



Changing the Debate about High Fructose Corn Syrup

Sweetener Colloquium

February 23, 2010

Facts about Caloric Sweeteners

Sugar and high fructose corn syrup:

- Contain the same number of calories
- Are handled by the body the same
- Are nutritionally the same
- Are equally sweet
- Both are natural



“Because the composition of high fructose corn syrup and sucrose are so similar, it appears unlikely that high fructose corn syrup contributes more to obesity or other conditions than sucrose.”



American Dietetic
Association

“Both sweeteners contain the same number of calories (4 per gram) and consist of equal parts of fructose and glucose. Once absorbed into the blood stream, the two sweeteners are indistinguishable.”



“To pretend that a product sweetened with sugar is healthier than a product sweetened by high fructose corn syrup is totally misguided.”

Michael Jacobson, Ph.D.,
Executive Director, Center for Science in Public Interest

“There’s no substantial evidence to support the idea that high fructose corn syrup is somehow responsible for obesity. . . . I think there’s this overreaction.”

Walter Willett, Ph.D., Chairman of the Nutrition Department, Harvard School of Public Health (*The New York Times*, July 2, 2006)





“A number of recent studies. . . have convinced me that HFCS does not affect weight gain.”

Barry M. Popkin, Ph.D., Professor, Department of Nutrition, University of North Carolina-Chapel Hill (*Los Angeles Times*, July 14, 2008)

It is not too dissimilar from the Sugar-HFCS debacle in the U.S.,
...despite the products being chemically virtually identical.”

LMC International Ltd, January 2010

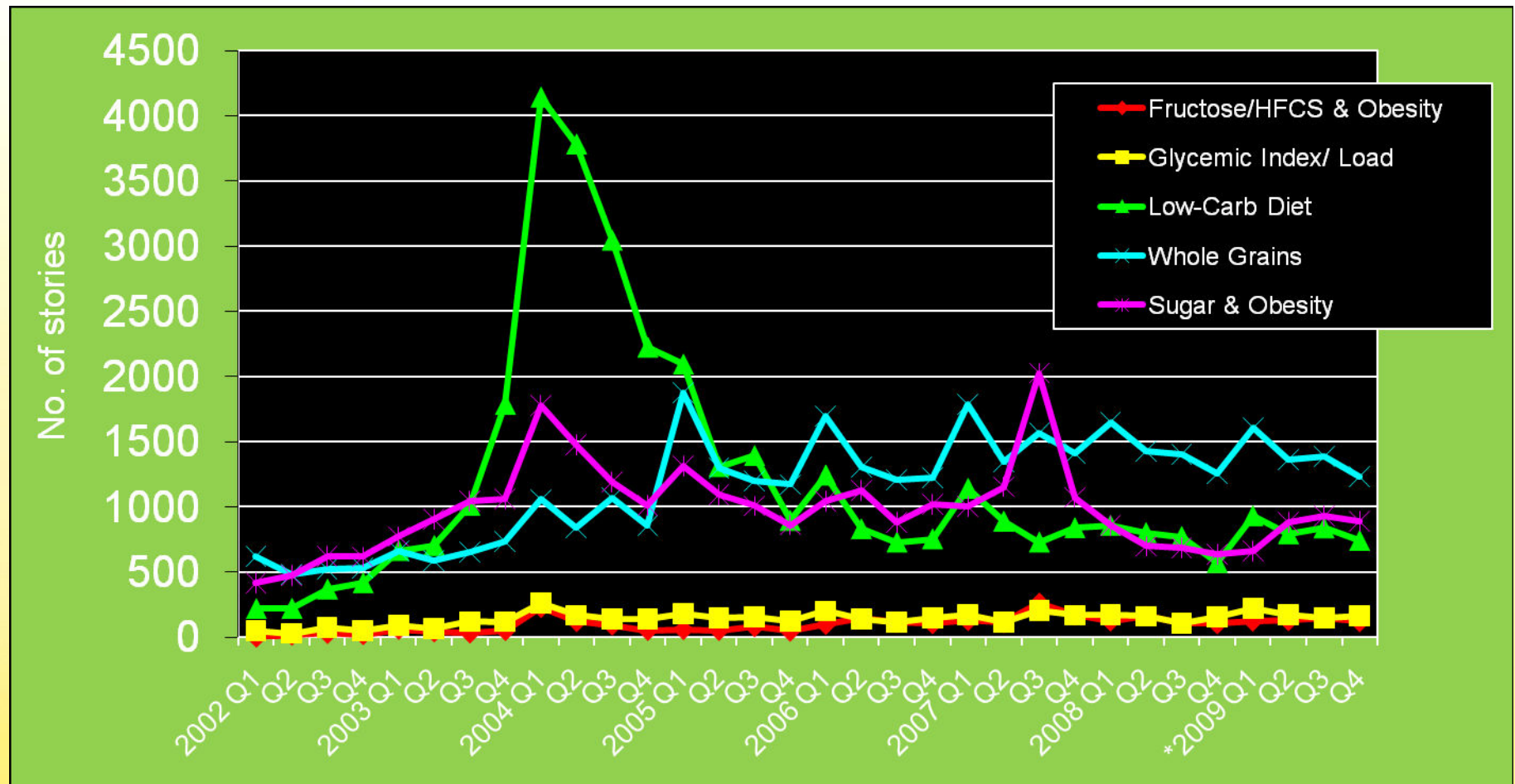


Changing the Debate Campaign

Providing Science-based Facts

- Results show that consumers are more favorable about corn sweeteners when they have the facts.
- The campaign is effectively countering myths – correcting the record.
- Credible sources agree that sugar and high fructose corn syrup are nutritionally the same.

Overview of Print Media Coverage



Source: International Food Information Council Foundation (IFIC)

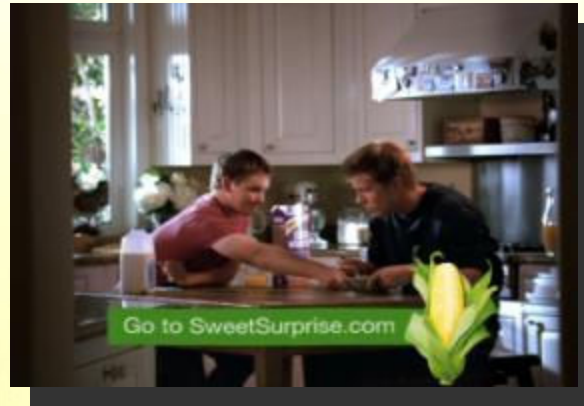
Note: Figures retrieved from Lexis-Nexis searches in newspapers and wires , *and online news sources beginning in Q1 2009. "Sugar & obesity" and "whole grains" are exclusively based on US media. The remainder of the topics include both US and international sources. Search terms are defined on the individual slides of each topic.

TV Advertising

“Two Bites”



“Brothers”



“Party”



Magazine Advertising

“Hairdresser”

“My hairdresser says that sugar is healthier than high fructose corn syrup.”

“Wow! You get your hair done by a doctor?”



Wonder what the facts are about high fructose corn syrup? Well, you're in for a sweet surprise. That's because it's natural, nutritionally the same as table sugar and has the same number of calories. And like sugar, should be enjoyed in moderation. To learn the facts, please visit our new SweetSurprise.com website.

www.SweetSurprise.com



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“Dry Cleaner”

“My dry cleaner says high fructose corn syrup is loaded with calories.”

“A registered dietitian presses your shirts?”



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“Thirds”

“High fructose corn syrup made me fat.”

“No, going back for thirds made you fat.”



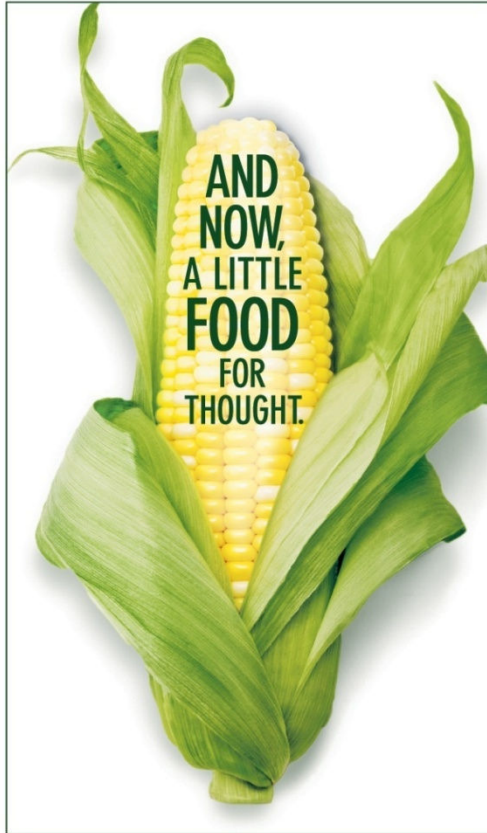
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Newspaper Advertising



A little sweetness in life is good. And what sweetens lots of our favorite foods and beverages are sugars made from corn, including high fructose corn syrup. It has the same calories and sweetness as table sugar and honey. Nutritionally, they're all the same. But like many foods, sweeteners should be enjoyed in moderation. Please visit www.SweetSurprise.com and learn the facts. You're In for a Sweet Surprise!


CORN REFINERS
ASSOCIATION
Get the facts at www.SweetSurprise.com

“Corn Husk”



Lately, high fructose corn syrup has had its name dragged through the media. Truth is, it's nutritionally the same as table sugar. Has the same number of calories, too. Even registered dietitians agree that you can keep enjoying the foods and beverages you love, just do it in moderation. To get the facts, visit our website. We welcome a healthy discussion.

www.SweetSurprise.com 

“Schmear”

Changing the Debate in the Media



April 22, 2009, NBC Nightly News with Brian Williams
 "The Corn Refiners Association is fighting back with ads defending its product as natural and just as healthy as sugar. Are the corn refiners accurate? Top nutrition scientists say there is indeed little difference between the two products." . . . "High fructose corn syrup is one of the most misunderstood products in the food supply."



March 9, 2009
 "High fructose corn syrup and sugar are equally sweet and both contain four calories per gram."
 "There is no meaningful difference in how the body metabolizes table sugar and high fructose corn syrup."



May 2009, Prevention Magazine
 Gram for gram, table sugar and high fructose corn syrup are equal in calories."



April 12, 2009, The Tampa Tribune
 "... what really matters isn't the particular sweetener in a food or beverage, but the total caloric and nutritive content of the foods we choose over the course of a day and week."



March 5, 2009, Food Product Design
 "...there is no reason to switch from high fructose corn syrup to sugar in response to recent media coverage surrounding the anticipated re-launch of certain products."



September 14, 2008, Associated Press
 "To pretend that a product sweetened with sugar is healthier than a product sweetened by high-fructose corn syrup is totally misguided."



February 10, 2009, New York Times
 "...It's an urban myth that high-fructose corn syrup has a special toxicity."



September 21, 2008, CBS News
 Benefits of a Common Ingredient
 "There's been a growing urban myth that high fructose corn syrup is a toxic substance being added to all of our foods. And I think the myth started with a few scientists who were ignorant of the issue."
 (Michael Jacobson, Ph.D., Center for Science in the Public Interest)



March 2009, Parents.com
 "Contrary to popular belief, high-fructose corn syrup isn't any likelier to cause obesity than other sugars"



April 2, 2009
 The Atlanta Journal-Constitution
 "High-fructose corn syrup is not sweeter than sugar and it doesn't trick you into eating more calorie-rich foods. Last year the AMA said, "There is no proof that high-fructose corn syrup causes obesity."



December 8, 2008, USA TODAY
 "It doesn't appear that when you consume high-fructose corn syrup, you have any different total effect on appetite than if you consume any other sugar."



December 16, 2008, The Washington Post
 "...the case against HFCS has weakened."
 "At the end of the day, it's calories that count, not high-fructose corn syrup."
 June 12, 2009, The Washington Post
 "... most nutrition experts now agree there's really little material difference between real or natural sugar and HFCS or any other caloric sweetener, for that matter."



March 9, 2009, Medical News Today
 "High fructose corn syrup and sugar are equally sweet and both contain four calories per gram."
 "There is no meaningful difference in how the body metabolizes table sugar and high fructose corn syrup."



Rockford Register Star



December 23, 2008,
National Public Radio
"Table sugar, made from sugar beets or cane, is a combination of two sugars: glucose and fructose. And so

Los Angeles Times

August 2, 2008,
Los Angeles Times
Most medical research says it is the calories, rather than the sweetener, that make a difference to a person's health. And sugar and high fructose corn syrup have identical calorie



September 17, 2008, TIME, CNN
"Even the scientists who first floated the idea of a link between high-fructose corn syrup and rising



May/June 2009, Eating Well
"Singling out HFCS turned out to be unjustified."

SCIENTIFIC AMERICAN

September 12, 2008
Scientific American
"Whether it's sucrose or high-fructose corn syrup, I don't think it makes a difference."



September 28, 2008
The Sacramento Bee Newspaper
"The American Medical Association in June issued a report saying that there's not enough good evidence that high-fructose corn syrup contributes to obesity or diabetes any more than other caloric sweeteners



January/February 2008
"...in recent studies, HFCS had the same impact as sugar on blood sugar."



September 26, 2008,
Dallas Morning News
"...high-fructose corn syrup, when consumed in moderation, is OK."



February 16, 2009, KOMO Channel 4
"There's very little chemical difference between these two sweeteners, and there's no reason to be more afraid of high-fructose corn syrup than regular table sweetener."



July 30, 2008
The San Diego Union Tribune
"High-fructose corn syrup is simply another sweetener, and I consider it to be no worse than regular sugar."



April 24, 2009, Palm Beach Post
"There's not a scintilla of doubt in the scientific literature that high fructose corn syrup and sugar are the same."



March 9, 2009,
Food & Drink Magazine
"...there isn't a shred of evidence that high-fructose corn syrup is any more harmful (or healthier) than sugar."



February 10, 2009, KBCI Channel 2
"...corn syrup, like sugar, is fine in moderation."



June 8, 2009
"Exchanging one sweetener for the other is a metabolic wash."



HFCS-Free Marketing Campaigns Fail to Result in Market Share





“The decision to switch from HFCS to cane sugar is 100% marketing and 0% science.”

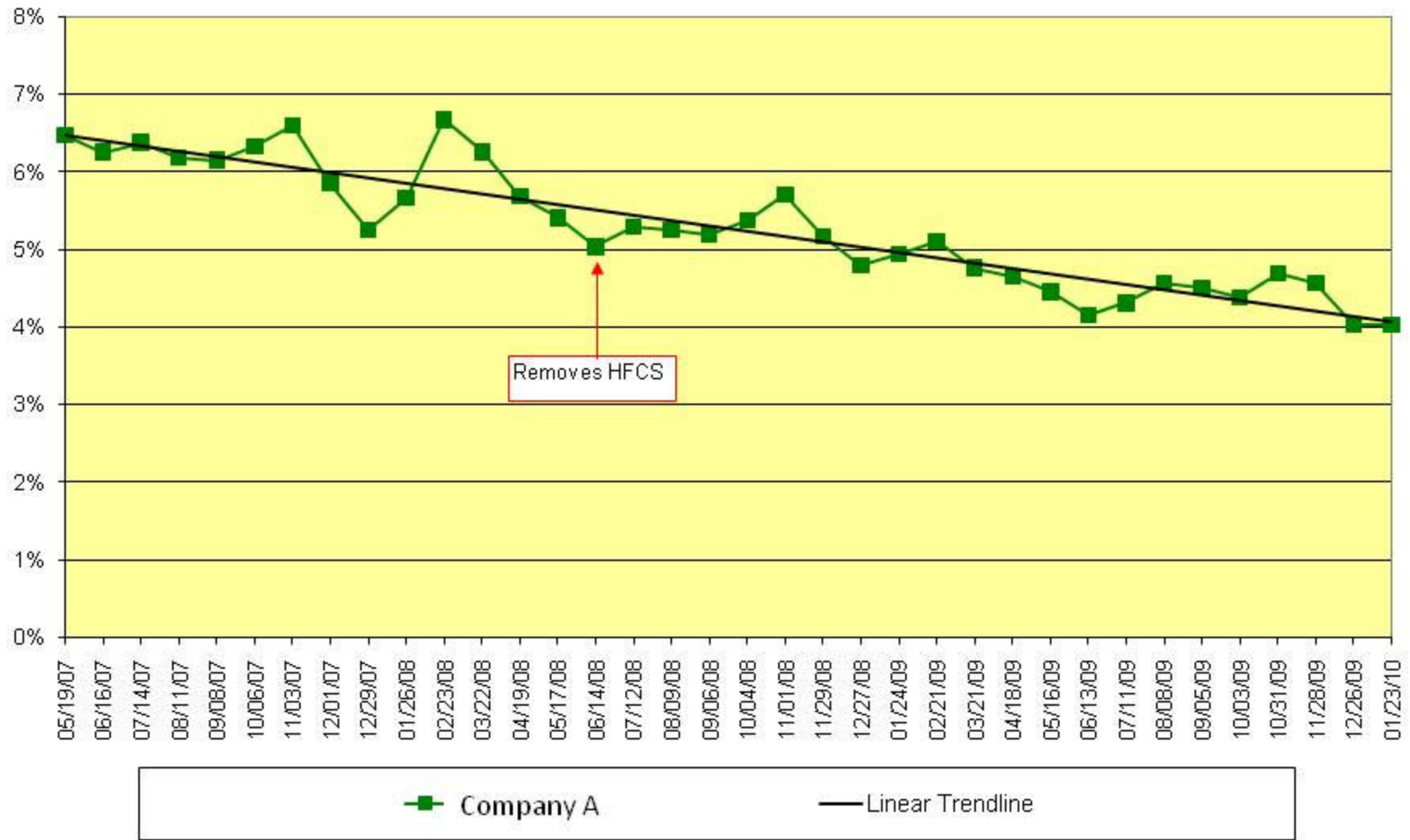
David Ludwig, Director of the Optimal Weight for Life Program, Children's Hospital, Boston, Massachusetts

“This is a marketing issue, not a metabolic issue. The real issue is not high fructose corn syrup. It's that we've forgotten what a real serving size is. We have to eat less of everything.”

David Klurfeld, Ph.D., USDA's Agricultural Research Service

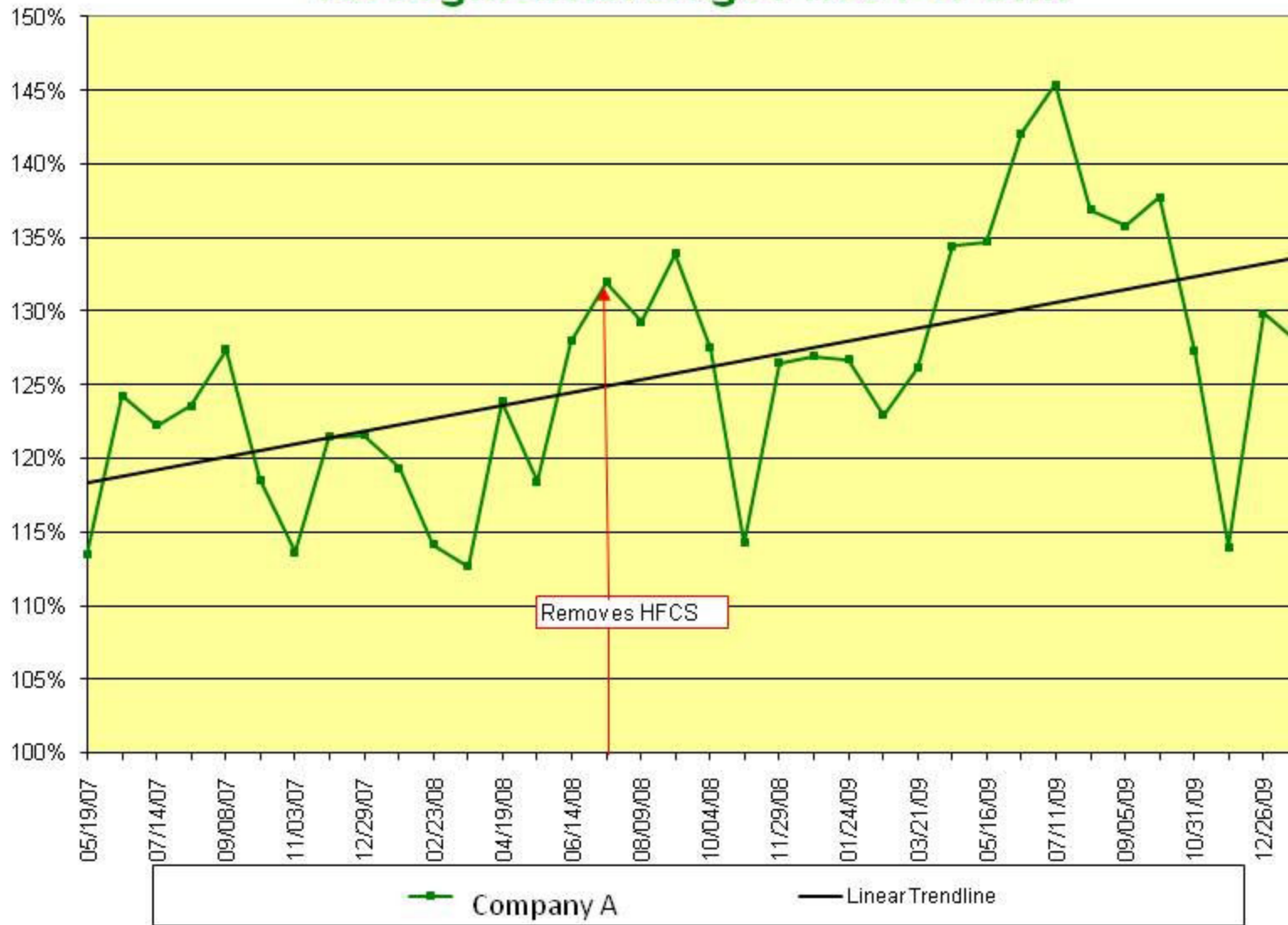


Company A's Share (\$ Sales) of Total Sauce Market



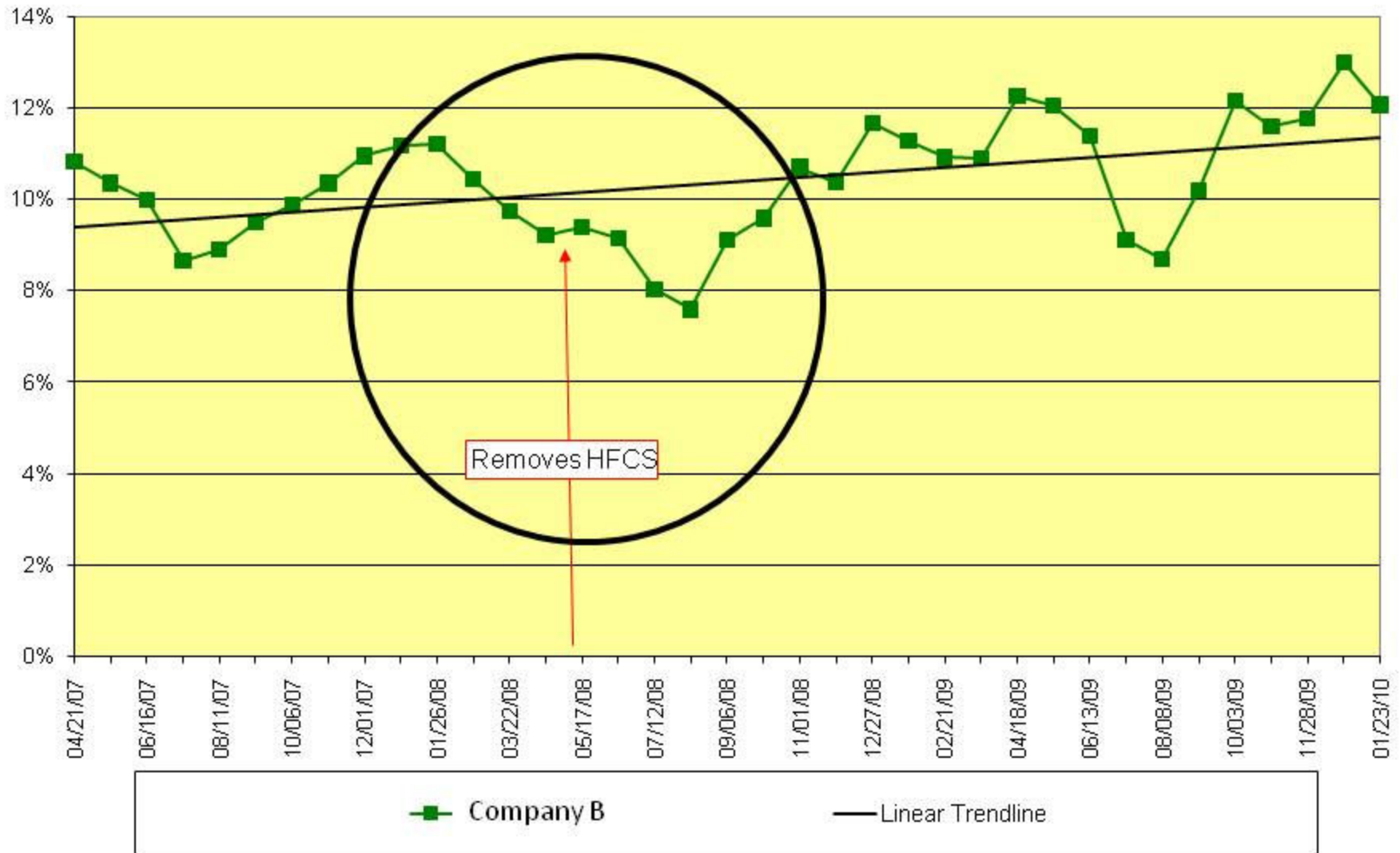
Source:
The Nielsen Company

Company A's Average Price Per Unit vs. Segment Average Price Per Unit



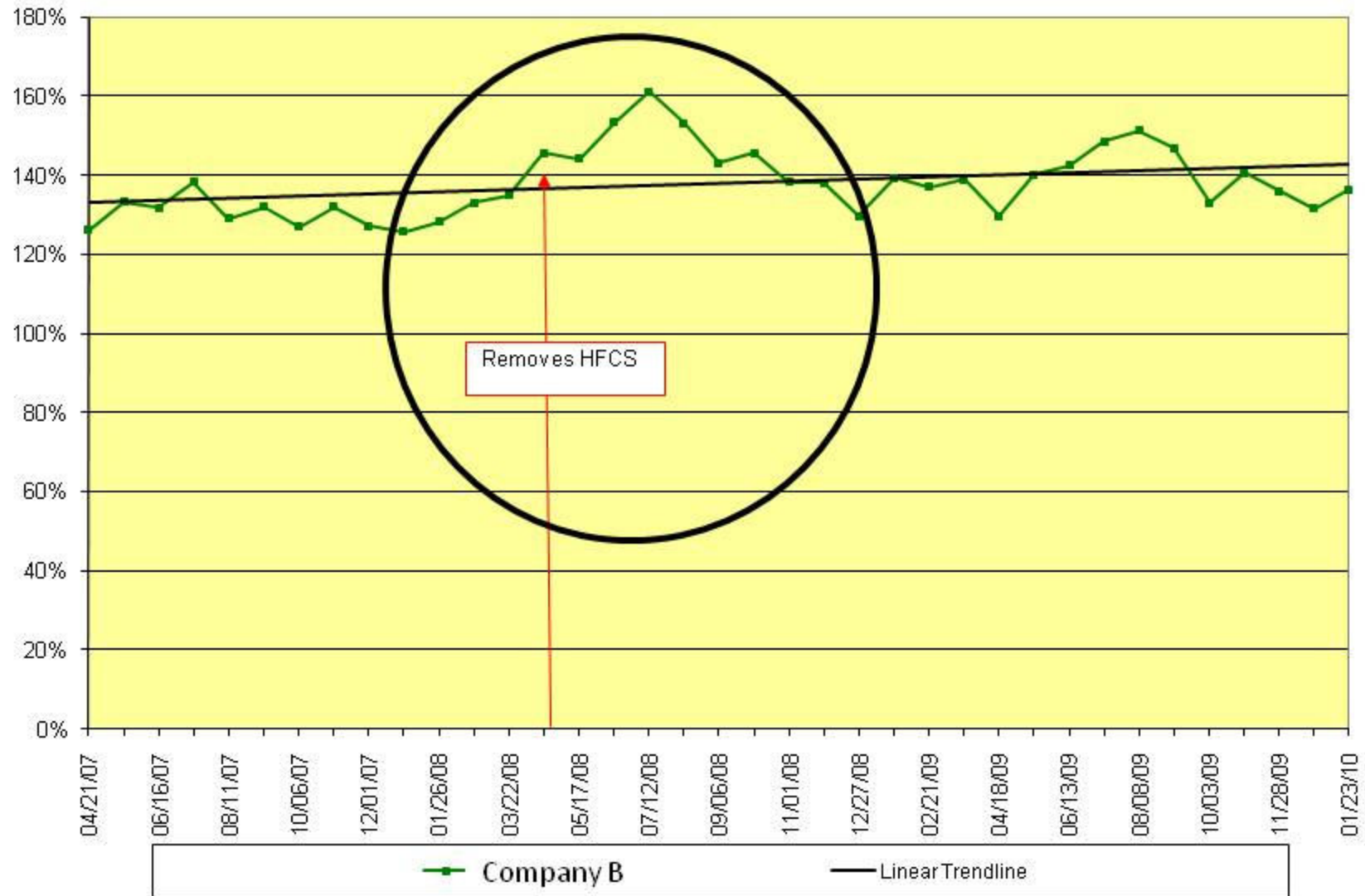
Source:
The Nielsen Company

Company B's Share (\$ Sales) of Total Fruit Drinks Market



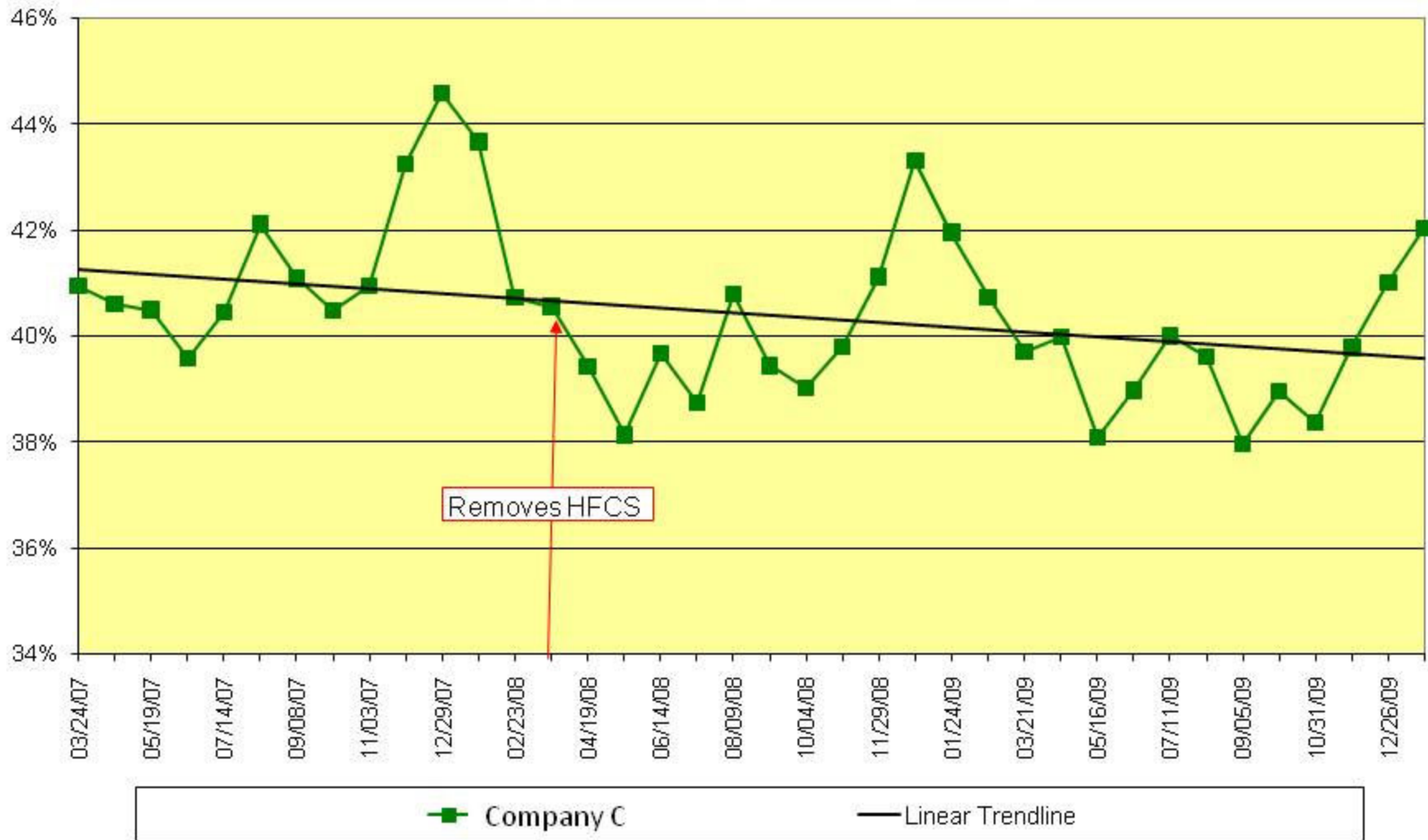
Source:
The Nielsen Company

Company B Average Price Per Unit vs. Segment Average Price Per Unit



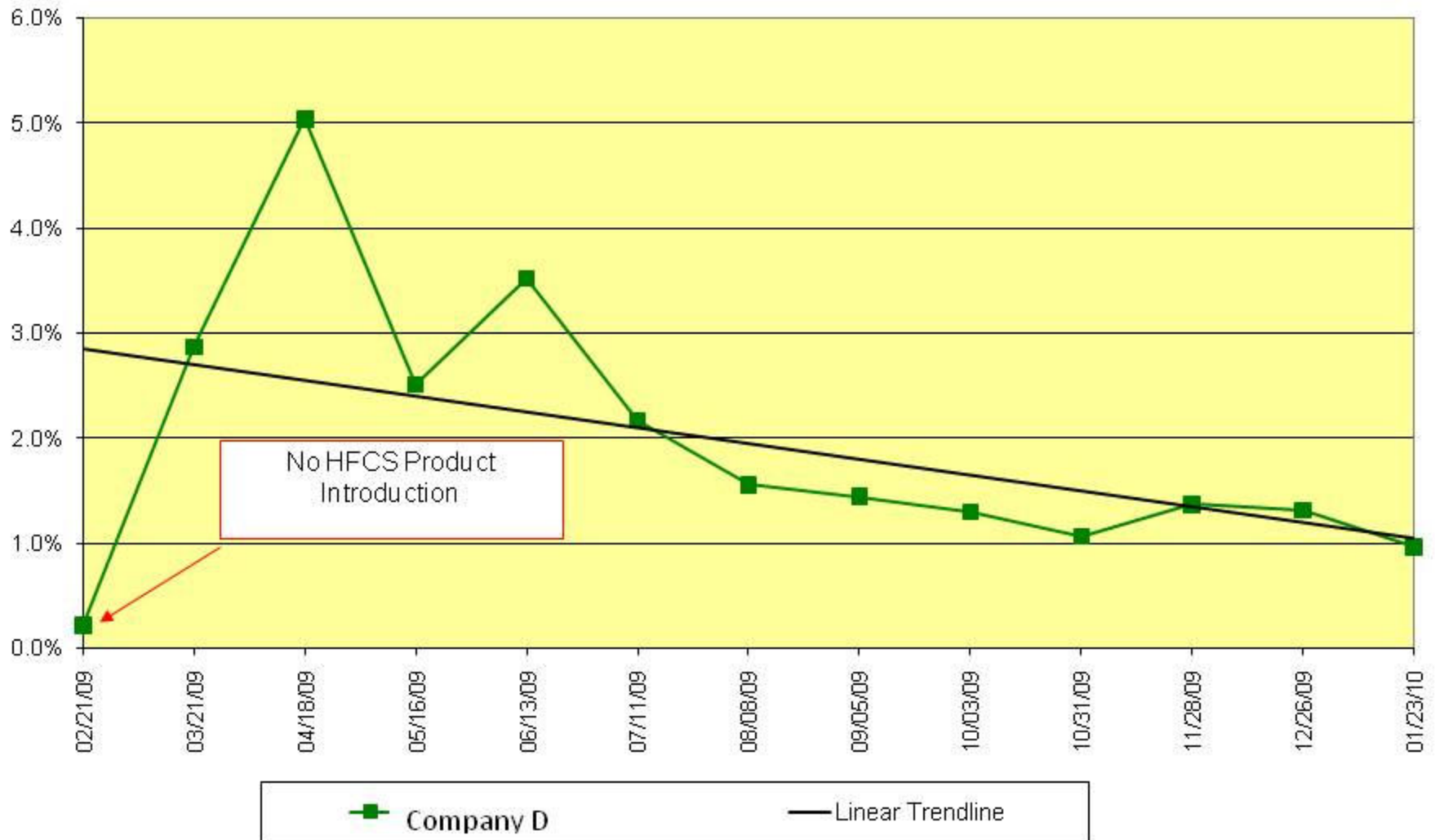
Source:
The Nielsen Company

Company C's Share (\$ Sales) of Total Fresh Bakery Muffin Market



Source:
The Nielsen Company

Company D's Share (\$ Sales) of Total Baked Snacks Market



Source:
The Nielsen Company

High Fructose Corn Syrup Is Simply a Kind of Corn Sugar

- Consumers are becoming educated about the facts.
- High fructose corn syrup remains the most economical caloric sweetener.
- Consumers do not want to pay more for their groceries at checkout.
- High fructose corn syrup provides numerous functional benefits.
- Food and beverage companies can continue to use high fructose corn syrup with confidence.

To learn more about high fructose corn syrup and the campaign, please visit: SweetSurprise.com

SweetSurprise.com
The Facts About High Fructose Corn Syrup

search go

HFCS & Your Family | Learning Center | Experts On HFCS | Myths vs. Facts | Science & Research | News & Press | About Us

In 1983, the U.S. Food and Drug Administration formally listed HFCS as safe for use in food and reaffirmed that decision in 1996. The FDA noted that "the saccharide composition (glucose to fructose ratio) of HFCS is approximately the same as that of honey, invert sugar and the disaccharide sucrose [table sugar]."

Public — Food and Drug Administration Federal Register, August 23, 1996

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Welcome

Welcome to SweetSurprise.com, the site devoted to answering your questions and providing factual information about high fructose corn syrup — an ingredient that's more than just a natural sweetener. High fructose corn syrup provides many important characteristics, such as texture, flavor and freshness, to your favorite foods and beverages. It is nutritionally the same as table sugar and has the same number of calories, too. As many dietitians agree, sweeteners should be enjoyed in moderation.

High fructose corn syrup has been in the news a lot lately, and some reports give misleading information. The facts may surprise you.

Hot Topics

Experts Lay to Rest Long-Held Misconceptions about High Fructose Corn Syrup
Journal of Nutrition supplement on ILSI-USDA workshop encourages the scientific community and the general public to stop demonizing high fructose corn syrup as the culprit of obesity [Read more>>](#)

Landmark NBC News Nutrition Report
NBC Nightly News with Brian Williams "The

Mothers at a party discuss high fructose corn syrup. [more details >>](#)

A couple in the park talk about HFCS and moderation. [more details >>](#)

A younger brother tells his older brother the facts about HFCS. [more details >>](#)

View all creative components of the campaign. [more details>>](#)