Dispatch: Food Industry Joins Michelle Obama

By ACSH Staff — May 18, 2010

The Washington Post reports [1], “In a direct response to Michelle Obama’s declared war on childhood obesity, an alliance of major food manufacturers on Monday pledged to introduce new, more healthful options, cut portion sizes and trim calories in existing products.”

“Reducing the calorie content of food is a good idea, but I suspect they’re not doing it the way we would,” says Dr. Whelan. “Using food technology [2] like fat and sugar substitutes provides high-tech ways of making food taste good with fewer calories. The reality is that consumers are very sensitive to changes in their favorite products, so you have to make sure that the new options are both healthy and appealing.

ACSH’s Dr. Gilbert Ross adds, “Of course, reducing portion size is a tried-and-true technique to reduce calories — and cheap to implement as well!”

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