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How the Food Industry Influences Nutrition and Health

By Joey Dweck

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When was the last time you consumed soda? Most likely, it wasn't that long ago. You may even drink several cans or bottles each day. In the U.S, carbonated soft drinks are a huge business. Every year, they generate more than \$50 billion in annual sales.

Two companies - Coca-Cola and PepsiCo -- dominate the soda market. They are in a constant battle for the market share of the product - a conflict known as the "Cola War." Hundreds of millions of dollars are spent annually for advertising. Not surprisingly, the companies are always looking for new markets. And, increasingly, they are directing their attention to adolescents and children.

For decades, schools have allowed soda to be sold in on-site vending machines. So, generating income for schools from the sale of soda is not a new policy. However, in the early 1990s, pouring-rights contracts emerged. These put a different spin on the sale of soda in schools. And, over the years, they have increasingly gained in popularity.

In return for the exclusive sale of one-company's product, pouring-rights contracts give school districts large lump-sum payments and extra payments and/or gifts over a period of five or 10 years. The contracts provide additional incentives for consumption levels that surpass quotas. So, they tend to encourage the consumption of higher amounts of soda, even by the youngest students. In one of the most extravagant contracts, a 53-school district in Colorado, gave up its Pepsi vending machines and signed an \$8 million, 10 year agreement with Coca-Cola that included cash bonuses when sale targets were exceeded and a new car for a senior with high grades and perfect attendance. But, even the smaller contracts tend to be generous. The goal is to create brand loyalty among young people - a loyalty that could continue throughout their lives. Without a doubt, administrators in cash-strapped school districts have a litany of reasons to be enticed. But, adherence to the contracts may be taken to extremes. For example, a Georgia student was suspended when he wore a shirt with a Pepsi logo

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to a student government–sponsored "Coke Day" rally.

So what is contained in a typical soda that may be found in a school vending machine? A 20–ounce screw–top plastic bottle of soda has 275 calories. While there are other ingredients such as flavorings and caffeine, the soda is primarily sugar and carbonated water. High in calories and zero in nutritional value, it is the quintessential "junk food." The Center for Science in the Public Interest refers to soft drinks as "liquid candy." Since the bottles have screw–tops, the liquid may be sipped throughout the day, thereby bathing the teeth with sugar and upsetting dentists. While it is unclear how many sodas a typical student might drink in one day, one is not a bad guess. Just one a day means 1925 empty calories per week. Heavy users drink more than one soda per day. Children who begin drinking soda when they are still young tend to increase the amount they consume through adolescence into young adulthood. Many children drink more soda than juice or milk. While juice and whole milk contain about the same amount of calories as soda, they contain useful vitamins and minerals. Juice and milk are far better nutritional options.

Although the relationship cannot be proven conclusively, soda consumption correlates with obesity.

Children who drink sodas take in more calories, are fatter and have worse diets than those who don't. If you need to lose weight, start by replacing sodas with water, fat free or 1% milk, or 100% juice (but not too much).

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Joey Dweck is the founder of WeightLossBuddy.com , committed to helping you find a 24/7 buddy who will not only help you lose weight but who also will get you to change to a healthy lifestyle. You choose your own diet and your own exercise regime, and we find you a buddy who literally will stick with you through thick and thin. Signing up for a buddy is free. Simply go to:

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Nutrition Supplement

By Rolf Rasmusson

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Nutrition Supplement - nutrition.

Nutrition supplement is a term familiar to most of us. So what is nutrition supplement and why is it so important? Nutrition, by dictionary definition, is the sum of the processes by which someone takes in and utilizes food substances. One of the main advantages of utilizing food substances is the intake of vitamins, amino acids, minerals, herbs, etc. These are the things that make our body healthy.

Nutrition Supplement - what is it?

When people don't get enough of nutrients through food and when a well-designed diet doesn't work, people turn to the help of some type of nutrition supplement or supplements. A nutrition supplement is added to the diet to make up for a nutritional deficiency. The supplement increases the intake of vitamins, amino acids, minerals, etc. But you have to be careful when purchasing some supplement, since supplements are not required to meet FDA standards.

Nutrition Supplement - the usage?

Many people nowadays use some type of nutrition supplement. In 1996 alone, consumers spent more than \$6.5 billion on dietary supplements, according to Packaged Facts Inc., a market research firm in New York City. Nutrition supplement or supplements can be found in many forms: nutrition bars, tablets, capsules, powders, liquids, etc. A lot of supplements do not require any prescription. You can purchase them in health food stores, grocery stores, drug stores, or through mail or Internet.

Nutrition Supplement - nutrition supplement bars.

Some of the most popular types of nutrition supplements currently available on the market are nutrition supplement bars. There are many questions people have about nutrition supplement bars. Are they good? What are you getting with them? According to advertising of major nutrition supplement bars' manufacturers, their bars contain high levels of protein and low levels of carbohydrates.

Additional interesting content at www.nutritional-supplement-4u.com



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