Dear Barbara:
You gave me some very good leads. I like the one especially about having Mr. Bill Gates help. Our Chairman knows him well. I will explore this idea with Clyde. We would want WHO to start working with ILSI again, with the GEBN and with the food industry in general to resolve issues of food safety and nutrition and for WHO to not only consider sugary foods as the only cause of obesity but to consider also the life style changes that have been occurring through out the Universe.

Since WHO, as you stated has been helped by the pharmaceutical industry to combat HIV/AIDS, why not work closely with the food industry to combat obesity. The Food industry is very willing to come to the table. Let us have dinner soon. After the 4th of July, I am free until the 22nd. Then Free again From July 26 to August 24.
Warmest personal regards. Alex

-----Original Message-----
From: Barbara Bowman <n4789e@me.com>
To: Alex Malaspina <malaspina@aol.com>
Sent: Fri, Jun 26, 2015 8:57 pm
Subject: Re: Daily European News Flash - 25.06.15

Dear Alex,
Very sorry to hear about Madame Chen, she was absolutely remarkable. PEPFAR is the US government-sponsored program that makes HIV/AIDS drugs available throughout sub-Saharan Africa, a great success in saving lives. WHO is key to the network. Will be in touch about getting together, all best wishes. Barbara

Sent from my iPhone

> On Jun 26, 2015, at 7:44 PM, Alex Malaspina <malaspina@aol.com> wrote:
> >
> > Dear Barbara: Thanks for your
advice. Madame Chen has a brain tumor and is in the hospital. I liked that lady so much. She did make the ILSI focal Point a Star. I hope she does not suffer much.
> However, I had a similar idea and have asked Junshi Chen his advise. I do not know the Group you mentioned but I will Check with Suzie.
> I hope you are having a great summer.
> Warmest personal regards. Alex
>
>
-----Original Message-----
> From: Barbara Bowman <n4789e@me.com>
> To: Alex Malaspinia <malaspinia@aol.com>
> Sent: Fri, Jun 26, 2015 9:07 am
> Subject: Re: Daily European News Flash - 25.06.15
>
>
> Dear Alex,
> Sorry for the delay in my reply, I have been off this week and away from e-mail until now.
>
> Am wondering whether anyone with ILSI China, perhaps Madame Chen, might have ideas. Another thought, perhaps someone with connections to the PEPFAR program. Or Gates and Bloomberg people, many have close connections with the WHO regional offices. Perhaps an issue of defining legacy.
> Best,
> Barbara
>
> Sent from my iPhone
>
>> On Jun 26, 2015, at 8:28 AM,
>>
>>> Alex Malaspinia <malaspinia@aol.com> wrote:
>>> Dear Barbara: How are you? Are you having a nice summer?
Any ideas how we can have a conversation with WHO?

Now, they do not want to work with industry. Who finds all the new drugs. Not WHO, but industry. She is influenced by the Chinese Govt and is against US.

Something must be done.

Warmest regards. Alex

-----Original
> Message-----
> From: Alex Malaspina <malaspina@aol.com>
> 
> To: ctuggle
> <ctuggle@coca-cola.com>; ehays <ehays@coca-cola.com>; sharris
> <sharris@ilsic.org>; fergc <fergc@foodsci.umass.edu>
> Cc: James.Hill
> <James.Hill@ucdenver.edu>; jamesrbhnke <jamesrbhnke@yahoo.com>; john.c.peters
> <john.c.peters@ucdenver.edu>; john <john@irlupien.net>; jshchen
> <jshchen@ilsichina.org>; hzhang <hzhang@coca-cola.com>
> 
> Sent: Thu, Jun 25, 2015 7:14 am
> Subject: Fwd: Daily European News Flash - 25.06.15
> 
> Please see report on WHO. This is getting a lot of publicity.
> 
> We must find
> 
> a way of some one such as a famous scientist arrange to pay her a visit.
> 
> May be
> 
> Jim Hill or some one of similar stature or a US Government scientist
> 
> As
> 
> the President of ILSI I had a special and productive luncheon
> 
> with the former
>> DG, Dr. Nakajima in 1995 at his private dining room in the WHO Geneva
>> Headquarters to tell him about ILSI and how the two organization could work with each other,
>>
>> In 1999 I visited with the new DG Mrs. Brutland in Geneva,
>> when I invited her, on behalf of The World Economic Forum, to come to the Davos meeting of 1999, and be the Keynote Speaker at the Food Governors special dinner, where she discussed that GMO foods are not only safe but could be very useful in feeding a hungry world. By the way, the future Coke President Mr.
>> Neville Isdell attended that dinner with me.
>
>> In summary I am suggesting that collectively we must find a way to start a dialogue with Dr. Chen. If not, she will continue to blast us with significant negative consequences on a global basis. This threat to our business is serious,
>> Warmest regards.
>> Alex
>>
>>-----Original Message-----
>> From: Susanne Kettler
<skettler@coca-cola.com>
>> To: Alex
> Malaspina <malaspi@aol.com>
>> Sent: Thu, Jun
>> 25, 2015 3:24 am
>> Subject: > Fw: Daily European News Flash - 25.06.15
>>
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>>
>> Sent > from my iPhone
>>
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>>
>> Begin forwarded message:
> From: Coke Email <CokeEmail@bluerubicon.com>
>> Date: 25 Jun
>> 2015
>> 08:42:42 CEST
>>
>> To: Undisclosed recipients;
>> Subject: > Daily European News Flash - 25.06.15
>>
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>>
>> Key > Highlights: In the UK, marketing title Thedrum.com quotes Wendy Clark, President of Sparkling Brands & Strategic Marketing at Coca-Cola North > America,
>> who
addressed the audience at the Cannes Lions festival. She is
> cited as
saying
>> that Coca-Cola aligns its marketing to the passion points of
> teenagers and young
>> adults to stay relevant. Media in Spain, Ireland,
Denmark
> and UK discuss the
>> negative impact of products with a high sugar
content on
> dental health. Finally,
>> media in Belgium, UK and France
continue to report
> that celebrity chef Jamie
>> Oliver will implement a
‘soda tax’ on all
> sugar-sweetened beverages available in
>> his restaurants
in the hope that the
> UK government will also implement such a
>> tax.
>>

>>
>>
>> All other
> coverage shared as background.
>>
>>
>>
>>

>> Coca-Cola News
>
>> Coca-Cola and Cannes Lions (UK)
>>
>>
>>

>> Thedrum.com – “When
> you get the relevance right the consistency
pays
>> off in spades” – Coca-Cola’s
> Wendy Clark on keeping the brand fresh", 24.06.15
>
>
> By Seb Joseph
>
>
> Reports on Coca-Cola’s President of Sparkling Brands & Strategic Marketing at Coca-Cola North America, Wendy Clark,
>
> to the audience at Cannes Lions. Ms Clark is cited as saying that
> “consistency, times
> relevance, done at scale and done over time - those
> four
> things have been at the core of what Coke has done…” It is noted that to
> stay relevant the brand looks to the passion points that appeal to teenagers and
> young adults and wraps its marketing around those elements.
>
> (KO
> mention)
>
>> Blog Authority: 5
>
>> Shares: Twitter 12, LinkedIn 1,
> Facebook
> 1
>
>> Readership: 25,000
>
>> Action: FYI
> Coca-Cola HBC Annual General Meeting (UK, Greece)
> Shares.telegraph.co.uk – ‘Coca-Cola HBC resolutions passed at AGM’, 24.06.15
>
Reports that Coca-Cola HBC has confirmed that all of the proposals set out in the notice of the annual general meeting were passed by shareholders yesterday. It is also noted that Coca-Cola HBC AG confirmed the election of Olusola (Sola) David-Borha and Alexandra Papalexopoulou as non-executive directors at the annual general meeting yesterday.

Also reported:
Halifaxmarketwatch.co.uk, Investing.thisismoney.co.uk,
Stockmarketwire.com,
Moneyam.com, Shares.telegraph.co.uk (2),
Uk.advfn.com,
Hi.co.uk, lli.co.uk,
Sharewatchglobal.digitallook.com,
Lse.co.uk,
Bullbearings.co.uk, Capital.gr,
Uk.finance.yahoo.com,
Capital.gr (2),
Livester.gr

(KO mention)

Authority:
10

Shares: N/A

Readership: c.1,371,000

Action: 
FYI

>>

>>

>> Coca-Cola
> Hilltop Parody (Spain)
>>

>>

>>

>> Marketingdirecto.com – “Change the
> tune”: el remake de “Hilltop”
para
>> concienciar sobre el consumo excesivo de
> refrescos’, 24.06.15
>>

>>

>>

>> Reports on a new video from the
> Center for Science in the
Public Interest,
>> which parodies Coca-Cola’s famous
> 1971 advert known as
Hilltop. It is noted that
>> the advert recently made an
> appearance in the
Mad Men TV show finale. The parody
>> version claims to draw
> attention to
illnesses such as hypertension, diabetes and
>> obesity said to be
>
associated with overconsumption of fizzy drinks.
>>

>>

>>

>> Also
reported:
> Horizont.net, Gastronomiaycia.com
>>

>> (K0 mention)
>>

>>
Authority:
2

Shares: Google+ 1, Twitter 68, Facebook 10

Readership: c.
22,300

Action: Spain PAC team to monitor

Mad Men
Finale (UK)

Daily mail.co.uk – ‘Hard to get the ‘real thing’
Jon Hamm says it took
Mad Men creator Matthew Weiner ‘a couple of years’
to
persuade Coca Cola
to let him use their ad in the finale’, 24.06.15
By Rachel McGrath

Reports that Mad Men star, Jon Hamm, said
that it took Mad Men
creator Matthew Weiner two years to persuade The Coca-Cola
Company to use
its 1971 ‘I’d Like To Buy The World A Coke’ commercial to
end the
AMC series finale in May this year. It is noted that after the finale
aired,
a
spokesperson from Coca-Cola told People Magazine that “no money
exchanged hands"
>> in the agreement between AMC and the fizzy-drink company.
>
>> Also reported:
>> Dailymail.co.uk (2), Dailymail.co.uk (3)

>>
>> (KO
> mention)
>>
>> Authority: 10
>>
>> Shares: Shared
31, Comments 49
> Readership: c.
>> 2,912,000
>>
>> Action: FYI
>>
>>

>>
>> Industry
> News
>>
>>
>>
>>
>> Nutritional Measures
>>
>>

>>
>> US Fizzy Drink Tax
> Proposal (France)
>>
>>
>>
>>
>>
Nytimes.com -- 'Republicans Push Back
> Against Proposed Dietary
>>
Reports on political debates in the US House and Senate regarding nutrition and diet regulations. It is noted that an advisory panel of independent doctors and nutrition experts have suggested a tax on sugar-sweetened drinks and snacks as means to encourage better eating habits.

The publication underscores that the idea angered beverage companies and conservatives in Congress.

(No mention)

Authority: 10

Shares: N/A

Readership: c. 3,072,000

Action: FYI

VAT Increase (Greece)

Madata.gr – Στα προϊόντα και οι υπηρεσίες που θα ακριβώνουν με το νέο
Reports on the new VAT regime in Greece, which will increase the rate to 23 per cent. It is noted that the increase will affect goods such as soft drinks and juice, sugar, coffee, chocolates as well as all processed and canned foods.

Also reported: Lay-out.gr, Newpost.gr, Karfita.gr, Lefimerida.gr, Sksipatras.gr, Aftordioikisi.gr (No KO mention)

Authority: 2

Shares: Twitter 1, Facebook 2

Readership: c. 12,600

Action:
FYI

Jamie Oliver’s Sugar Tax (Belgium, UK, France)

Nieuwsblad.be – ‘Jamie Oliver
British celebrity chef Jamie Oliver is going to implement a “soda tax” on all sugary drinks available in his restaurants in hopes that the government will also implement such a tax. It is stated that the extra revenue from the price increase will be invested in teaching children about healthy eating. A UK publication reports that a Tory backbencher has commented on Oliver’s move, noting that he is against a sugar tax and that there are “far more dangerous white powders.” Another publication reports that the Food and Drink Federation has welcomed Oliver’s commitment to improving public health, but has insisted that a real sugar tax would fail as such measures have reportedly proven ineffective.

Also reported:

Meltyfood.fr, Atabula.com, Homemadebyyou.co.uk, Foodmanufacture.co.uk,

Atabula.com, Nieuws.be, Hbvl.be, Foodmanufacture.co.uk, Lexpress.fr,

Agripress.be,

Standaard.be, Planet.fr, Bristolpost.co.uk,

Foodmanufacture.co.uk
Action: Local Pac teams to monitor

WHO Proposals on Soft Drinks (UK, Spain)

Just-drinks.com – ‘World Health Organization calls for full-sugar soft drinks regulations’, 24.06.15

By Keith Nuthall

Reports that the Director General of the World Health Organization (WHO)

has accused marketers of full sugar non-alcoholic beverages of contributing to rising obesity rates amongst children globally, especially in developing countries. Dr Margaret Chan is also backing regulations that would restrict the consumption of full sugar soft drinks, noting that voluntary initiatives are less likely to be enough. A Spanish publication reports that the introduction of a tax
on sugar-sweetened drinks in Mexico has resulted in
> a 12 per cent
>> reduction of consumption of these beverages. It is also noted
> that in 2012,
the
>> Catalanian Parliament approved a bill mandating a tax on
> sugar-sweetened drinks,
>> but it was never implemented.
>>
>> Also
reported:
> Consalud.es,
>> Cronicanorte.es
>>
>> (No KO mention)
>>
>> Authority:
> 1
>>
>> Shares: 9
>>
>> Readership: c. 1,400
>>
>> Action: Local PAC
> teams to
>> monitor
>>
>>
>> Sugar and
Sweeteners
>>
>>
>> Sugar
> and
>> Health (Spain, France)
>>
>>
By Isabel Megías
Reports that sugar is becoming more prevalent in our diets due to quantities now found in everyday products. The article also mentions guidelines on daily sugar intake from the World Health Organization (WHO) for adults and children. Illnesses associated with overconsumption of sugar, such as obesity, hypertension, high cholesterol and vascular diseases, are also discussed. Additional coverage also discusses the prevalence of hidden sugars in everyday foods.

Also reported: Femmeeactuelle.fr

(No KO mention)

Authority: 5

Shares: 0

Readership: c. 28,400

Action: FYI
Soft Drinks and Health

Coca-Cola Life (Germany)

>> Badische-zeitung.de –
> 'Ist grüne Coke gesünder?', 24.06.15
>> By
>> Claudia Füßler
>
>> Discusses
Coca-Cola Life, noting that even
>> though the drink is partly
> sweetened
with stevia, has a lower calorie content
>> than regular Coke and is
> marketed as a healthier alternative, it still contains
>> more sugar in a
> half-litre bottle than the daily limit recommended by the World
>> Health
>
Organization. A nutritionist is cited as commenting that Coca-Cola Life
>> is
> still a “sugar bomb” despite its lower sugar content.
>>
>> (K)
mention:
> Coca-Cola Life)
>>
>> Authority: N/A
>>
>> Shares: 0
>>
>> Readership: c.
> 19,100
>>
>> Action: Germany PAC team to monitor
>>
>>
>>
>> Fizzy
> Drinks and Health (Spain, Ireland, Denmark, UK)
> Eleconomista.es – ‘La erosión dental aumenta en verano por el consumo de
> bebidas azucaradas y la exposición al cloro’, 24.06.15
> Reports on factors
that can negatively impact dental health during the summer
> months, including
consumption of carbonated soft drinks and other products
> with
> high sugar
content such as ice-cream. It is claimed that these products
> increase
> the
risk of dental cavities. An Irish publication reports that
> despite the
> alleged health benefits of smoothies, they may also have a
> detrimental effect
to
> human health. Celebrity dentist, Dr Uchenna Okoye is
> quoted as arguing
that
> fructose found in most fruit damages tooth enamel,
> which in turn
leads to decay.
> A Danish source comments on the negative effect
> of
phosphoric acid contained in
> cola drinks does to calcium in bones. A UK
> publication quotes Professor Collin
> Hill, a microbiologist at University
> College Cork in Ireland, as stating that
> ‘no intervention will overcome
> someone drinking lots of fizzy drinks.’
Also reported:

Diariosigloxxi.com, Larazon.es, Her.ie, Samvirke.dk,
Dailymail.co.uk

Also reported:

Authority: 4

Shares: 3

Readership:

c. 126,000

Action: Local PAC teams to monitor
Methodology

Authority – Authority score is provided by Sysomos. Each data source is assigned a score between 0 (lowest) – 10 (highest).

Authority is measured using a number of factors including in-link count and reach for traditional media and in-link count, comments, reach and bookmarks for blogs. Where a specific source is retrieved using another platform 'N/A' will be assigned.

Shares - This data is taken from the publication itself, and includes the number of shares across
> platforms. Shares include
>> recommendations on Facebook and Twitter and
> comments on the article in question.
>> When this information is not
> provided,
> 'N/A' is shown. The type of shares will
>> be broken down by
> platform when the
> total sum is greater than 10.
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>>
>> Readership – Readership gives
> an indication of the size of audience
> reached
>> and is based on a unique
> visitors estimate by
> Siteworthtraffic.com, which uses
>> data by web analysis
> platform Alexa.
>
>-----------------------------------------------------------------------------------
>
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>
__________________________________________
>
>
>


FYI, Alex

-----Original Message-----
From: Herve Nordmann <herve.nordmann@asg.ajinomoto.com>
To: Alex Malaspina <malaspina@aol.com>
Sent: Tue, May 19, 2015 12:18 pm
Subject: RE: Policy brief launched to curb global sugar consumption

Thank you Alex for sending this to me. It seems that WHO is forgetting about the importance of sweet taste in the whole issue. They never speak about sweeteners as alternative to sugar to satisfy sweet craving without the calories... to imagine going from 120 g sugar a day to 25 g a day in less than one generation is absurd ... the sugar containing recipes are so plenty and so deeply in rooted in our daily cuisine that we would have to change nearly everything we do, for something we may like much less! My view is that sugar has to stay in solid applications and that it should be substituted in liquid applications where LCS can do the job from the taste point of view but also from the public health point of view... that only change could save billions in public health expenditures and preserve millions of people from unduly suffering from obesity, diabetes and metabolic syndrome.

Yours sincerely

Hervé

P.S.
Thank you for the good news from Paivi!

-----Original Message-----
From:
Alex Malaspina [mailto:malaspina@aol.com]
Sent: lundi 18 mai 2015 15:24
To:
Herve Nordmann
Subject: Fwd: Policy brief launched to curb global sugar
FYI, Alex

-----Original Message-----
From: Barbara Bowman
<n4789e@me.com>
To: Alex Malaspina <malaspina@aol.com>
Sent: Mon, May 18, 2015
9:22 am
Subject: Fwd: Policy brief launched to curb global sugar consumption

Sent from my iPhone

From: World Cancer Research Fund International <international@wcrf.org>

Date: May 18, 2015 at 5:40:28 AM EDT
Subject: Policy brief launched to curb global sugar consumption
Reply-To: World Cancer Research Fund International <international@wcrf.org>
The latest news from WCRF International

View this email in your browser
Policy brief launched to curb global sugar consumption

Today, World Cancer Research Fund International has launched a policy brief to help reduce the amount of sugar consumed worldwide. The brief - Curbing Global Sugar Consumption - is the first to provide an analysis of the effectiveness of sugar policies that have been implemented around the world.
Published to coincide with the World Health Assembly, the policy brief comes at a time when sugar consumption is on the rise and is designed to help countries meet the new sugar Guideline, which was published by the World Health Organization (WHO) in March of this year.

The WHO sugar Guideline recommends that adults and children restrict their sugar intake to less than 10% of total daily energy intake - the equivalent of around 12.5 teaspoons of sugar for adults - and suggests a further reduction to below 5% of total daily energy intake for additional health benefits.

In addition to providing concrete examples of effective policy actions - from soda taxes to a vending machine ban - and speaking to the experts who were involved in the development and implementation of the policies, the brief identifies the four key areas where action is needed to reduce the amount of sugar consumed: availability, affordability, acceptability and awareness.

Full details are available in the policy brief or you can read a blog by Bryony Sinclair, our Policy and
Public Affairs Manager, or the guest blog by Professor Barry Popkin, one of the world's leading experts on dietary behaviour.
Thank you for subscribing to receive updates from World Cancer Research Fund International, the cancer prevention organisation that leads and unifies a network of cancer charities dedicated to the prevention of cancer through diet, weight and physical activity.

If you have been forwarded this eNews by a friend and would like to receive your own copy in future please subscribe here.

If you would prefer not to receive future WCRF International eNews please unsubscribe here.
FYI. Article is worth reading. Alex

-----Original Message-----
From: Barbara Bowman <n4789e@me.com>
To: Alex Malaspina <malaspina@aol.com>
Sent: Fri, Feb 13, 2015 10:15 am
Subject: Fwd:

Hi Alex, this may be of interest. Check out the BMJ correspondence especially.
Regards,
Barbara

Sent from my iPhone

Begin forwarded message:

From: "Bowman, Barbara (CDC/ONDIEH/NCCDPHP)" <bbb8@cdc.gov>
Date: February 13, 2015 at 8:45:01 AM CST
To: Home <n4789e@me.com>
Subject: Fwd: FOR YOUR REVIEW: Draft Principles from Dec 8 Public Private Partnerships Meeting

Begin forwarded message:

From: "Klurfeld, David" <David.Klurfeld@ARS.USDA.GOV>
Date: February 12, 2015 at 9:02:16 AM CST
To: Linda Meyers <LMeyers@nutrition.org>, "connors@ohsu.edu" <connors@ohsu.edu>, "rhand@eatright.org" <rhand@eatright.org>, "Mwhalen@eatright.org" <Mwhalen@eatright.org>, "MStolar@gastro.org" <MStolar@gastro.org>, "dorothea.vafiadis@heart.org" <dorothea.vafiadis@heart.org>, "Wendy.Johnson-Askew@us.nestle.com" <Wendy.Johnson-Askew@us.nestle.com>, John Courtney <JCourtney@nutrition.org>, Rob Russell <rob.russell@tufts.edu>, "Patrick J. Stover" <pjs13@cornell.edu>, "Barbara A. Bowman" <bbb8@cdc.gov>, "Laura Pillsbury (laura.pillsbury@fda.hhs.gov)" <laura.pillsbury@fda.hhs.gov>, "Burns, Robert" <RBurns@gmaonline.org>, "clarantino@ift.org" <clarantino@ift.org>, "janet.e.collins@usa.dupont.com" <janet.e.collins@usa.dupont.com>, "mary.camire@unit.maine.edu"
Subject: RE: FOR YOUR REVIEW: Draft Principles from Dec 8 Public Private Partnerships Meeting

An article posted yesterday by the BMJ highlights why objective criteria from professional societies and other groups are needed for public-private partnerships: http://www.bmj.com/content/350/bmj.h231. In addition, there are two responses (link on right side of page) to this if you are interested. I highlight one sentence that sums things up: “There is a strong tide of sanctimony in British public health and riding this tide is a luxury more easily enjoyed by commentators than those who are actively involved in improving health.”

David M. Klurfeld, Ph.D.
National Program Leader, Human Nutrition
Agricultural Research Service
United States Department of Agriculture
5601 Sunnyside Ave, Rm 4-2184
Beltsville, MD 20705-5138
Tel: 301-504-4675
Fax: 301-504-5467
Email: David.Klurfeld@ars.usda.gov
Web: http://www.ars.usda.gov/HumanNutrition

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