

## **PREVIEW\_ Antonio Martinez II - Interview 2 (West Palm Beach 2017) 2**

**Antonio Martinez II:** We need to be telling people who are diagnosed with these conditions to immediately implement the low-carb and the food industry has to respond.

**Ivor Cummins:** Yeah, with decent products that are healthy.

**Antonio Martinez II:** And it's going to be a fight. I mean we have a new presidential administration, we have a new Congress, they're going to be looking at this and we have to get the message to the food industry, "Look, you are going to have to reformulate. We can't handle this much sugar in our food supply."

And they are going to fight because reformulation costs money and relabeling costs money. And there's a whole lexicon now of terms, and usage, and regulations and we'll have to change all that... But we don't have a choice, because people are dying and it's going to bankrupt us.

We need to allocate our resources to other things and we need our people to be healthy to do it. We need to be people to be working, we need to be people to be healthy and we need to be empowering people to doing that, not eating garbage food.