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AB Sugar's response to editorial in British Journal of Sports Medicine entitled 'It's time to bust the myth of physical inactivity and obesity; you can't outrun a bad diet' published 24 April 2015

People are continually bombarded with new research which leads to advice about what they should and shouldn't do when it comes to their diet and lifestyle. Today's from the British Journal of Sports Medicine is the latest.

Our concern is these stories just seek to confuse people further and understandably cause them to switch off, which is not helpful to anyone. Unlike this editorial implies, there is no silver bullet when it comes to tackling obesity. Also, current scientific evidence shows us that it is both the over-consumption of calories and our increasingly sedentary lifestyles which are causing the imbalance between energy (calories) in and energy (calories) out.

Rather than focus on headlines, we would like to see a more sensible discussion which has a healthy balanced diet and lifestyle at the heart and isn't focusing on one single ingredient or product. That's why we've launched a campaign, Making Sense of Sugar which gives people the facts about the role sugar can play in a balanced diet.

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