



'HFCS-free' Emerging as New Health Claim, says Datamonitor

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9/13/2007 - In response to the consumer climate, food and beverage manufacturers have started to use 'HFCS-free' as another promotion mechanism to appeal to health-conscious consumers. "Until recently, a handful of small companies said their products were free of (HFCS)" said Tom Vierhile, Director of Datamonitor's Productscan Online. "What's new today is that some of the larger packaged food and beverage companies are removing (HFCS) from their products including Kraft Foods, Dannon and Del Monte Foods."

High fructose corn syrup (HFCS), which has until recently been a popular and common sweetener used especially in beverages, has been found by some studies to be linked to higher body weight (*see graph, right*). Campaigners against the ingredient point to science showing that the body processes the syrup differently than other sugars due to the fructose content, leading to greater fat storage.

But not everyone agrees that there is a link between HFCS and obesity. Industry associations and trade bodies, such as the Corn Refiners Association (CRA), have repeatedly claimed there is no scientific evidence to suggest that **HFCS** is *uniquely responsible* for people becoming obese.

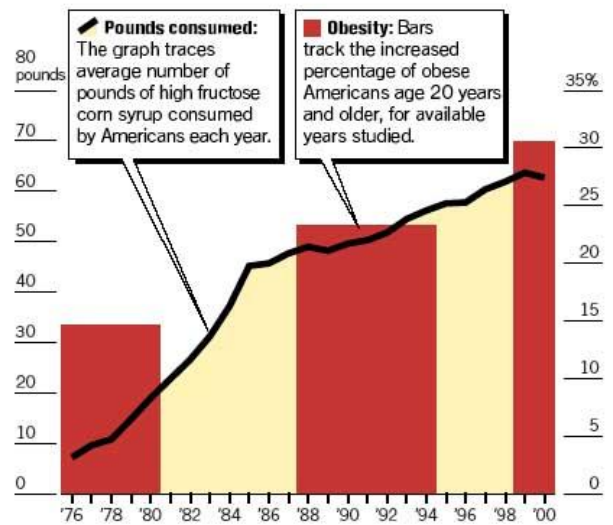
And just recently the consumer group Center for Science in the Public Interest (CSPI) – an organization that usually campaigns *against* industry and the use of certain ingredients that may be considered harmful – teamed up with the CRA to urge President Bush to revise a government report that suggests HFCS is responsible for obesity.

"While CSPI certainly thinks Americans are consuming far too much sugar from cane and beet sources and HFCS, research demonstrates that the body treats those sweeteners in the same way. It is time to kill the 'urban myth' that HFCS is more harmful than sugar (sucrose)," said CSPI.

For more on this story go to <http://www.nutraingredients-usa.com/news/ng.asp?n=79903-cspi-cra-hfcs-sweetener>

Obesity and high fructose corn syrup

The number of Americans who are obese has quadrupled in recent years, a study shows. At the same time, high fructose corn syrup consumption has risen at parallel rates.



Source: Centers for Disease Control, American Obesity Association, Chronicle research

Chronicle Graphic