

Beat: Lifestyle

## **GLOBESITY - The Great Disinformation from the Food Industry**

### **Obesity Kills 3 Times More than Famine**

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**USPA NEWS** - GLOBESITY is the Modern Epidemic that is fast becoming the Biggest Danger to World Health and is not caused by any Conventional Infectious Agent. It is spreading at an Alarming Rate, from the Industrialised Countries in the West to the Developing World where it often sits Side by Side with Malnutrition. Since a while, the number of Overweight Individuals in the World rivals those who are Underweight, and the Developing Countries have seen some of the Biggest Increases. The Structural Environmental Changes resulted from the Unintended Consequences of Laws that created Unregulated Marketing and Advertisements, Food Subsidies to a 'Food Industrial Complex' which manufactures Obesogenic Foods that foster Addiction to its Foodstuffs.

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- GLOBESITE - La Grande Désinformation de l'Industrie Agroalimentaire (Globesity - The Great Disinformation from Food-Processing Industry), by Trycia MBUKUMBUMBA, Slaheddine ARIDHI, Laurent BARRAT, Jonathan LOUIS and published by VA Editions.

The Current Economic Realities have resulted in altered Family Dynamics, Eating Habits, and Food Availability compared to Previous Generations. The Root Causes of the Epidemic of Obesity are Governmental Policies and the Food Industry which make Obesity difficult to escape in the US and now Worldwide. Remote Rural Communities of Indigenous People are especially vulnerable to the changes in Lifestyle and Diet that comes with Economic Development.

In addition to Health, the spread of Obesity is having an environmental impact as People eat more and expect to enjoy a High-calorie Diet rich in Animal Protein as they become Wealthier. World Health Organization began Sounding the Alarm in the 1990s, spearheading a Series of Expert and Technical Consultations. Public Awareness Campaigns were also initiated to sensitize Policy-makers, Private Sector Partners, Medical Professionals and the Public at large.

As some would say : Take our Increasingly Sedentary Lifestyles, Mix in a Generous Portion of American Fast-food and Dubious Agricultural Practices, Add a Dash of Corporate Duplicity and you have a Recipe for High Obesity Rates across the Planet. The Rise of global Fast Food Outlets has been a Key Change in our Environment leading to Fattier Foods and Fatter People.

Americans, thanks in part to First Lady Michele Obama's "Let's Move" Program, have recently woken up to the Unsustainability of their Soda Guzzling, Fast Food Lifestyles. Other Politicians and Activists have also weighed in on the Debate, making the Environment for the Fast Food Industry not as Comfortable as in the Past.

Already the Size of the Global Footprint of the Junk Food Industry is breathtaking: 'Coca-Cola and PepsiCo together control almost 40 % of the world's Soft Drink Market, according to the Economist. Soda Sales, meanwhile, have more than doubled in the last 10 years, with much of that Growth Driven by Developing Markets....

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