

**Peters, John C**

---

From: Alex Malaspina  
Sent: Sat 6/27/2015 1:39 AM (GMT-07:00)  
To: n4789e@me.com  
Cc: ctuggle@coca-cola.com; ehays@coca-cola.com; adrewnow@fredhutch.org; sharris@ilsi.org; rwilkinson@coca-cola.com; fergc@foodsci.umass.edu; Hill, James; Peters, John C; scohen@unmc.edu; beauchamp@monell.org; hzhang@coca-cola.com  
Bcc:  
Subject: Re: Daily European News Flash - 25.06.15

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

Malaspina <malaspina@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 Malaspina <malaspina@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@ilsil.org>; fergc <fergc@foodsci.umass.edu>

>> Cc: James.Hill

>

<James.Hill@ucdenver.edu>; jamesrbehnke <jamesrbehnke@yahoo.com>;

john.c.peters

> <john.c.peters@ucdenver.edu>; john <john@jrlupien.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 dinning 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 <malaspina@aol.com>  
>> Sent:  
Thu, Jun  
>> 25, 2015 3:24 am  
>> Subject:  
> Fwd: Daily European News Flash -  
25.06.15  
>>  
>>  
>>  
>>  
>>  
>>  
>>  
>> Sent  
> from my iPhone  
>>  
>>

>> 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  
>>  
>>  
>>  
>>  
>>  
>>  
>>  
>>  
>> 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,  
 >> and her address  
 > 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,  
> Hl.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

>>

>> (KO mention)

>>

>>

>> Authority:

> 2

>>

>> Shares: Google+ 1, Twitter 68, Facebook 10

>>

>>

>> Readership: c.

> 22,300

>>

>> Action: Spain PAC team to monitor

>>

>>

>>

>>

>> Mad Men

> Finale (UK)

>>

>>

>>

>>

Dailymail.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  
>>

Guidelines', 24.06.15

>>

>>

>>

>> 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

> KO

mention)

>>

>> Authority: 10

>>

>>

>> Shares: N/A

>>

>> Readership:

c.

> 3,072,000

>>

>> Action: FYI

>>

>>

>>

>>

>> VAT Increase

(Greece)

>

>>

>> Madata.gr – 'Τα προϊόντα και οι

>> υπηρεσίες που θα

ακριβύνουν με το νέο

> ΦΠΑ', 24.06.15  
>>  
>>  
>>  
>> 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, Karfitsa.gr,  
Lefimerida.gr,  
>> Skaipatras.gr, Aftodioikisi.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

heft belasting op frisdranken',  
 >> 24.06.15  
 >>  
 >>  
 >>  
 >> Reports  
 > that  
 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:  
 > Melyfood.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

>>  
>> (No KO  
mention)  
>>  
>> Authority: 3  
> Shares: 11  
>>  
>> Readership: c. 70,400  
>>

>> 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  
>> Catalan 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)  
>>  
>>  
  
>>



>> Consumer.es – '¿Cuánta azúcar  
> debemos  
>> consumir?', 24.06.15  
>>

>> 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: Femmeactuelle.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.  
>>  
>> (KO  
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 Colin  
 >> 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  
> (No  
KO mention)  
>>  
>> 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.

>>

>>

>>

>>

>>

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.  
>

---

> CONFIDENTIALITY

NOTICE

>> NOTICE: This message is intended for the use of the  
> individual or  
entity to which it is addressed and may contain information  
> that  
>> is  
confidential, privileged and exempt from disclosure under applicable  
> law.

If

>> the reader of this message is not the intended recipient, you are  
>

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>> notified that any printing, copying, dissemination, distribution,  
>

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>> forwarding of this communication is strictly prohibited. If  
you

> have received

>> this communication in error, please contact the

sender

> immediately and delete it

>> from your system. Thank You.

>

---

>

>

>

## Peters, John C

---

From: Alex Malaspina  
Sent: Tue 5/19/2015 4:45 PM (GMT-07:00)  
To: sharris@ilsi.org; pjulkunen@coca-cola.com  
Cc: Peters, John C; Hill, James; taktogami@gmail.com; fergc@foodsci.umass.edu; beauchamp@monell.org; schmidt@ific.org; rowe@srstrategy.com; rwilkinson@coca-cola.com; rwh56@aol.com; markmalaspina@yahoo.com  
Bcc:  
Subject: Fwd: Policy brief launched to curb global sugar consumption

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

consumption

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

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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.

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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.

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## Peters, John C

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From: Alex Malaspina  
Sent: Fri 2/13/2015 9:48 AM (GMT-07:00)  
To: ehays@coca-cola.com; ctuggle@coca-cola.com; gwollaert@coca-cola.com; wwaichungo@coca-cola.com  
Cc:  
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Subject: Fwd:

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>, "ctarantino@ift.org" <ctarantino@ift.org>, "janet.e.collins@usa.dupont.com" <janet.e.collins@usa.dupont.com>, "mary.camire@umit.maine.edu"

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**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."

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