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### Added Sugar, and America's Children

Advertisement of food and drink in the United States will always be a staple of what consumers perceive a product to be, and ultimately whether or not they purchase it. When the purchase is all that most big corporations care about, it's easy to understand why they may want to keep the bad of their good product a little more secretive. One big thing companies love to deceive their consumers on, is added sugar. Deceiving the general public of the possible side effects of a product is bad, but when it comes to deceiving the youth of our country that's a whole 'nother ball game.

It's expected that most young kids aged 4-12 may not know what to look for on a nutrition facts label. If they were to be educated in a quick lesson, they would find that all daily values are listed except for one. In a film titled 'Fed Up' 2014, Katie Couric, Mark Monroe, Michael Brook, and Stephanie Soechtig, suggest that food in America is the leading cause of obesity, not just lack of exercise or incorrect diet plans. In the film, it is stated that added sugar is a commonly misunderstood nutrient that is the leading cause of weight gain in america. It also treds on the idea of added sugars having an unlabeled daily value on a product's nutrition facts. The fact that food corporations and the FDA hide something that causes rapid weight gain in

children, is just one reason as to why the misinformation about added sugars is making America's children some of the most unhealthy kids on the planet.

School is the place where most children spend a lot of their time, and when it comes to school lunches, we need to know that what they are eating is healthy. A school lunch is required to have at least one fruit or vegetable. With the tomato paste on pizza classified it as a vegetable, and the added sugar flavoring in fruit juice declaring it a fruit, it is hard to really get kids to eat the fruits and vegetables provided. In a TED Talk "Teach every child about food" 2010, Jamie Oliver sets out to teach people the importance of food. He speaks of our kids school lunches, and about how much sugar is crammed into things to have it seem appetizing to kids. He tells that a pint of chocolate milk can have the same amount of sugar as a can of coke. With the sugar levels so high in basic school lunch items, it's no surprise to see that kids will gain weight if subjected to this idea of a healthy school lunch.

An article titled "Children and Added Sugar: The Case for Restriction" 2018, Bach Theodore claims that sugar products should be have restricted access when it comes to young people, just like tobacco products. The article shares shocking info as to why added sugars should be restricted, stating that since it is the leading cause for weight gain it is practically necessary to have it restricted in order to slow the trend of obesity in the United States. The article is beyond compelling and the fact that nothing has been acted upon from its reasoning is just on more fact as to why the mysterious nature of added sugars is leading to misuse among young kids in the USA.

The world of added sugars being so blasé because it is so normal in our food environment, is a final destination as to why added sugars misunderstandings and marketing

tactics are making the children of America some of the most unhealthy kids in the world. With added sugars being packed into school lunches, having no restriction when it comes to children, and generally being hidden when it comes to its place in our daily diet are just three ways how kids are being looped into the dangers of added sugars. There's no place in our world to have big food companies so desperate to make money, that the government allows the sale of such an unhealthy thing to young people.

#### Works Cited

- (A) Bach, Theodore. "Children and Added Sugar: The Case for Restriction." *Journal of Applied Philosophy*, vol. 35, Feb. 2018, pp. 105–120. *EBSCOhost*, doi:10.1111/japp.12162.
- (B) Couric, Katie, Mark Monroe, Michael Brook, and Stephanie Soechtig. **Fed Up.** , 2014.
- (C) "Teach Every Child about Food." TED Talks, Feb. 2010.