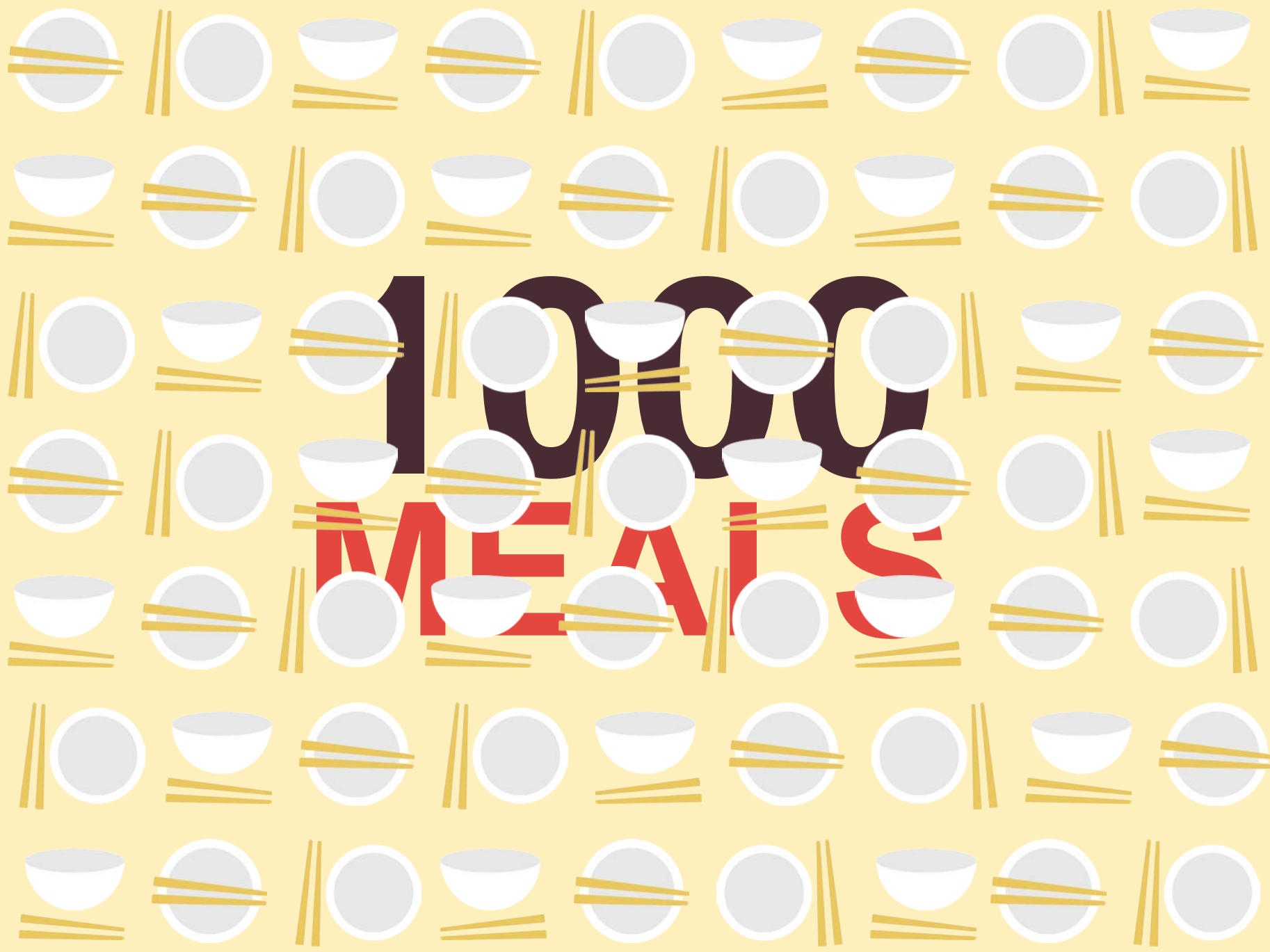


FOOD: FACTS AND FEARS

SCWS 2017 TOKYO NOVEMBER 2017

**PROFESSOR LORD KREBS
OXFORD UNIVERSITY**





10000
MEALS

BLU
SU

SUGAR **IS THE NEW** **TOBACCO**

Horizontal lines representing text in a column.

Horizontal lines representing text in a column.



IS THIS STATEMENT

FALSE

ORGANIC FOOD IS SAFER

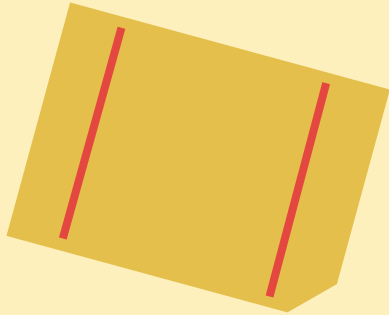




FALSE

ARTIFICIAL SWEETENERS
ENCOURAGE PEOPLE TO

**PUT ON
WEIGHT**





FALSE

SATURATED FAT
INCREASES YOUR RISK OF
CARDIOVASCULAR
DISEASE





**PROBABLY
TRUE**

SUGAR

IS WORSE THAN FAT
IN TERMS OF
OBESITY





FALSE

FOOD DYES MAKE
CHILDREN
HYPERACTIVE





**NOT
PROVEN**



**WHAT
EVIDENCE
IS THERE?**



**HOW
RELIABLE
IS IT?**

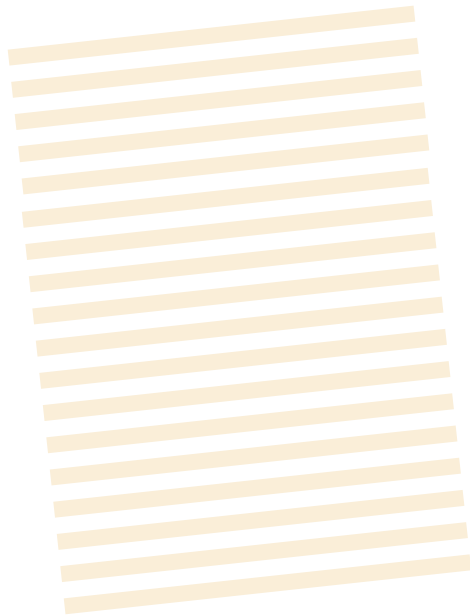


**WHICH
EXPERTS
SHOULD WE
TRUST?**

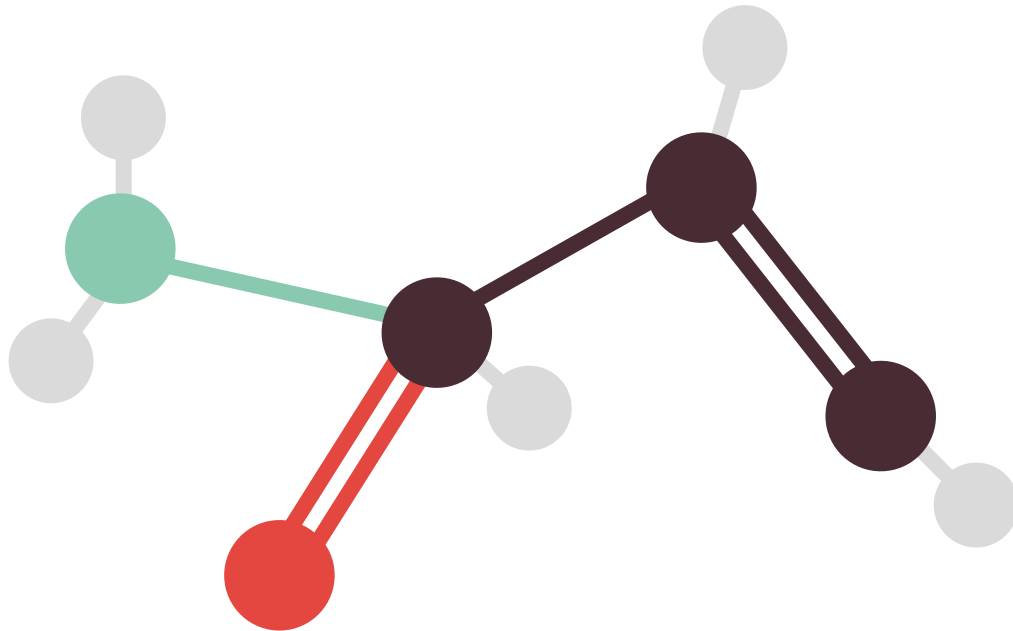




TRUE EXTENT OF 'FRANKENFOOD' INVASION



CANCER RISK IN CHIPS AND BISCUITS



CHO
SPRE
CAUS

PRC

AI

C

C

BABY FOOD IN

CANCER
ALERT



STOP EATING FRIED FOOD



CARRY ON AS NORMAL

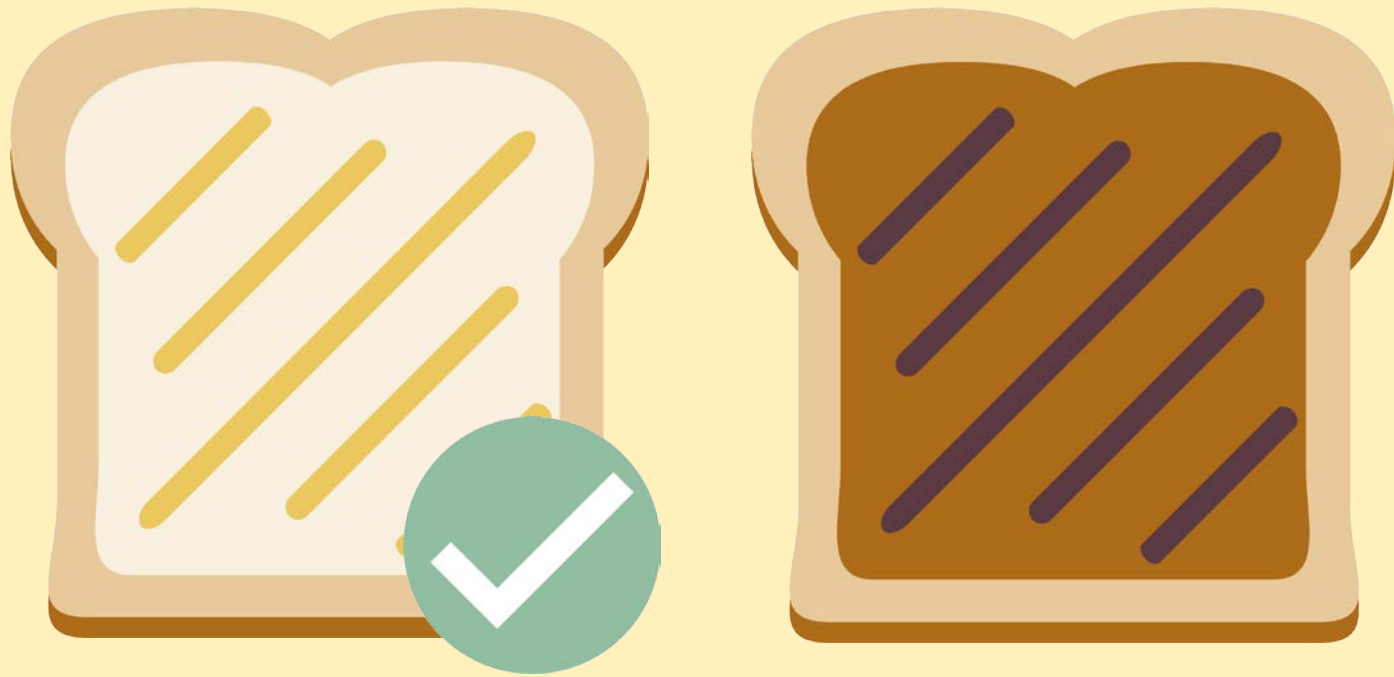


CHANGE THE WAY YOU COOK



BE AWARE THERE MAY BE A RISK





GO FOR A GOLDEN COLOUR

NEWSPAPER HEADLINE

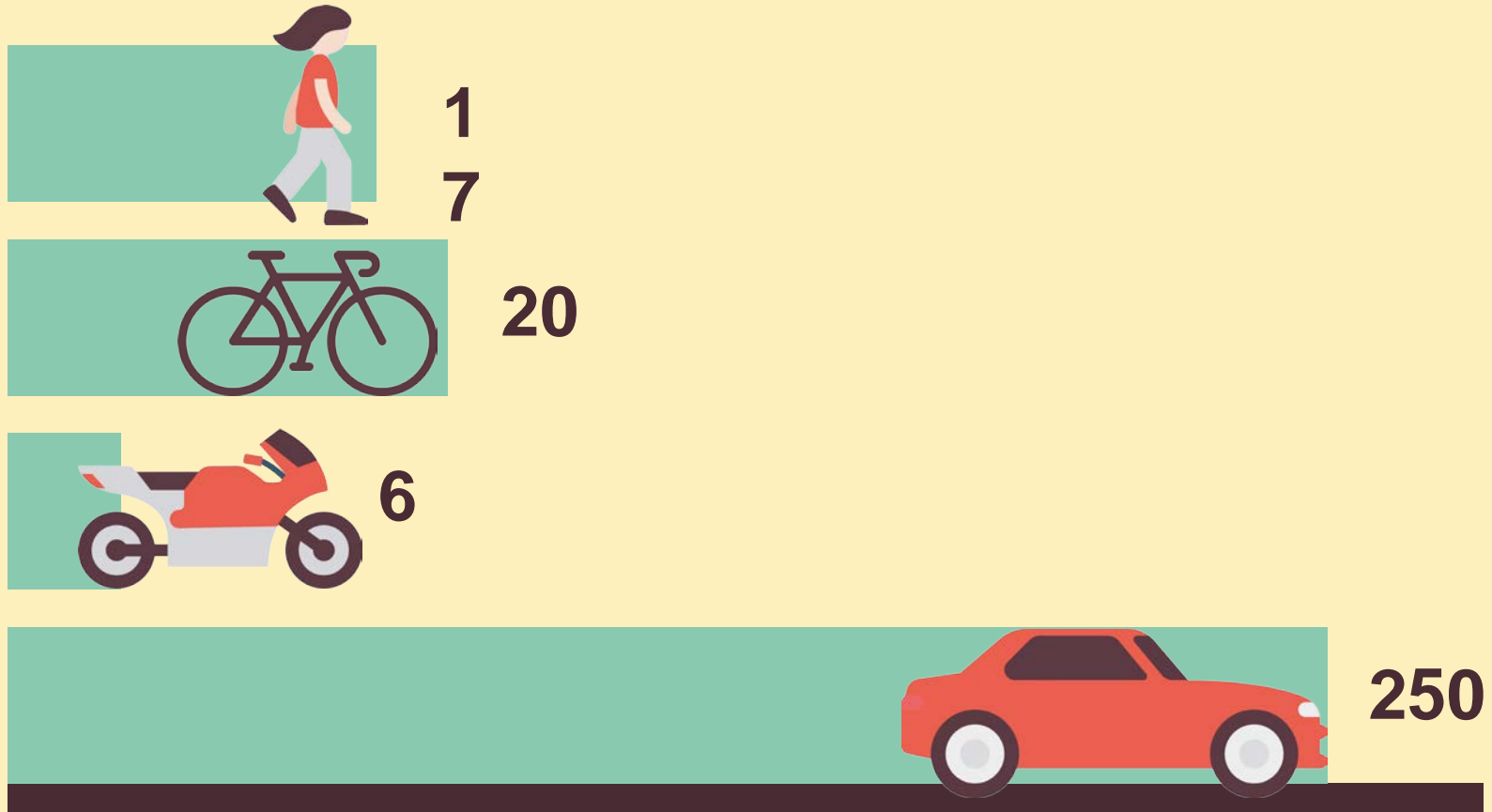
“A daily fry up boosts your
cancer risk by 20%”

**ABOUT 5/400 PEOPLE GET
PANCREATIC CANCER DURING THEIR
LIFE**

IF ALL 400 EAT 50g BACON EVERY DAY:
20% INCREASE IN RISK = **1/400**

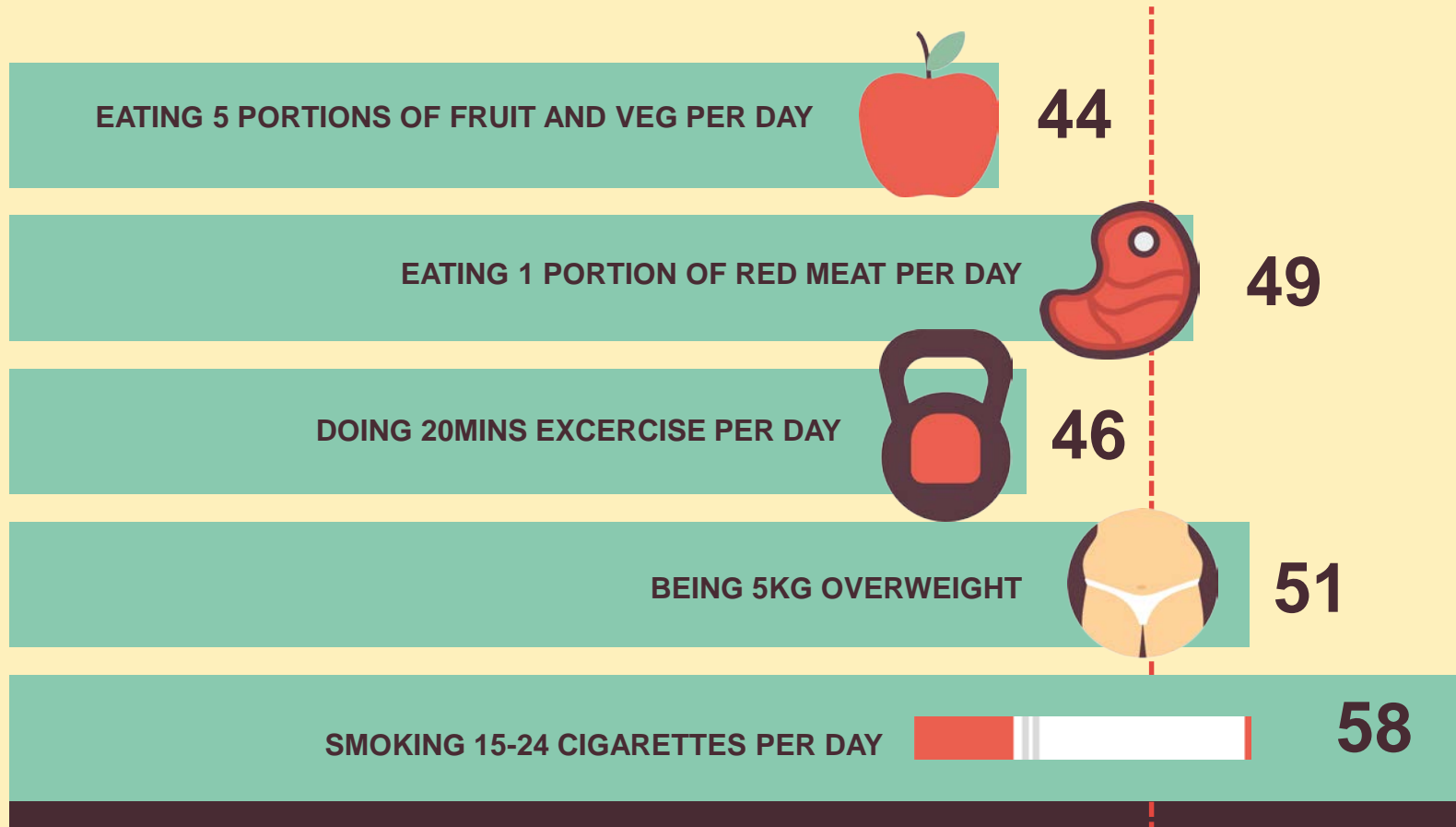
EXTRA RISK = 0.25%

HOW FAR CAN YOU TRAVEL PER MICROMORT?



MILES

DAILY MICROLIVE EXPENDITURE EXAMPLES BASED ON LIFESTYLE



ONE DAY = 48 MICROLIVES



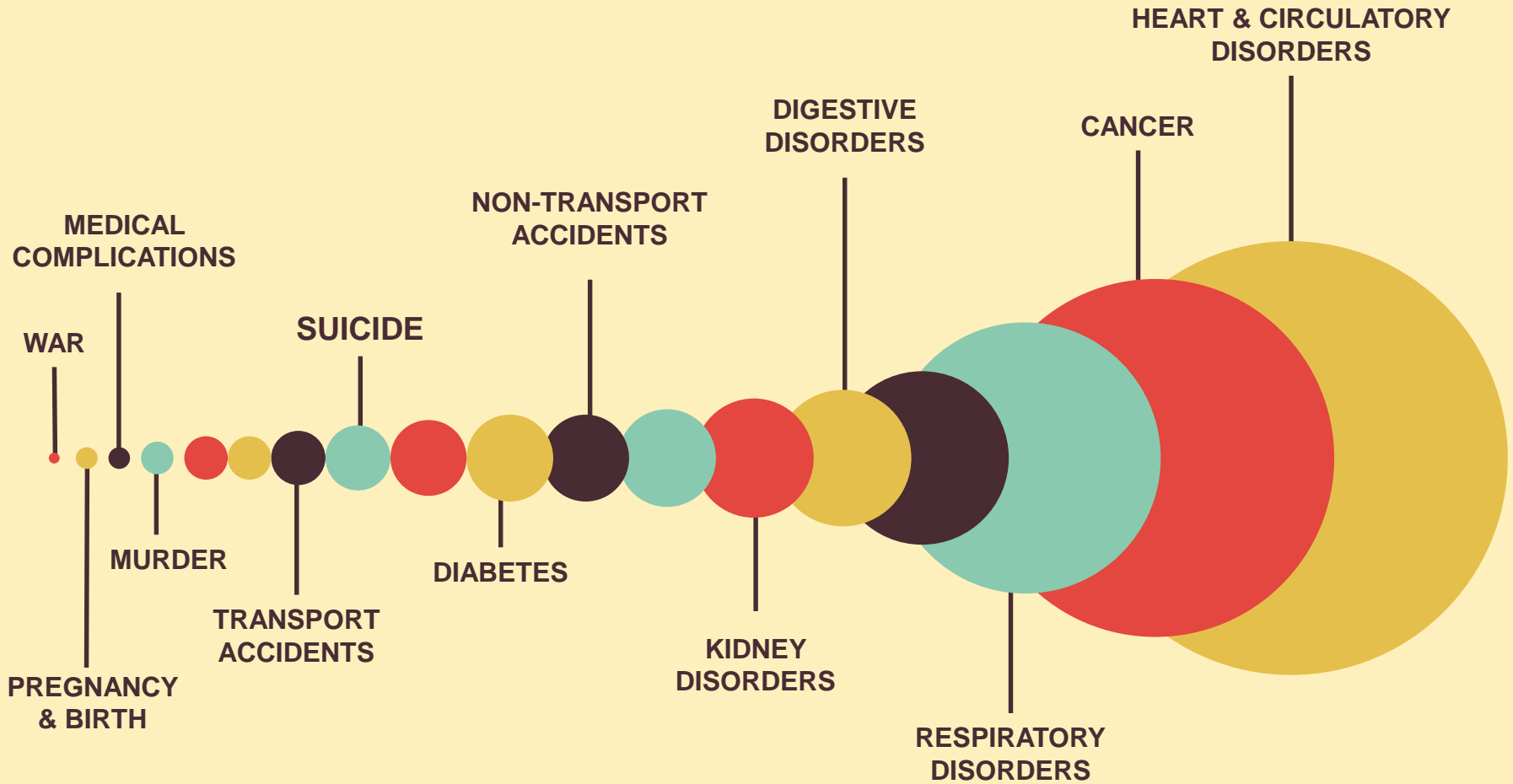
**POSSIBLE RISK...
..BUT NOT LIKELY**

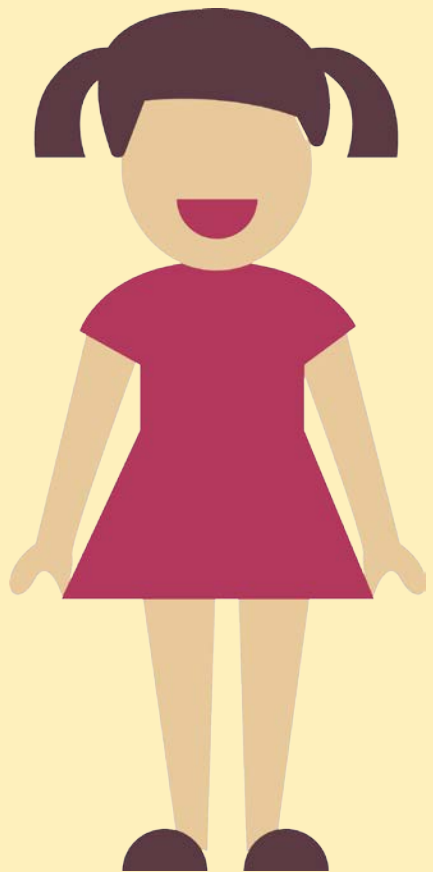
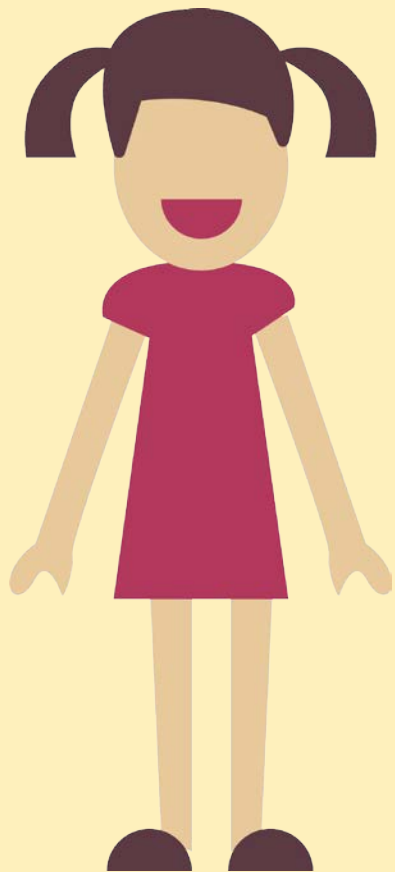
WE'RE WORKING TO FIND OUT MORE

**MEANWHILE NOT ADVISING YOU
TO STOP EATING LAMB**

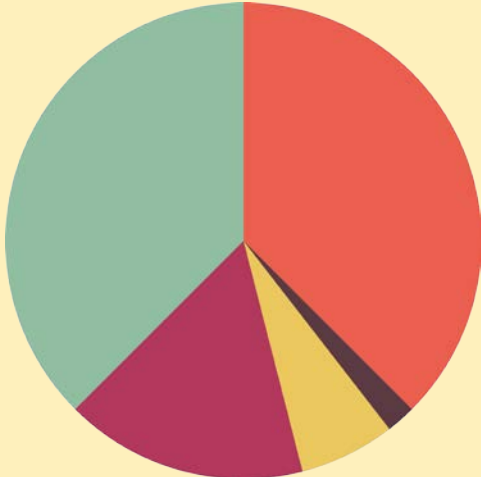
IT'S YOUR CHOICE IN THE END

LEADING CAUSES OF DEATH IN THE UK

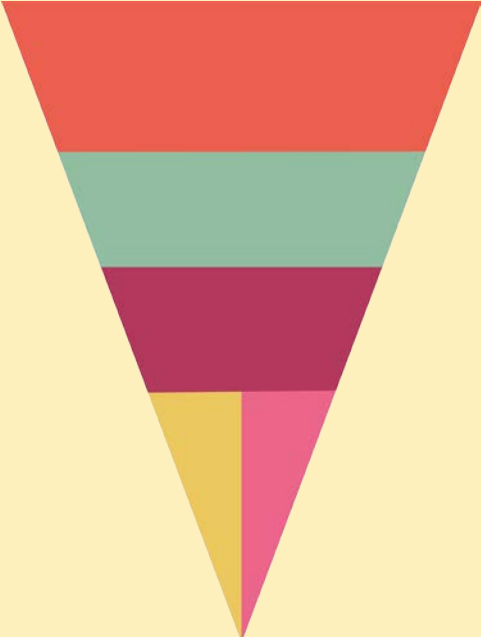




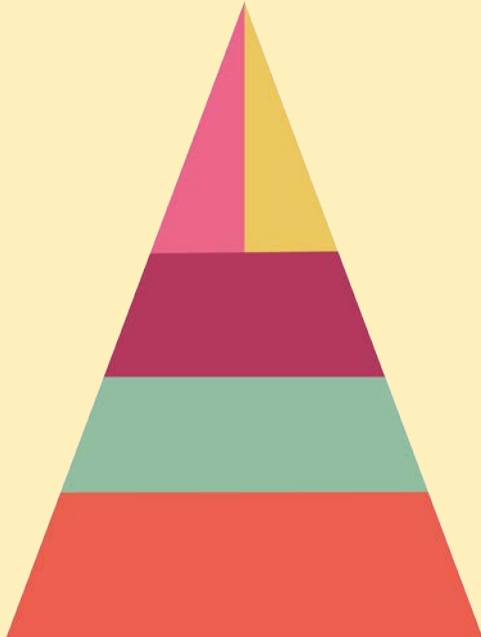
NUTRITIONAL GUIDELINES



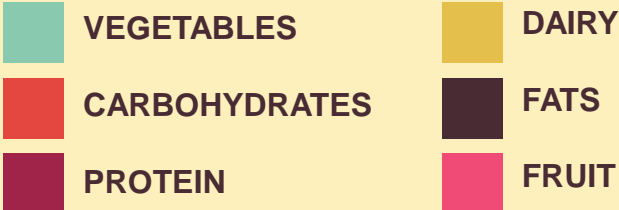
UK



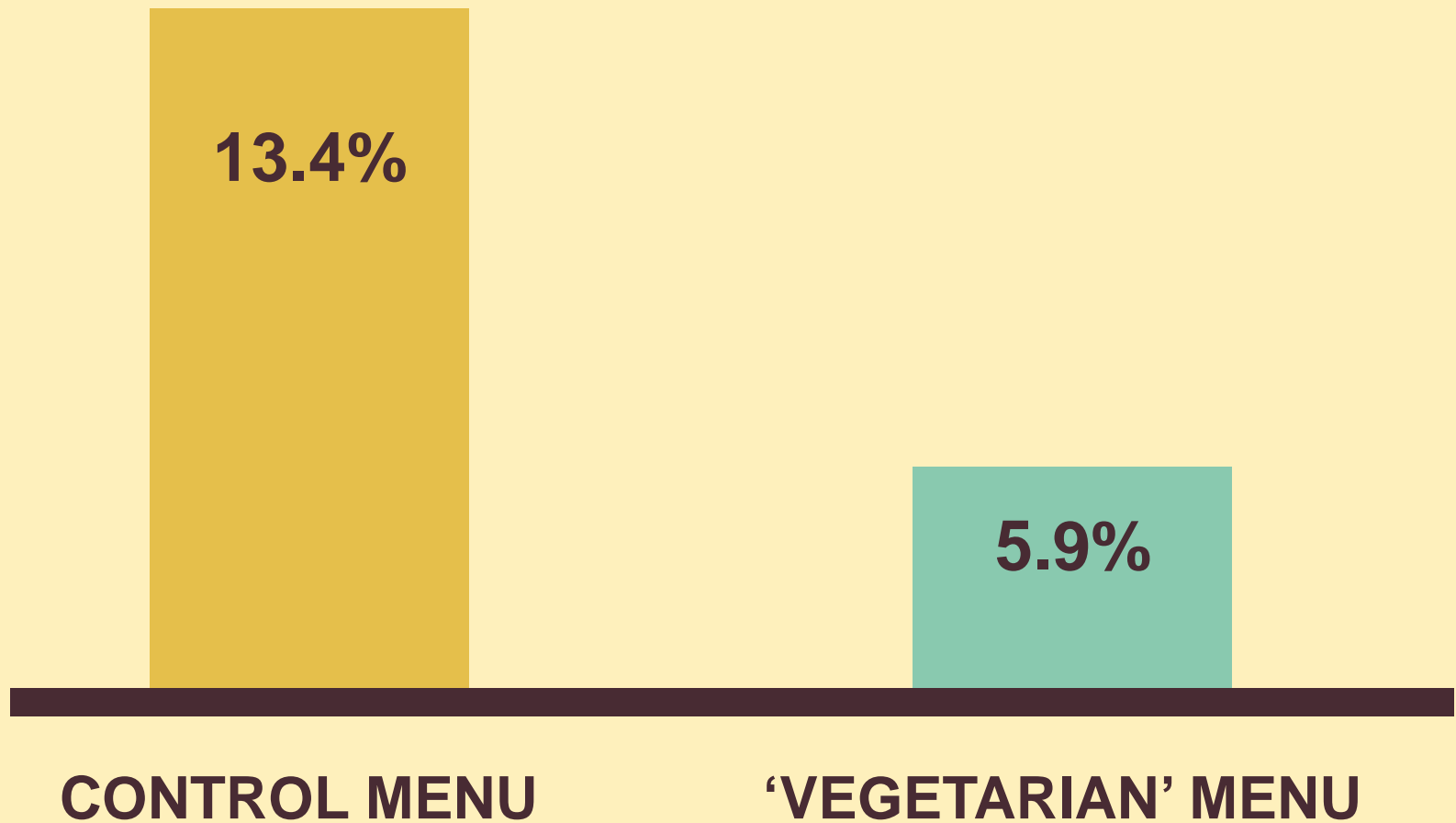
JAPAN



USA



% SELECTING A PLANT-BASED DISH



2

**GREEN
BEANS**

1

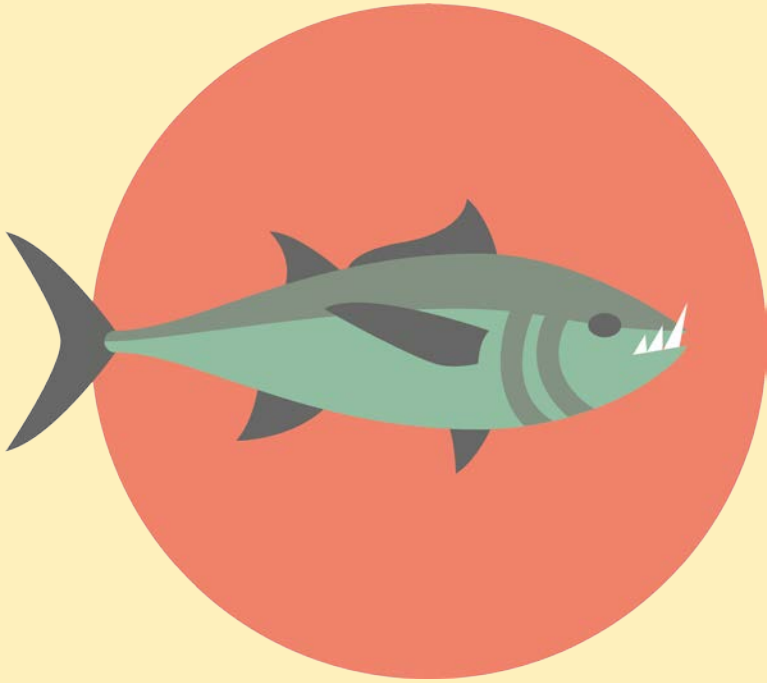
**SWEET SIZZLIN'
GREEN BEANS AND
CRISPY SHALLOTS**

4

**LIGHT 'N' LOW-CARB
GREEN BEANS
AND SHALLOTS**

3

**HEALTHY
ENERGY-BOOSTING
GREEN BEANS
AND SHALLOTS**



VS



**PATAGONIAN
TOOTHFISH**

**CHILEAN
SEA BASS**

1000 FOLD INCREASE IN CONSUMPTION!

**THANK
YOU**

LORD JOHN R KREBS OF WYTHAM