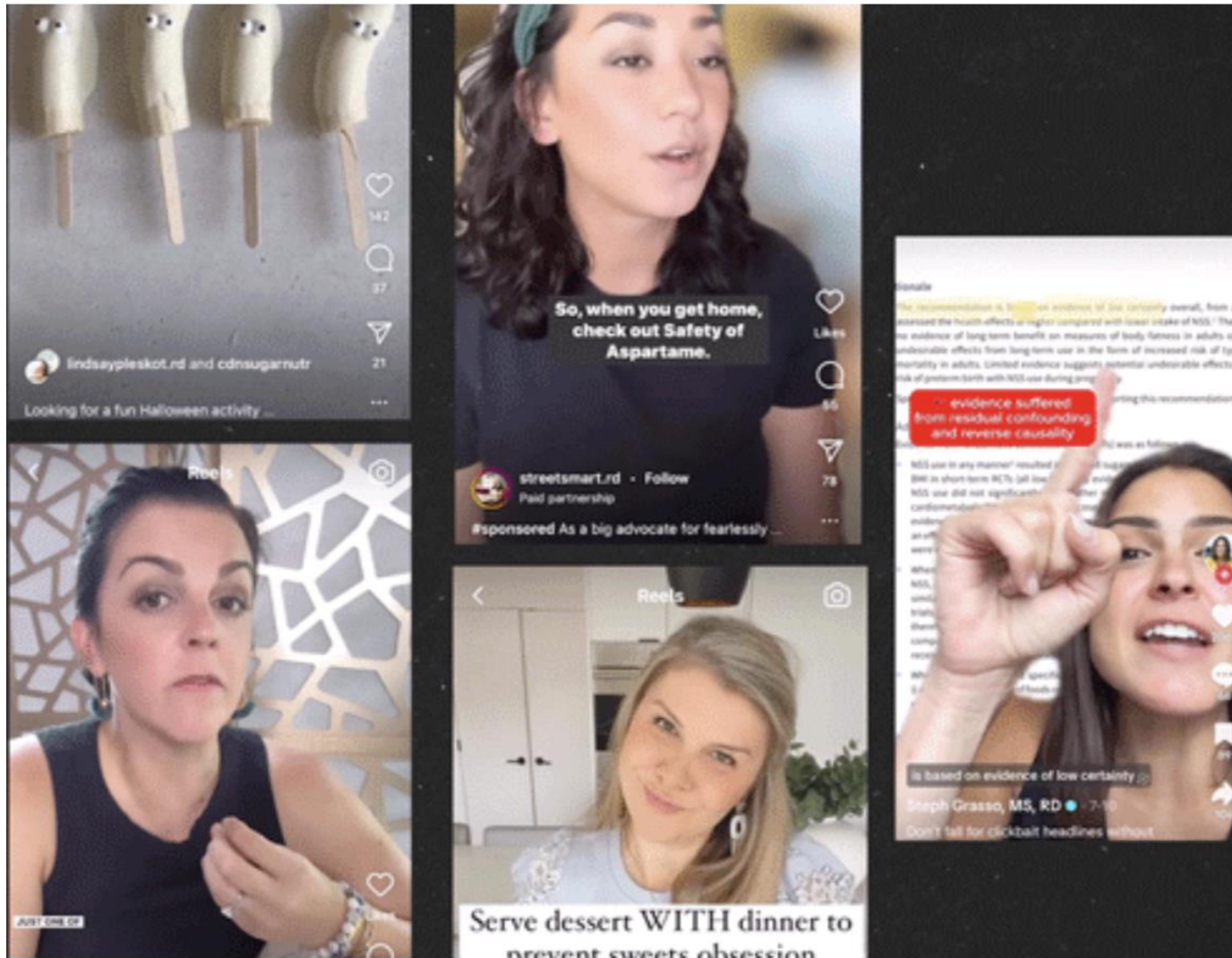




Overcoming Conflicts of Interest in the Food Sector

Sasha Chavkin

Senior Reporter, The Examination

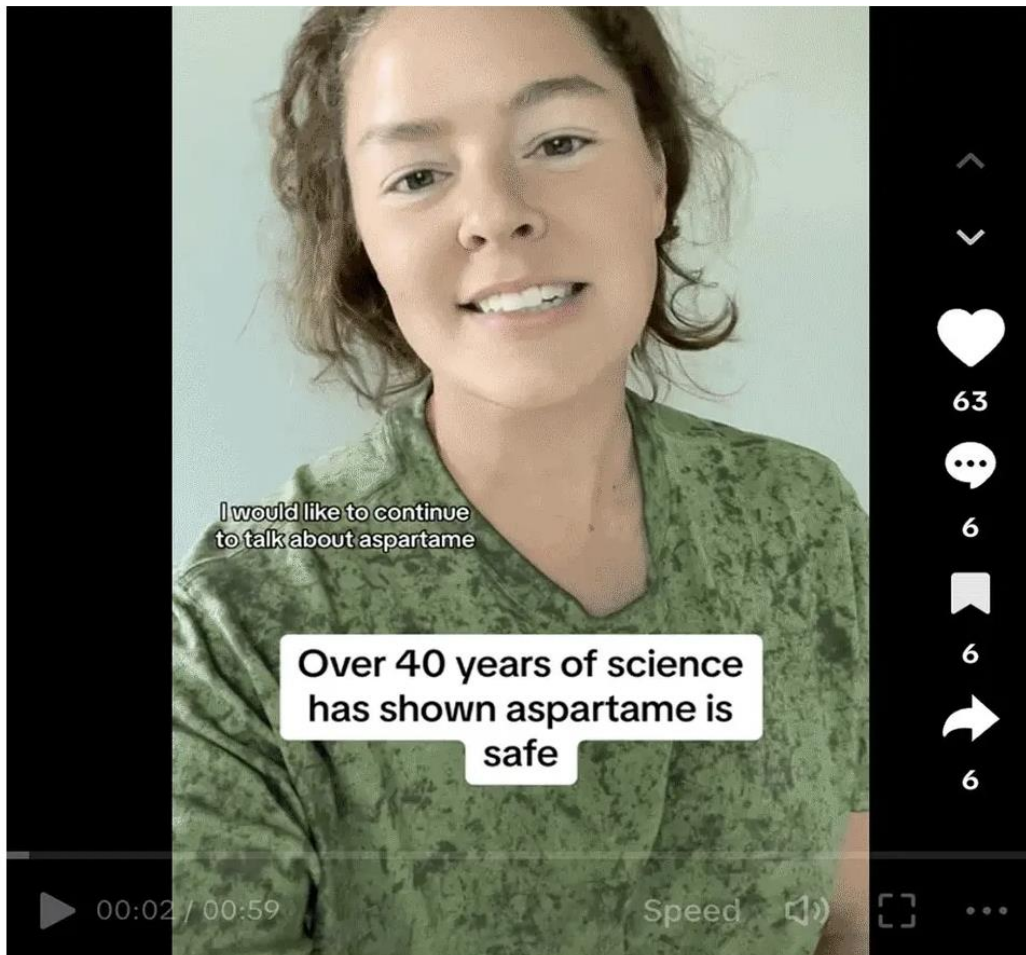


◆ BIG FOOD

The food industry pays 'influencer' dietitians to shape your eating habits

Registered dietitians are being paid to post videos that promote diet soda, sugar and supplements on Instagram and TikTok.

September 13, 2023



oncology.nutrition.rd

Nichole | Oncology Dietitian · 6-29

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For global food safety the appropriate agency is the World Health Organization's (WHO) Joint Committee on Food Additive... more

original sound - Nichole | Oncology Dietitian

Paid partnership

carcinogenic, possibly carcinogenic, possibly carcinogenic, or not classifiable. IARC does not even have a category for non-carcinogenic.

IARC is an outlier. Known for causing confusion, it has previously classified pickled vegetables, hot water and working the night shift as cancer hazards.

Any opinion from IARC is not the full picture of the safety of aspartame. IARC conducts only a "hazard" assessment, which means they are looking for the potential to cause cancer under any circumstance. They do not take into account how humans consume foods and beverages with aspartame or the actual risk to human health. This means they cannot make a judgment on its safety.

Safetyofaspartame.com

#cancerfree#cancerwarrior#cancerfighter #oncology
#breastcancersurvivor #cancerresearch #chemotherapy
#chemo
#cancercare#cancermeme#cancerprevention#cancersupport
#cancersurvivors #cancertreatment#breastcancerfree
#breastcancerfighter
#kidneycancer #prostatecancerawareness #radiationtherapy
#hormonetherapy #sarcomaawareness
#triplenegativebreastcancer #metastaticbreastcancer
#hodsgkinslymphoma #cancerwigs #chemosucks #chemohair
#pancreaticcancerawareness #sarcoma #safetyofaspartame

Who paid for this ad?

Curious—who was this video sponsored by?

Genuine question — your post says this is an ad/paid sponsorship... with who? Diet Coke? Aspartame? The FDA? The ADA? WHO? I'm just curious...

What does paid partnership with Ameribev mean?

Can you tell us who paid you for this sponsored post, so people know if they have an interest in the sales of aspartame or not?

Comments on social media posts show confusion about what paid sponsorships mean.



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

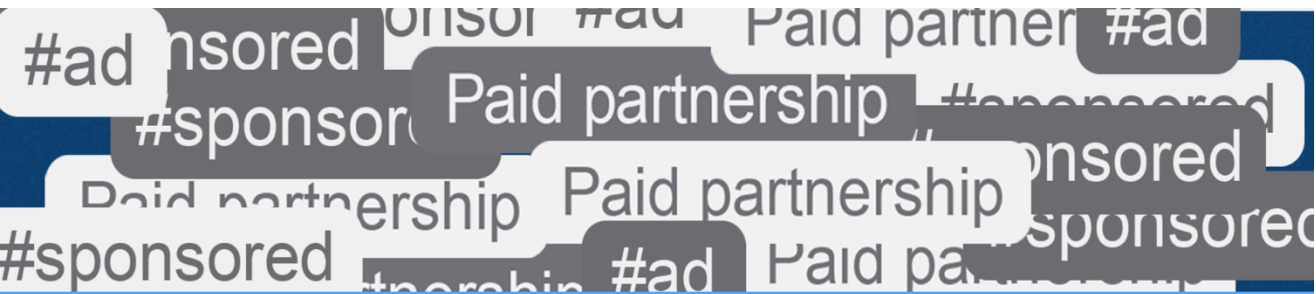
November 13, 2023

Via Federal Express and E-mail
Mr. Kevin Keane
President & CEO
American Beverage Association
1275 Pennsylvania Ave. NW
Suite 1100
Washington, DC 20004



Dear Mr. Keane:

The Federal Trade Commission (“FTC”) is an independent federal agency whose mission is to protect consumers by enforcing laws and rules that promote truth in advertising and fair business practices, and by educating consumers and businesses about their rights and responsibilities. We are writing to express concerns that your marketing practices on Instagram and TikTok may be deceptive or unfair in violation of the FTC Act.



◇ BIG FOOD

US regulator cracks down on food industry for paid dietitian ‘influencer’ posts

The agency said food and sugar industry trade groups and nutrition influencers failed to adequately disclose who was behind paid advertising.

by [Sasha Chavkin](#), [Caitlin Gilbert](#) and [Anahad O'Connor](#)

November 15, 2023 • Updated November 16, 2023 at 10:50am EST • [SHARE](#)

The crackdown, which represents more aggressive enforcement of the FTC’s rules, signals that the agency seeks to set a new precedent for holding both influencers and industry accountable for social media marketing campaigns that fail to make clear who is funding them. The action also could dramatically change the social media feeds of popular influencers who now often rely on vague hashtags like #ad or #sponsored rather than clearly naming the brand or company paying them.



*HOW TO ENJOY
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THE EXAMINATION

Fearless journalism
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◇ BIG FOOD

Snack recipe or advertising? Some dietitians now say who's paying them

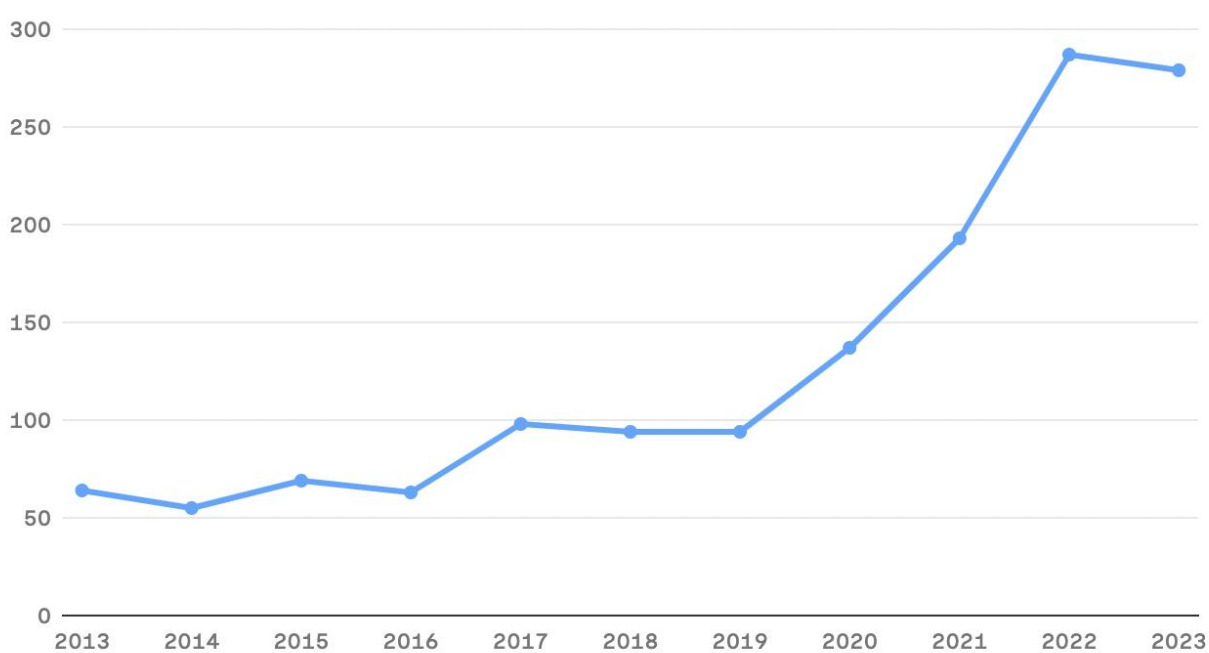
A federal crackdown on social media ads has prompted nutrition influencers to declare their sponsors.

by [Sasha Chavkin](#), [Caitlin Gilbert](#) and [Anjali Tsui](#)

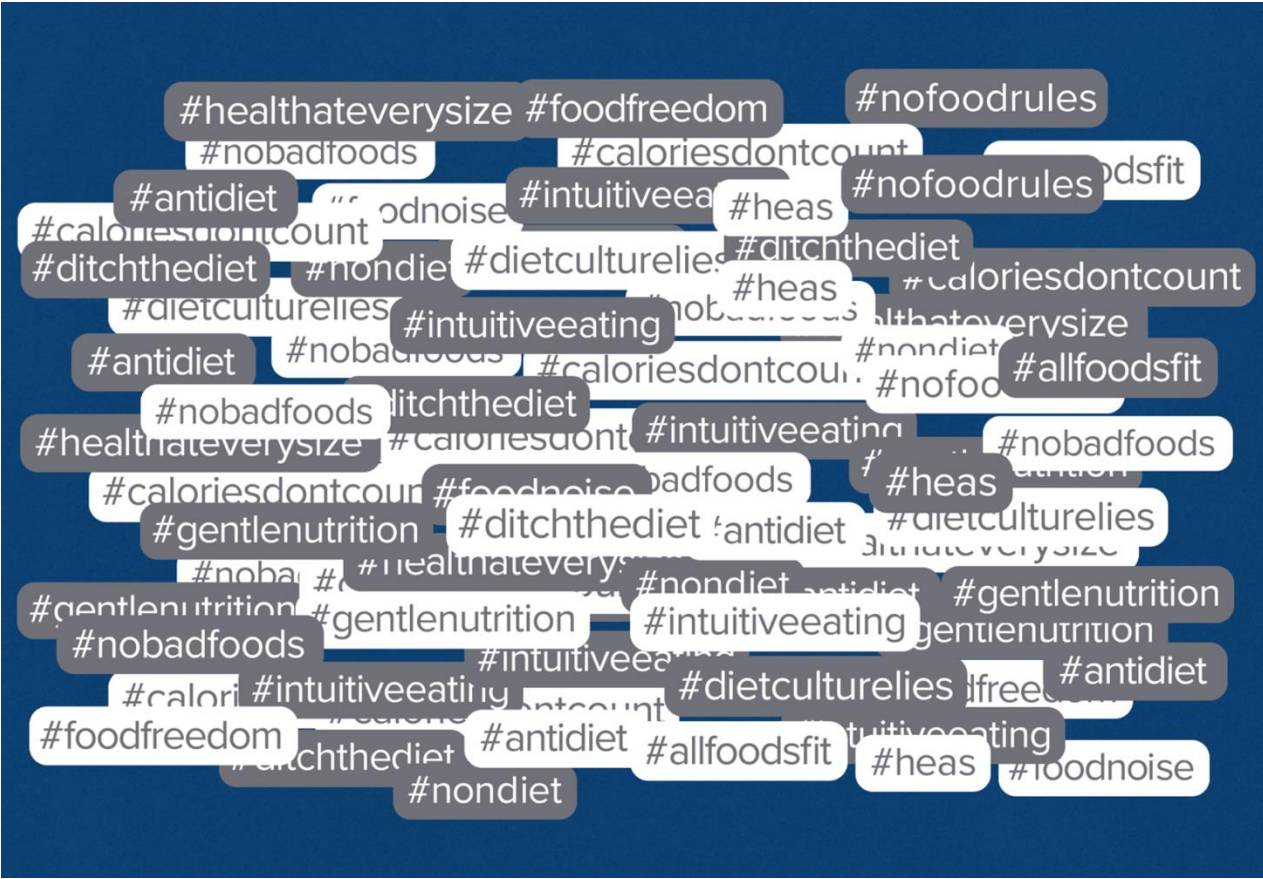
December 13, 2023 • [➤ SHARE](#)

Interest in anti-diet ideas spikes in recent years

Annual mentions of "anti-diet" or "antidiet" in academic publications



Source: Washington Post analysis of Google Scholar data





Cohn fielded a question from the audience about proposed Food and Drug Administration rules to label foods high in sugar, salt and fat.

“We’re doing everything we can to prevent that from happening,” she said. “Shaming is what I call it.”



#sponsored

because everyone
deserves to enjoy food
without judgment



At the Food and Nutrition Conference and Expo in Denver last fall, dietitians waited in line to climb a giant yellow General Mills cereal box and slide into a bowl of plushie Cheerios. Photo by Joanna Kulesza for The Washington Post and The Examination

◇ BIG FOOD

As obesity rises, Big Food and dietitians push 'anti-diet' advice

Potential conflicts of interest may haunt Dr. Oz's confirmation to run Medicare, Medicaid

Dr. Oz has extolled Ozempic's promise for weight loss. Now Medicare, which Trump wants Oz to oversee, may cover it.

December 2, 2024

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DECEMBER 3, 2024

Dr. Oz Appears to Violate FTC Influencer Marketing Rules with iHerb Social Media Ads

Washington, D.C. — Today, Public Citizen sent a letter to the Federal Trade Commission (FTC), urging the Bureau of Consumer Protection to investigate whether Dr. Mehmet Oz, President-elect Trump's nominee to lead the Centers for Medicare and Medicaid (CMS), has violated FTC policy on undisclosed endorsements and influencer marketing.

The letter cites several examples of social media posts from Dr. Oz, a former talk show host with millions of social media followers, touting products from iHerb, a supplement company for which he is a global advisor. Although Dr. Oz discloses that he is an “@iHerb Global Advisor & Stakeholder” in his Instagram and Twitter/X bios, many of his individual posts do not disclose his financial connections to the company or use other disclosures such as #ad. As the letter explains, FTC guidelines are clear that endorsement disclosures must be made in every promotion, not just generically.

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