

THE POLITICS OF FOOD

Geoffrey Cannon

CENTURY

LONDON . MELBOURNE . AUCKLAND . JOHANNESBURG

CONTENTS

<i>Acknowledgements</i>	ix
Introduction: In the Soup	1
Get fresh, get Tetrapack 2, The new, improved, low-sugar sausage 5, Nutrition gains sex appeal 8, Normal? Balanced? Varied? 11, Secrets of sugars and chemical additives 13, Clean, safe – and unhealthy 15, Food is a political issue 16	
1 What We Eat Now: Britain is the Sick Man, Woman and Child of Europe	19
Milky bar and angel cake kids 21, A blight on young lives 24, 'Row over teenage diet report' 27, The privatization of public health 35, Having a baby on fizzy drinks 40, Britain on the sliced breadline 42, Victorian food: worse or better than now? 46, What about the 1930s workers? 47, The sick man, woman and child of Europe 51, Western food and Western diseases 52, 'The Government must face its duty' 55	
2 The Latest Word on Food: Stuffed	58
Technological gruel 60, Scrumptious, or strangely chemical 63, The Great British Fun Bun 65, Rats at the Sugar Bureau 67, Boobs from the Butter Council 70, Puffs above and below the line 71, Bunfight at the OK abattoir 74, In the best possible taste 77, The food empire strikes back 81, Reds, blues – and greens 86	
3 Sugars: The Amazing Vanishing Conference	92
The hidden agenda 94, Fewer packets of sugar –	

official 96, The best thing since sliced bread? 98, More packets of sugar – fact 101, Cube Aid 104, 'Gain equal time on TV ...' 106, Sweet nothings about health education 109, Lumps stick in Saatchi's throat 110, Dr Ali Akbar's invitation 112, Sugars, diabetes and heart disease 115, The multifactorial aetiology chorus 117, 'Muesli belt shock horror drama' 120, Sweet talk at the Nutrition Foundation 125, ... shall come forth sweetness 129, Fluoride deficiency and all that rot 131, Crunch points 134, A sticky end 137, A clean bill of health? 141, Coca-colonialism 143

4 Additives: The Dirty Dozen Dyes and Other Stories

147

Mr Jopling takes the biscuit 148, Banned in America, approved in Britain 152, Coal-tar dyes and food for babies 155, Smelling a rat 162, The dirty dozen dyes 166, An ominous brown stain and the filthy five 168, Red 2G, brilliant blue and whitewash 170, The trade gets the blues 172, Half a pound of dye by age 12? 178, Officially secret advisors: who are these guys? (I) 182, The story of E 187, Neurotic mothers? Naughty children? 190, Hyperactivity and Baron Munchausen 195, Food technology takes command 202, Danger! Safety committee at work 206, Donald Thompson is not complacent 214, Flavour of the millennium: flavours 219

5 Vitamins and Minerals: The Case of the Disappearing (Spinal) Column

221

What every animal breeder knows 224, Just the stuff to give the troops 229, Using our loaf 232, Orphans as guinea-pigs 235, What was in the soup? 238, Fat-free diets can break your bones 241, How to treat an old sad sick Sikh 245, No scurvy, no problem – official 247, British standards: the worst in Europe 252, You'd be better off in Russia 257, Officially secret advisors: who are these guys? (II) 258, The curse of the Celts 263, Pregnant

women as guinea-pigs 270, The disappearing (spinal) column 273, Zap, zap; yum, yum 277, Instant sunshine 280, Playing the Eurocard 285

6 Science, Government and Industry: The System 289
'MPs stir up sugar war' 291, Carry on with the tablets 296, The scientists as judge and jury 300, Trade secrets are official secrets – official 304, The British Rail breakfast theory 311, Famine, famine? Rabbit, rabbit 314, What do you mean, 'proof'? 318, The abominable no-men 327, Big wheels within wheels 333, New unimproved Globbo 335, Sir Derrick and the Green Pygmies 338, Walking the corridors of power 340, Unless this censorship will now cease 346, Unceasing censorship 349 .

Conclusion: Playing the Health Card 351

Index 358