



Sugar: More Isn't Better

Sugar 101
Natural
vs
Refined



Natural Sugars

Sugars found **naturally** in food

- Lactose – natural milk sugar
- Fructose – sugar found in fruits



Naturally produced sweeteners

- Honey
- Agave Nectar
- Stevia
- Maple Syrup



Refined Sugars

Sugars that have undergone an extraction and purification process (*Table sugar*)

Used as an added sugar in prepared and processed foods

Lack any additional nutrients and are simply a calorie source (**Zero** nutritional value)





Refined Sugars are found in 80% of all packaged foods



Effects of Too Much Sugar



29.1 million Americans (9.3% of population) have diabetes.
Affecting **1 out of 3** by 2050



30 million (1 in 10) has one of 100 kinds of liver disease

Having too much sugar affects your brain's ability to let your body know that you've had enough food. This is called **Leptin resistance**.

Leptin is the hormone that tells you, **“Hey, I’m full!”**

When you consume too much sugar, it counteracts against Leptin which can lead to over consumption of food and consequently, obesity.

This is your brain



This is your brain on drugs



Any Questions?

THE WEIGHT OF OBESITY

OF



OBESITY

IN OECD COUNTRIES



USA
34%



MEXICO
29,5%



NEW ZEALAND
26,5%



It's no surprise to see the two categories contain the same states – It shows a direct correlation between obesity and poor health.

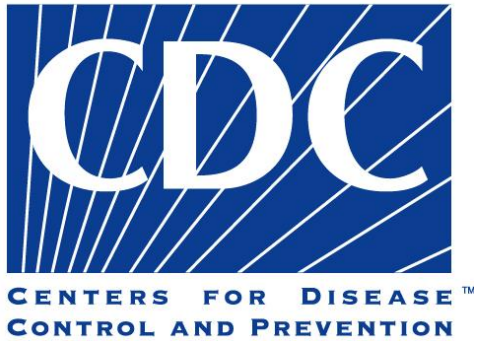
10 Least Healthy States

- #41 – Indiana
- #42 – South Carolina
- #43 – Alabama
- #44 – West Virginia
- #45 – Tennessee
- #46 – Oklahoma
- #47 – Kentucky
- #48 – Louisiana
- #49 – Arkansas
- #50 – Mississippi

10 Worst Obesity Rates

- #41 – South Carolina
- #42 – Indiana
- #43 – Alabama
- #44 – Oklahoma
- #45 – Louisiana
- #46 – Kentucky
- #47 – Tennessee
- #48 – Arkansas
- #49 – West Virginia
- #50 – Mississippi

Source: AmericasHealthRankings.org



- 1994 – 58% of Americans were Overweight
- Today **69%** of Americans over age 20 are Overweight
 - White only, male..... 73.2%
 - White only, female..... 60.9%
 - African American only, male..... 70.7%
 - African American only, female..... 82.2%
 - Hispanic origin, male..... 82.8%
 - Hispanic origin, female..... 79.3%
- Today **36%** of Americans over age 20 are Obese
- 1994 – 10% of American Children were Overweight
- Today **32%** of American Children are Overweight
- **2034** – **95%** of Americans will be Overweight
- **2050** – **1 in 3** Americans will have Diabetes

How much **Sugar** do Americans consume each year on a per capita basis?

156 Pounds

(Thirty-one 5lb bags of sugar)



Of the 156 Pounds of Sugar consumed per capita:



- 29 pounds come from traditional sugar (or sucrose)
- Remainder comes from packaged foods

Source: Sugar Association

Recommended Daily Allowance (RDA) Recommendations for Sugar Consumption



The average American consumes **19.5 teaspoons of sugar** per day (or 17% of their daily diet)

How Much Sugar is in My Food?

More than you might think....

Nutrition Facts	
Serving Size $\frac{3}{4}$ cup (55g)	
Servings Per Container 5	
Amount Per Serving	
Calories 250	Calories from Fat 50
<hr/>	
	% Daily Value*
Total Fat 6g	9%
Saturated Fat 0.5g	3%
Cholesterol <5mg	<2%
Sodium 200mg	8%
Total Carbohydrate 40g	13%
Dietary Fiber 4g	16%
Sugars 18g	18%
Protein 9g	18%
<hr/>	
Vitamin A 25% • Vitamin C 50% • Calcium 30% • Iron 25%	
*Percent Daily Values based on a 2,000 Calorie diet.	

4g of Sugar =



17% of calories in the American diet come from added sugars



1 bar = 24g (6 tsp)



1 tbsp sv = 3.7g (1tsp)



20oz = 65g (16 $\frac{1}{4}$ tsp)

PAY ATTENTION!!!

How To Calculate the Calories Per Serving From Total Sugars

Nutrition Facts			
Serving Size: 2 nuggets(30g)			
Servings Per Container: 3			
Amount Per Serving			
Calories 110	Calories from Fat 30		
% Daily Value*			
Total Fat 3g			5%
Saturated Fat 1g			5%
Trans Fat 0g			
Cholesterol 0mg			0%
Sodium 45mg			2%
Potassium 270mg			8%
Total Carbohydrate 18g			6%
Dietary Fiber 6g			24%
Sugars 9g			
Protein 3g			6%
Vitamin A 2%	•	Vitamin C 0%	
Calcium 4%	•	Iron 6%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Protein		50g	65g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4			

4 Calories = 1 gram of Sugar
Calories from Sugar = 9 x 4
Calories from Sugar = **36**



Daily Recommendation
Calories per day from Sugar

Women – **100** calories per day
Men – **150** calories per day

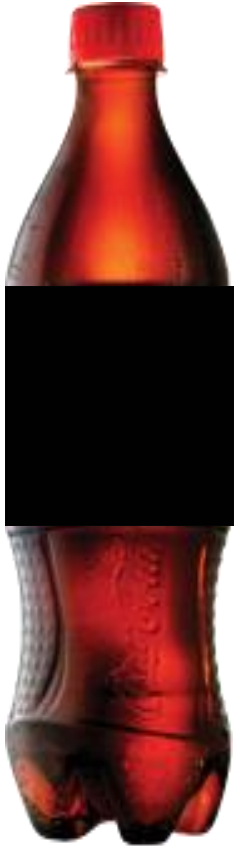
Liquid Sugar

Liquid sugar in sodas, energy drinks and sports drinks is the **leading** source of added sugar in the American diet.



According to the Department of Health and Human Services, this represents **36%** of all added sugars consumed.

What About the 20oz Regular Soda?



Nutrition Facts	
Serving Size 1 bottle	
Servings Per Container 1	
Amount Per Serving	
Calories 240	
	% Daily Value*
Total Fat 0g	0%
Sodium 75mg	3%
Total Carbohydrate 65g	22%
Sugars 65g	
Protein 0g	
Not a significant source of fat calories, saturated fat, trans fat, cholesterol, fiber, vitamin A, vitamin C, calcium and iron.	
*Percent Daily Values (DV) are based on a 2,000 calorie diet.	

4 Calories = 1 gram of Sugar
Calories from Sugar = 65 x 4
Calories from Sugar = **260***

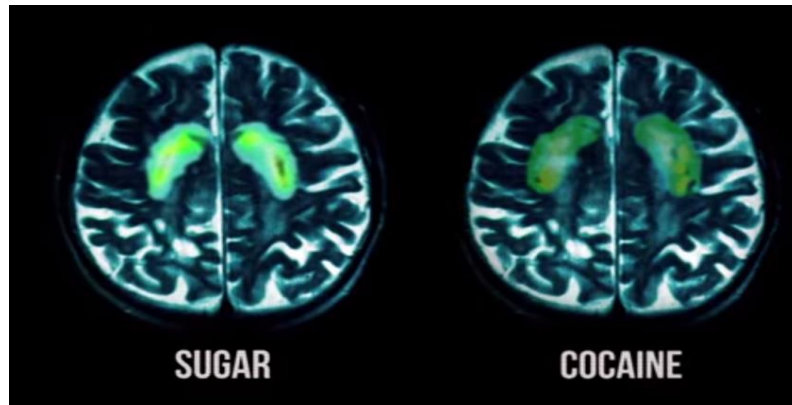
Congratulations, you have just consumed more than **DOUBLE** your daily allotment of calories from sugar in **ONE** 20oz soda!

* 100% of the calories (**240**) would be the calories from sugar

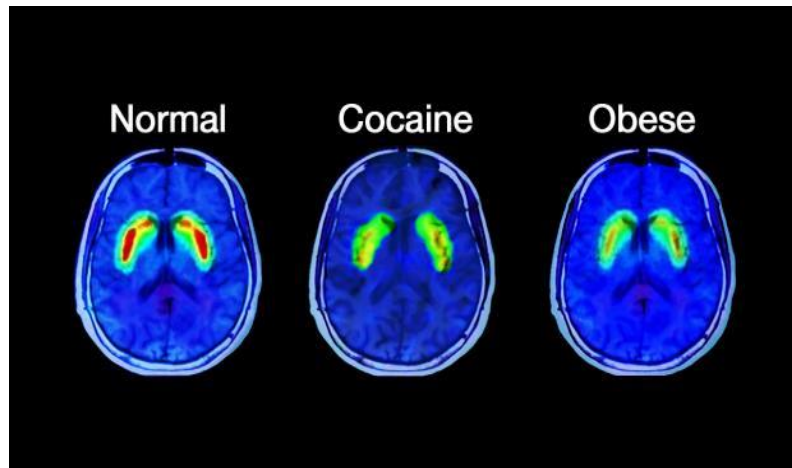
What Happens To Your Body When You Consume **Too Much** Sugar?



Sugar Addiction



According to brain scans, sugar is just as addictive as cocaine and affects the same parts of the brain.



- The **red** stuff is dopamine – makes you feel good!
- The addict will experience feeling good in a different order.
- As an addict, you don't feel as good **while** using the sugar, alcohol, cocaine. But you feel great right before using it.



- Excess sugar leads to obesity as well as a many preventable illnesses, including Type II Diabetes, Heart Disease, Metabolic Syndrome, Kidney Disease, and Cancer.
- The American Heart Association recommends no more than 9 teaspoons of sugar for men and 6 teaspoons of sugar for women daily.
- 80% of all packaged foods contain refined sugars.
- Read Nutrition Labels carefully – There are 4 calories in every 1 gram of sugar.

