

## THE STANDARD AMERICAN DIET & OUR HEALTH

\*Each year, the average American consumes:

- 111 lbs. red meat
- 150 lbs. wheat (mostly refined flour)
- 39 gallons of alcohol
- 580 lbs. dairy products
- 53 gallons of soft drinks
- 154 lbs. sugar
- 29 lbs. ice cream
- 24 gallons of coffee

\*Americans consume 53 teaspoons of caloric sweeteners per day, the equivalent of a 5 pound bag of sugar every week and a half -- 75% more than in 1909. In Europe and North America, fat and sugar count for more than half of all caloric intake.

\*The National Cancer Institute recommends 5 servings per day of fruits and vegetables, but only 9% of the population and only 20% of "gatekeeper" family physicians say they consume the daily 5 servings.

\*70% of the food produced in America is processed or refined. 90% of food budget dollars in America are spent on processed, packaged foods.

\*The National Cancer Institute spends approximately \$1 million a year promoting the 5 servings of fruit and vegetables a day for better health campaign, while Kellogg's spent \$34 million promoting Frosted Flakes alone. McDonald's annual advertising budget is \$1 billion, Coca-Cola's is \$770 million and General Mills is \$598 million.

\*64.5% of adults in America are overweight -- the highest percentage of any country in the world. Of those, 27% are classified as obese.

\*In addition to a significantly higher risk for many chronic diseases, overweight people have a 45% higher risk of developing many cancers.

\*Cardiovascular diseases account for more than 40% of all deaths in the United States.

\*Between 1990-1998, there was a 70% increase in adult diabetes for people between the ages of 30-39 and a 33% increase for the population overall.

\*Obesity is associated with 300,000 deaths each year, soon to overtake tobacco use as the leading cause of death.

\*In 1988, former Surgeon General Dr. C. Everett Koop stated that the American diet was the cause of approximately two-thirds of all deaths due to disease in America.

\*Knowledge is power -- it can make a difference in your life. Start the change... today!