

This is for Kids....

SUGAR BREAKFAST PRODUCTS MARKETED TO AMERICAN CHILDREN

Grams of Sugar per Serving/
Grams in a Serving

as listed in Nutrition Facts on box
(This is very easy to find!)

⊗ = 4 grams = 1 teaspoon

**Teaspoons of Sugar
per Serving (approximate)**

Percentage
of Sugar

<u>Manufacturer</u>	<u>Name</u>	<u>Grams of Sugar per Serving/ Grams in a Serving</u>	<u>Teaspoons of Sugar per Serving (approximate)</u>	<u>Percentage of Sugar</u>
General Mills	Count Dracula "Provides 9 Vitamins and Minerals"	14/30	⊗⊗⊗	47%
General Mills	Trix	13/30	⊗⊗⊗	43%
General Mills	Cookie Crisp	13/30	⊗⊗⊗	43%
General Mills	Cocoa Puffs	14/30	⊗⊗⊗	47%
General Mills	Reese's Puffs	13/30	⊗⊗⊗	43%
Kellogg	Cocoa Rice Krispies	14/31	⊗⊗⊗	45%
Kellogg	Smacks	15/27	⊗⊗⊗⊗	56%
Kellogg	Mud & Bugs	15/29	⊗⊗⊗⊗	52%
Kellogg	Apple Jacks	16/33	⊗⊗⊗⊗	48%
Kellogg	Marshmallow Frost Loops "Sweetened MultiGrain Cereal"	16/30	⊗⊗⊗⊗	53%
Kellogg	Froot Loops	15/32	⊗⊗⊗⊗	47%
Kellogg	Corn Pops	14/31	⊗⊗⊗	45%
Kellogg/Disney	Mickey's Magic "Made With Whole Grain" "11 Vitamins and Minerals"	15/29	⊗⊗⊗⊗	52%
Kellogg/Disney	Hunny B's	11/29	⊗⊗⊗	38%
Kellogg/Pixar	Buzz Blasts	16/33	⊗⊗⊗⊗	48%
Post	Stawberry Blasted Honeycomb	12/30	⊗⊗⊗	40%
Post	Alphabits	13/32	⊗⊗⊗	41%
Post	Golden Crisp	14/27	⊗⊗⊗	52%
Post	Cocoa Pebbles	12/29	⊗⊗⊗	41%
Post	Oreo O's	13/27	⊗⊗⊗	48%
Post	Fruity Pebbles	12/27	⊗⊗⊗	44%
Quaker	Cap'n Crunch's Choco Donuts	14/31	⊗⊗⊗	45%
Quaker	Cap'n Crunch's Crunch Berries	12/26	⊗⊗⊗	46%
<u>All Of These Companies Also Manufacture Cereals Low In Sugar:</u>				
Quaker	Oatmeal unflavored only	no sugar!	☺	0%
Post	Shredded Wheat unflavored only	no sugar!	☺	0%
General Mills	Cheerios unflavored only	1/30	☺	3%
Kellogg	Cornflakes unflavored only	2/28	☺	7%

This is for Kids...

"We are facing an OBESITY epidemic; we are facing a DIABETES epidemic; and we haven't been doing a good service to our KIDS. We just feel that we can't represent the best interests of student health if we are selling them things that aren't healthy."

-- Sandy VanHouten, Director of Child Nutrition Services for the Ventura CA School District.

"School Not Sweet on Junk Food," Los Angeles Times, Ventura County Edition, 1/30/03

WHITE FOOD: MANUFACTURED SUGAR PRODUCTS MARKETED TO CHILDREN

4 grams of sugar = 1 teaspoon sugar

SUGAR IN THE MORNING

Kellogg Apple Jacks (Sugars 16 g per 33 g serving) **48% sugar, 4 teaspoons sugar**

General Mills Cocoa Puffs (Sugars 14 g per 30 g serving) **47% sugar, 3 1/2 teaspoons sugar**

General Mills Count Dracula (Sugars 14 g per 30 g serving) **47% sugar, 3 1/2 teaspoons sugar**

Kellogg Froot Loops (Sugars 15 g per 32 g serving) **47% sugar, 3 3/4 teaspoons sugar**

Kellogg Golden Crisp (Sugars 14 g per 27 g serving) **52% sugar, 3 1/2 teaspoons sugar**

Kellogg/Disney Mickey's Magic (Sugars 15 g per 29 g serving) **52% sugar, 3 3/4 teaspoons sugar**

Kellogg Smacks (Sugars 15 g per 27 g serving) **56% sugar, 3 3/4 teaspoons sugar**

SUGAR FLUID

Kraft CapriSun (Sugars 30 g per 200 ml pouch) **7 1/2 teaspoons sugar**

Cott Chubby Cotton Candy Cream Soda (Sugars 30 g per 8.45 fl oz bottle) **7 1/2 teaspoons sugar**

The Coca-Cola Co., Coca-Cola Classic (Sugars 37 g per 16.9 fl oz bottle) **9 1/4 teaspoons of sugar**

Dannon Danimals Rockin' Raspberry drinkable lowfat yogurt (Sugars 15 g per 3/1 fl oz) **3 3/4 t sugar**

Pepsi Fruit Works, Strawberry Melon (Sugars 62 g per 20 fl oz bottle) **15 1/2 teaspoons sugar**

The Coca-Cola Co., Fruitopia Cherry Vanilla GROOVE (Sugars 43 g per 12 fl oz) **10 3/4 teaspoons sugar**

Gatorade All Stars Thirst Quencher "No fruit juice" (Sugars 22 g per 12 fl oz) **5 1/2 teaspoons sugar**

Nestle Nesquik Reduced Fat Banana Milk (Sugars 58 g per 16 fl oz bottle) **14 1/2 teaspoons sugar**

Hershey's MilkShake, Cookies 'n' Cream (Sugars 88!!! g per 14 fl oz bottle) **22 teaspoons sugar!!!**

SUGAR LUNCH & SNACKS

Oscar Mayer Lunchables, Deep Dish Pizza (Sugars 61!!! g per package) **15 1/4 teaspoons sugar**

General Mills' Betty Crocker Hawaiian Punch Fruit Gushers Fruit Snacks "Excellent source of vitamin C"

"Earn Cash for Your School" (Sugars 12 g per 25 g pouch) **3 teaspoons sugar**

Nestle Butterfinger BB's (Sugars 96!!! g per 12.5 oz bag) **24 teaspoons sugar!!!**

"Enjoy one of AMERICA'S coolest snacks ANYTIME, ANYWHERE, ANYPLACE:

Watching TV, Playing a VIDEO GAME, Surfing the NET, Popping in the CAR, During HOME-WORK"

Jello Chocolate Flavor Pudding Snacks "Perfect to Pack in Lunches" (Sugars 21 g) **5 1/4 teaspoons sugar**

Cap Candies Harry Potter Bertie Bott's Every Flavor Beans (Sugars 35 g per pouch) **8 3/4 t sugar**

Kraft Jet-Puffed Marshmallows "A Fat Free Food" (Sugars 4 1/4 g per piece) **1 1/4 t sugar per piece**

Hershey's Kisses, (3 g per 1 piece) **1 teaspoon sugar per piece**

Nabisco Oreo Chocolate Sandwich Cookies "America's Favorite Cookie" (Sugars 4.3 g per cookie) **1 1/3 t sugar**

Dolly Madison Bakery Powdered Donut Gems "Back to School" (Sugars 3 3/4 g per donut) c. **1 t sugar**

Mars Skittles (Sugars 45 g per 61.5 g package) **73% sugar, 11 1/4 teaspoons sugar**

Mars M&M's (Sugars 31 g per 47.9 g package) **65% sugar, 7 3/4 teaspoons sugar**

Hostess Twinkies (Sugars 14 g per 43 g cake) **33% sugar (less than sugar cereals!), 3 1/2 teaspoons sugar**

Hershey's York Peppermint Pattie "Get the sensation!" (Sugars 25 g per 39 g pattie) **6 1/4 t sugar**

General Mills' Betty Crocker Whipped Fluffy White Frosting (Sugars 7 g per tablespoon) **58% sugar, 1 3/4 t sugar**

"Earn Ca\$h! for your school. 1. Collect Box Tops. 2. Send Them In 3. Your School Gets a Check!

General Mills Box Top\$ for Education, boxtops4education.com"

SUGAR IN THE MORNING Breakfast cereals marketed to young children contain **more sugar, ounce per ounce, than Hostess Twinkies.** ♦ Cereal grains aren't very profitable in raw form. If you puff them, sweeten them and put them in a box with a picture on the front and a toy inside, you can charge a lot more.

♦ The refined flour in children's cereals have the **nutritional value of table sugar.** ♦ Unlike whole grains that break down slowly in the digestive system, refined flour floods into the bloodstream as glucose (sugar). The body produces a burst of insulin to ferry it into fat and muscle cells for storage. After years of sugar hits, cells become resistant to insulin, and the system breaks down, triggering **diabetes** and fostering heart disease.

SUGAR FLUID Over the past 40 years, consumption of carbonated soft drinks in the US has more than **quadrupled.** ♦ Soft drinks account for **50 gallons per year per person.** ♦ **20% of 1 and 2-year-olds** now drink soda. ♦ 20 years ago, teenage boys in the United States drank twice as much milk as soda; now they drink **twice as much soda as milk.** ♦ The average teenage boy who drinks soda drinks **3.5 cans** per day. ♦ A medium Coke that sells for \$1.20 contains flavored sugar syrup purchased for about **9 cents.**

SUGAR SCHOOLS *No more new contracts: soda banned in L.A. schools.* ♦ Vending machines provide money for 98% of public high schools, 74% of middle schools and 43% of elementary schools ♦ Since 1997, school districts have sold exclusive vending machine rights to a soft drink company. **School profits** depend on the sales of the product. ♦ When students bought fewer drinks in one school district, an administrator wrote his principals: Allow students to bring Coke products into the classrooms and move Coke machines to places where they would be **accessible to students all day.** ♦ Eight-year-olds are considered ideal customers by soft drink companies: they have about 65 years of purchasing in front of them. ♦ Fast food chains are now gaining access to the public schools -- the last advertising-free outposts of America. ♦ With an epidemic of obesity, **changes in school lunchrooms** offer the best chance of weaning children from the sugar that ruins their health. ♦ A backlash has been growing among **parents** for fresh food in schools.

MORE SUGAR Sugar consumption was about 10 pounds per year in 1821, but over **147 pounds per person** in 1993. ♦ American companies produce 3,800 calories of food and snacks a day for every American: **500 calories more** than 30 years ago. ♦ Americans were neither lean nor active when they started mainlining low-fat, high-sugar snacks in the 90's -- so the rate of type 2 diabetes soared. ♦ Type 2 diabetes, which was once found only in adults, now afflicts children. ♦ Sugar now accounts for **30%** of teenagers' calories. Sugar consumption drives out nutritious food, so American teenagers are poorly nourished in most minerals and many vitamins that play a critical role in brain health. ♦ We're too fat from eating sugar; it's killing us.

REAL FOOD The new Harvard Nutrition Pyramid recommends eating real foods: whole grains and breads; vegetable oils such as olive oil; abundant fresh vegetables; fresh fruits; nuts, legumes, fish, poultry, eggs; 0 to 2 servings of dairy or a calcium pill; limited rice, potato, refined breads, sweets and sugar foods; meat and butter sparingly; and a vitamin pill. (<http://www.hsph.harvard.edu/nutritionsource/pyramids.html> scroll down.)

Sources: *Hope Health Letter, New York Times, Newsweek, Nutrition Action Healthletter, Eric Sclosser, Fast Food Nation, Carol Simontacchi, The Crazy Makers*

Mary Ciani Saslow, saslow@viz.tamu.edu