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### How the Sugar Industry Tried To Hide Health Effects of Its Product 50 Years Ago

Posted by BeauHD on Tuesday November 21, 2017 @10:30PM from the hide-and-peek dept.  
An anonymous reader quotes a report from The Verge: *About 50 years ago, the sugar industry : that eating lots of sugar is linked to heart disease. A exposes the sugar industry's decades-old effort to stifle that critical research. Researchers at the University of California, San Francisco, recently analyzed historical documents regarding a rat study called Project 259 that was launched in 1968. The study was funded by a sugar industry trade group called the International Sugar Research Foundation, or ISRF, and conducted by W. F. R. Pover at the University of Birmingham. When the preliminary findings from that study began to show that eating lots of sugar might be associated with heart disease, and even bladder cancer, the ISRF pulled the plug on the research. Without additional funding, the study was terminated and the results were never published, according to a study . The study in question investigated the relationship between sugars and certain blood fats called triglycerides, which increase the risk of heart disease. The preliminary results from the research, called Project 259, suggested that rats on a high-sugar diet, instead of a starch diet, had higher levels of triglycerides. The rats that ate lots of sugar also had higher levels of an enzyme called beta-glucuronidase in their urine, which at the time was thought to be potentially linked to bladder cancer, says study co-author Cristin Kearns, an assistant professor at the UCSF School of Dentistry.*



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### How the Sugar Industry Tried To Hide Health Effects of Its Product 50 Years Ago

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**There's even more evidence (Score:5, Informative)**  
by postbigbang ( 761081 ) on Tuesday November 21, 2017 @10:45PM (#55600605)  
Read some of crusader Gary Taube's books to find out how institutions like Harvard and many more succumbed to industry research money that makes sugary foods an integral part of today's diet and yes, the ubiquitous Food Pyramid. Bought.And.Paid.For.  
Sugar's an addictive drug, like opioids, nicotine, even social media and gaming. This is one of the US's favorite business models: addiction-- Profit!!  
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**Re:There's even more evidence (Score:5, Interesting)**  
by rebool246 ( 623534 ) on Tuesday November 21, 2017 @10:53PM (#55600623) [Homepage](#)  
The love of money is the most addictive. Nicotine, heroin, opioids, sex, and all the others pale in comparison.  
It makes me wonder if the same universities are doing the same thing today with other "research" - bought and paid for.  
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**Wasn't my fault (Score:5, Funny)**  
by hodie2 ( 1134233 ) on Tuesday November 21, 2017 @11:06PM (#55600649)  
Started out as a kid, before I knew it was hooked on Cap'n Crunch. Within a few years it was harder stuff - twinkies, mars bars, ju jubes. There's no end. Before it hit me, I was buying up chocolate bunnies after easter and binging on them for days and was looking forward to Christmas only for the delicious Turtles. And they say it's not a drug. They're crazy.  
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**Re:Wasn't my fault (Score:5, Interesting)**  
by blindseer ( 691256 ) <blindseer@earthlink.net> on Wednesday November 22, 2017 @02:07AM (#55601231)  
I got addicted to Frosted Flakes in the Army. I never had Frosted Flakes as a kid, Mom just wouldn't buy it. When in garrison we'd be given our choice of cereals at the dining facility and I'd just pick what I grew up with, shredded wheat. It started with the day we had field chow and they ran out of shredded wheat. When in the field we didn't have much of a choice, it was often just Frosted Flakes or nothing.  
I didn't know what it was at first. I thought I just had a certain enjoyment of field training and sleeping under the stars. I looked forward to breakfast, which is normal since running around in the woods carrying a 50 pound rucksack can make a man tired and hungry. I then found myself eating Frosted Flakes when in garrison. When in the field I'd volunteer for chow duty so I could hide a box of Frosted Flakes for myself since sometimes we'd run out before I could eat, the people serving the food always ate last. Do you understand that? I volunteered for chow duty so I could eat Frosted Flakes!  
After my discharge I found myself eating Frosted Flakes every day for breakfast. One bowl at first. Then two, then three. Some mornings I'd empty the whole box. It got real bad. I had to stop. So I quit cold turkey. It was real hard, I craved Frosted Flakes so bad.  
I still catch myself reaching for the Frosted Flakes at the grocery store only to stop myself at the last second. I had to stop going down that aisle. I can't even eat shredded wheat any more since it's next to the Frosted Flakes on the shelf. Now I only dare go as far down the aisle to get some oatmeal for breakfast. Sometimes I absentmindedly go down the aisle and I catch the sight of that tiger on the box calling for me to pick up the box and put it in my cart. Friends don't let friends eat Frosted Flakes.  
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**Who really eats a "high sugar diet"? (Score:3)**  
by hambone142 ( 2551854 ) on Tuesday November 21, 2017 @11:29PM (#55600713)  
Everything in moderation.  
My sister raised her kids on candy, cookies and baking goods. She wanted to please them but they all ended up with a lot of cavities and they're fat. Along with the sugar is fat. Lots of it. They love to smother things with cheese. Also the baked goods have a lot of fat (mostly butter). When we were raised, our mother liked to bake and the products were pleasing delicacies It was fun but I got more cavities than I should have.  
Now, I drink a couple of sodas per day but not to excess. I get some exercise and don't eat high fat foods. I'm doing fine. I just had my checkup and my physician commented that my cholesterol and blood work looks fine.  
I despise artificial sweeteners. They leave bad aftertaste IMHO.  
Again, moderation is the key. Sugar ain't all that bad.  
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**Re:Who really eats a "high sugar diet"? (Score:4, Informative)**  
by Skuld-Chan ( 302449 ) on Tuesday November 21, 2017 @11:58PM (#55600855)  
Have you ever looked at ingredients for stuff? Sugar is in EVERYTHING. Even stuff you wouldn't expect - like milk, or most peanut butter.  
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**Re:Who really eats a "high sugar diet"? (Score:5, Informative)**  
by Desler ( 11608317 ) on Wednesday November 22, 2017 @12:31AM (#55600979)  
A couple of sodas a day is moderation? lolwut? Just one 12 oz. Coca-Cola has over 40 g of sugar. Even only 2 cans a day is over 80 g of sugar and that's not even remotely a "moderate amount."  
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**Re:Just as bad... (Score:5, Insightful)**  
by Anonymous Coward on Wednesday November 22, 2017 @12:13AM (#55600899)  
Whatever works for you dude. Eating fats upon fats upon protein works great for me. Salt + butter + not-carbs, and I am great. Add carbs into any of that, your "processing" doesn't even begin to factor into it, and all get it is fat, sick (constant allergy/flu-like symptoms) and depressed probably from the first two.  
My first venture onto a keto/atkins diet, I had my blood pressure drop from medium high to "wow you're doing just fine", my triglycerides went from 390 to 95, weight from 235lbs to 190lbs, and I got completely off all diabetes-related medication - all within the span of 10 weeks. Apparently that's simply the way my body was designed to eat. Might not be the way your body was designed to eat, that's all fine and dandy, good luck with figuring that out. But they're going to have to pry the salt and saturated fats from my cold dead hands.  
The only thing I know for sure is that when it comes to food, I really can't trust studies. Take any stance you want, and somebody has a study to "prove" it. Such useless BS. Dr Atkins nailed it when it comes to the uselessness of nutritional science in America in the mid-to-late 1900s, and I sure am glad as hell he spoke up.  
The sugar industry and the AHA and FDA have already been responsible for so many thousands upon thousands of man-years lost to diseases like type II diabetes, do you really want to keep shoveling that shit for them? Haven't people figured out why health care costs are so bloody much higher than the rest of the world? Hint: it's what you put in your mouth, and it ain't butter.  
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**vegan diet kills you. (Score:3)**  
by will die ( 586523 ) on Wednesday November 22, 2017 @12:25AM (#55600943) [Homepage](#)  
First it was liquor and tobacco were bad for you now it is also sugar. How is anyone to live a vegan lifestyle?  
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**The Best Diet (Score:5, Funny)**  
by Anonymous Coward on Wednesday November 22, 2017 @12:30AM (#55600967)  
Eat only bread and fish. Drink only water and wine. I call it the Jesus diet. Have you ever seen a Jesus statue that wasn't lean with 6 pack abs? Of course, longevity only ensured for 30-35 years, YMMV.  
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**Re: HFCS (Score:5, Insightful)**  
by Immerman ( 2627577 ) on Tuesday November 21, 2017 @11:56PM (#55600841)  
"GMOs are safe" is a nonsensically overgeneralized statement. It's entirely dependent on the \*specific\* GMO being discussed. The whole point of a GMO bioweapon for example is to NOT be safe.  
If you're specifically talking about GMO foods, then the answer is a definite "it depends". Golden Rice, etc seem quite safe, as do many survival- and yield-boosting enhancements. But the GMO food market is dominated by things like Monsanto's poison-resistant crops, which might be fine on their own, but exist for the specific purpose of allowing the plants to be saturated with chemicals that are both known to be toxic to humans, and to be absorbed into the "food" part of the plant.  
And then there's the very definite secondary risks of monoculture that inevitably accompany enhancing yield, etc. A comparative few crop strains, which makes them far more vulnerable to disease and other blights. You know that weird cloyingly sweet candy flavor that's called "banana" despite not tasting remotely right? That's actually what bananas used to taste like, before the commercial banana monoculture was hit by a plague that rapidly drove our preferred species to extinction. Too dense a population with too little genetic variation is \*extremely\* vulnerable to plagues.  
Not to mention the very real risks of allowing Monsanto and friends to have a legal stranglehold on the food supply, which they have already shown themselves to be eager to abuse at every opportunity.  
And of course if you want to go full "Frankenfood", there's no reason you couldn't engineer corn, or anything else, to produce any of a wide range of highly toxic substances that would make them as lethally poisonous as the most deadly of mushrooms. And there are in fact already GMO crops (not deployed...I think) designed to produce their own pesticides internally - not immediately fatal to humans, but most pesticides can do nasty things to us if consumed in large enough quantities. And no amount of scrubbing will wash off a pesticide that's produced within the fruit itself.  
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