

# Facts

## WORTH BEARING IN MIND

\$1 TRILLION IN SALES

### THE INDUSTRY

- Processed food accounts for roughly \$1 trillion a year in sales.
- Employs more than 16 million people.
- Total economic cost of this health crisis: approaching \$300 billion a year.

16 MILLION EMPLOYEES

# Salt

TWICE THE DAILY MAX CONSUMED DAILY

- We consume roughly 8,500 milligrams of salt per day, more than double the recommended maximum. Men in their 30s average nearly 12,000 milligrams.
- Food manufacturers have altered salt's physical structure to increase its allure: they now produce it in 40 different grades, from powdered to pyramid shaped, each of which is specifically designed to send the strongest signals to the brain.



- We consume 22 teaspoons a day, or 70 pounds a year, per person.

- **How it's manipulated:** concentrated fruit juices and stripped fruit are touted as "natural sweeteners," but have the same health impact as table sugar or high fructose corn syrup.
- The tip of the tongue isn't the only spot that registers sweetness. In fact, we have sugar receptors in every last one of our mouths' 10,000 taste buds, as well as down our esophagus and into our stomachs. These receptors are all connected to the part of our brain known as the pleasure zone—and the food giants are well aware of this.

# fat

11%

- 11% of our total calories come from saturated fat—which is the harmful type of fat—far more than the recommended daily maximum 7%.
- Where it comes from: cheese, mostly, which is the single largest source of saturated fat in the American diet.
- Food manufacturers are fiddling with the structure of fat globules, affecting their absorption rates, and increasing the allure of the products by improving what is known in the industry as "mouthfeel."

1 IN 5 KIDS IS CLINICALLY OBESE

### OBESITY

- One in three adults and one in five kids are clinically obese. 24 million Americans now have diabetes.
- The societal effects: the Pentagon complains that it can't find enough healthy-weight recruits; maternal deaths have risen due to obesity-related problems during childbirth; health care and lost productivity costs are approaching \$300 billion a year.
- Each year 220,000 Americans desperate to lose weight (including children) are undergoing bariatric surgery [to sharply reduce the size of their stomach cavity.]

Information provided by

**Salt, Sugar, Fat**  
**How the Food Giants Hooked Us**

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