

How would you like to distribute a product that you were assured would be consumed at the rate of 150 pounds per person annually. It is thought to be essential and thus used every day. It is both pleasing to the taste and addictive. You would not have to worry about the fact that its use is directly related to most diseases because the product has already been approved by the FDA. Not only is it approved, the government even offers cash subsidies to encourage its production.

If you have not already guessed, I am speaking about sugar. You name any major disease and I will show you its association to sugar. It might startle you to know that MSNBC reports that one third of all Americans being treated for type II diabetes are teenagers. It might also shock you to know that per capita sugar consumption 100 years ago was only four pounds.

There are things you can do on a personal level and on a public policy level. Personally, you can look for products without sugar in any of its forms. A good example is all of the inexpensive pasta sauces contain sugar while the expensive natural ones do not. Breads are another one where most contain sugar. Try switching to Ezekiel breads made without sugar. On a public policy level, call your Congressman and tell him you are opposed to subsidies for sugar. This will enable the cost to rise which hopefully will translate into less consumption.

Like ending and addition you might find yourself going through withdrawal but I assure you in a few weeks you will be amazed by your level of energy. Let 2013 be the year that will change your life for the better.

Nelson Berman

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