

PREVIEW_ Andreas Eenfeldt - Presentation (Breckenridge 2018) 1

Dr. Andreas Eenfeldt: There are many ways to start this story. I prefer to start it in 1984, the year that George Orwell wrote in his novel about Big Brother.

Kind of fitting because in the same year the American government launched a campaign to tell people how they should think about food, what they should eat, what they should not eat. They should fear fat, they should fear cholesterol, they should fear real food like eggs and bacon.

There was no good evidence at the time and there still isn't that this would do anything good. And looking back with the benefit of hindsight, you can see the problem.

If you tell people to fear real food and not eat it then people will be hungrier and will have to eat more of something else. And that something else is usually sugar and refined carbohydrates.