doctors we [CSFB] surveyed in the USA believe there is a link with increased sugar consumption [and type 2 diabetes] versus 92% in Europe and 86% in Asia " (pp. 15-16)  
<https://publications.credit-suisse.com/tasks/render/file/index.cfm?fileid=780BF4A8-B3D1-13A0-D2514E21EFFB0479>

It is unsettling to note that beyond having a representative of the sugar industry as Deputy Chairman of the Sydney University Nutrition Research Foundation, the University of Sydney operates a pro-sugar GI business that exists in part to charge food/drink companies up to \$6,000 a pop to stamp particular brands of sugar and sugary products as Healthy: <http://www.logicane.com/Partners> ; (scroll down) <http://www.gisymbol.com/products-2/> ; (pp. 5-6); [http://www.foodhealthdialogue.gov.au/internet/foodandhealth/publishing.nsf/Content/D59B2C8391006638CA2578E600834BBD/\\$File/Resources%20and%20support%20for%20reformulation%20activities.pdf](http://www.foodhealthdialogue.gov.au/internet/foodandhealth/publishing.nsf/Content/D59B2C8391006638CA2578E600834BBD/$File/Resources%20and%20support%20for%20reformulation%20activities.pdf)

Extraordinarily, leaders of the University of Sydney's nutrition-science school campaigned against the NHMRC's (marginally) tougher dietary guidelines for added sugar: <http://www.theaustralian.com.au/news/health-science/a-spoonful-of-sugar-is-not-so-bad/story-e6frg8y6-1226090126776>

## 3. I remain gobsmacked

Readers, what is going on in nutrition "science" at the University of Sydney? Is all that misinformation on sugar consumption just ham-fisted scientists at work, or is something more serious going

on? <http://www.motherjones.com/environment/2012/10/sugar-industry-lies-campaign>

Of course, this all matters only to the extent that we care that modern rates of (added) sugar consumption - including via sugary drinks - are a key driver of global obesity and type 2 diabetes (see links above).

Moreover, like tobacco and alcohol, sugar appears to be carcinogenic: <http://www.youtube.com/watch?v=xDaYa0AB8TQ&feature=youtu.be>

Between minutes 26 and 28 in the link above, prominent US cancer researcher Louis Cantley says added sugar - what most Australians are getting from softdrinks, energy drinks, popular breakfast cereals and yoghurts, etc - causes cancer.

Professor Cantley says added sugar "scares" him and he tries to ELIMINATE IT COMPLETELY from his diet. Food for thought. Are there any good reasons for kids and others eating and drinking lots of sugar not to be advised - as with smoking - to stop right now?

Another under-appreciated fact is that outsized rates of sugar consumption – alongside alcohol and tobacco – are a major driver of the unacceptable "gap" in life expectancy between Indigenous and non-Indigenous Australians: bottom row of Box/Table 2 in <https://www.mja.com.au/journal/2013/198/7/characteristics-community-level-diet-aboriginal-people-remote-northern-australia>

So isn't it ironic (or worse), that the Charles Perkins Centre's highest-profile experts on food/drink and chronic disease have devoted themselves to falsely exonerating sugar as a menace to public health: <http://www.smh.com.au/national/university-sets-up-500m-centre-for-obesity-research-20130724-2qjq8.html>

Thanks for your time. I stand ready to answer any questions on this important matter. And please be very critical of me if you think anything I have written is above factually incorrect or otherwise unreasonable.

rgds,  
rory

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**rory robertson**

**[economist and former-fattie](#)**

**Join the push to give all kids a fairer start in life:** <http://www.australianparadox.com/pdf/Sugary-Drinks-Ban.pdf>

**Letter to BioMed Central on *Australian***

***Paradox* fraud:** <http://www.australianparadox.com/pdf/LetterBioMedCentral.pdf>

**Graphic evidence of scientific fraud at the University of**

**Sydney:** <http://www.australianparadox.com/pdf/GraphicEvidence.pdf>

**Click and scroll down for a time-tested diet to reverse obesity and type 2**

**diabetes:** <http://www.australianparadox.com/pdf/why-we-get-fat.pdf>

**Click and scroll down for cluelessness from the Head of Research at the Australian Diabetes**

**Council:** <http://www.australianparadox.com/pdf/diabetes.pdf>

Comments, criticisms, questions, compliments, whatever welcome at [strathburnstation@gmail.com](mailto:strathburnstation@gmail.com)

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