

[AUSTRALIAN PARADOX'S INVALID CONCLUSIONS CITED NEAR AND FAR](#)

Disturbingly, Australian Paradox's invalid conclusion has been cited far and wide. In particular, the **Heart Foundation, Diabetes Australia, Nutrition Australia** and the **Dietitians Association of Australia** all seem to have drawn false comfort from the mistaken conclusion of an "Australian Paradox" in the link between sugar consumption and obesity.

As well, David Gillespie has noted a range of other enthusiastic embraces. For example, the **Australian Food and Grocery Council's** submission on the Australian Government's current draft nutrition guidelines - lobbying hard against the proposed (mild) recommendation to limit sugar consumption - cites the *AP* paper as scientific support for its position (see fourth submission at <http://www.afgc.org.au/tools-guides-.html>).

Similarly, the invalid *AP* conclusion is cited as support for the sugar content of **Kellogg's** cereals, at <http://www.loveyourcereal.com.au/Whats-In-Our-Cereal/Sugar-and-Salt> (see fast facts box at side and footnote 5). **Coca-Cola** cites it to support its contention that softdrink does not generate obesity. **Pepsico** also cites the paper with approval: <http://www.pepsicobeveragefacts.com/sweeteners.php> (hit HFCS V Sugar tab right at the bottom of the page).

Unsurprisingly, the *AP* paper is cited by the **US Sugar Association**:<http://www.sugar.org/sugars-and-sweeteners-research/june-2011.html> and the **Canadian Sugar Institute**:
http://www.sugar.ca/english/whatsnew/carb/carb_2011.cfm .

The Australian **Heart Foundation** relied on the *AP* study to rebuff criticism flowing from the fact that sugar is not one of the things it measures before granting a "Tick" to a food: <http://www.raisin-hell.com/2011/02/heart-foundation-says-sugar-isnt.html> .

In May 2010, the **Dietitians Association of Australia** (DAA) highlighted Dr Barclay's analysis in this area as the basis for its pronouncement that sugar is not a key driver of the obesity epidemic: http://daa.collaborative.net.au/files/media%20releases/May_2010/MR_Sweet_truths_Eating_sugar_may_not_make_you_fat_FINAL.pdf

The DAA now bases its dietary advice on the AP paper, saying "Sugar intake has decreased in Australia over the past 40 years – but as a nation, we continue to put on weight. Australian research has found sugar consumption has dropped 23 per cent in this country since 1980, but overweight and obesity have doubled in that time and diabetes has at least tripled": <http://daa.asn.au/for-the-media/hot-topics-in-nutrition/sugar-not-so-toxic/>

This position also has been adopted by **Senator Boswell in the Australian Senate**, who praised Professor Brand Miller for being "disgusted" by Professor Lustig's commentary in *Nature*, also praising the DAA for "saying that there is little evidence sugar was the cause of the worldwide obesity epidemic and related health problems" (<http://www.ronboswell.com/speeches/3935-matters-of-public-importance-sugar-industry-8-february-2012> ; http://www.mackaycanegrowers.com.au/index.php?option=com_content&view=article&id=107&Itemid=3).

Yep, the AP paper simply ignored the key sugar facts that invalidate its conclusion, but it's still being cited far and wide by pro-sugar lobbies and various not-so-clever health groups, even as evidence accumulates that added sugar probably is the single-biggest driver of global obesity and diabetes.

<http://www.nytimes.com/2011/04/17/magazine/mag-17Sugar-t.html?pagewanted=all>
<http://www.cbsnews.com/video/watch/?id=7403942n&tag=contentMain;contentAux>
<http://www.cbsnews.com/video/watch/?id=7403956n&tag=segmentExtraScroller;housing>
<http://au.news.yahoo.com/sunday-night/features/article/-/13058226/fitzys-sugar-coating/>
<http://onlinelibrary.wiley.com/doi/10.1111/j.1749-6632.2009.05266.x/abstract>
<http://onlinelibrary.wiley.com/doi/10.1111/j.1752-8062.2011.00298.x/abstract;jsessionid=8057FD01AA6A43BF6A91A0772B9E97FC.d02t03?userIsAuthenticated=false&deniedAccessCustomisedMessage=>

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rory robertson

economist and former-fattie 😊

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strathburnstation@gmail.com

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