

EXPERT REPORT?

The very best of Richard A. Kahn, author of a 60-page report supporting the American Beverage Association's lawsuit against San Francisco.

On Jan. 12, Richard A. Kahn gave a 60-page expert report as part of the American Beverage Association (ABA) lawsuit seeking to strike down a City of San Francisco ordinance that requires ads for sugar-sweetened beverages to include health-warning language.

Kahn is the former chief scientific and medical officer of the American Diabetes Association. He was also a board member for [Smart Choices](#), a now-defunct food-industry-backed group whose goal was “developing a single, trusted symbol that could help consumers make smarter food and beverage choices.”

In 2009, the Smart Choices checkmark was affixed to Froot Loops and Cocoa Krispies, among other products.

On Feb. 23, attorneys for the City and County of San Francisco opposed the ABA's motion for a preliminary injunction. The filing—which included reports from professors at Harvard Medical School, the University of California-San Francisco and the University of Waterloo—specifically questioned Kahn's expertise:

“Dr. Kahn's opinions should be taken with more than a few grains of salt. His CV discloses little original research or clinical experience in the field of SSBs (sugar-sweetened beverages) and obesity or diabetes. ... His opinions are contrary to the current views of his former employer, the American Diabetes Association, which has endorsed a mandatory warning that drinking SSBs contributes to obesity, diabetes, and tooth decay, ... and which recommends that people at risk for diabetes ‘avoid sugar-sweetened beverages.’ ... Dr. Kahn's views on nutrition thus seem unlikely to reflect those of mainstream nutrition scientists.”

A diabetes prevention program “would be a waste of resources.”

—Richard A. Kahn

Sweet Deal

Corporatecrimereporter.com: How much money did Cadbury Schweppes give to the American Diabetes Association?

Richard A. Kahn: They gave us a little over a million over a three year period.

CCR: But you do take money even from candy companies.

Kahn: No, I don't think we do take money from candy companies.

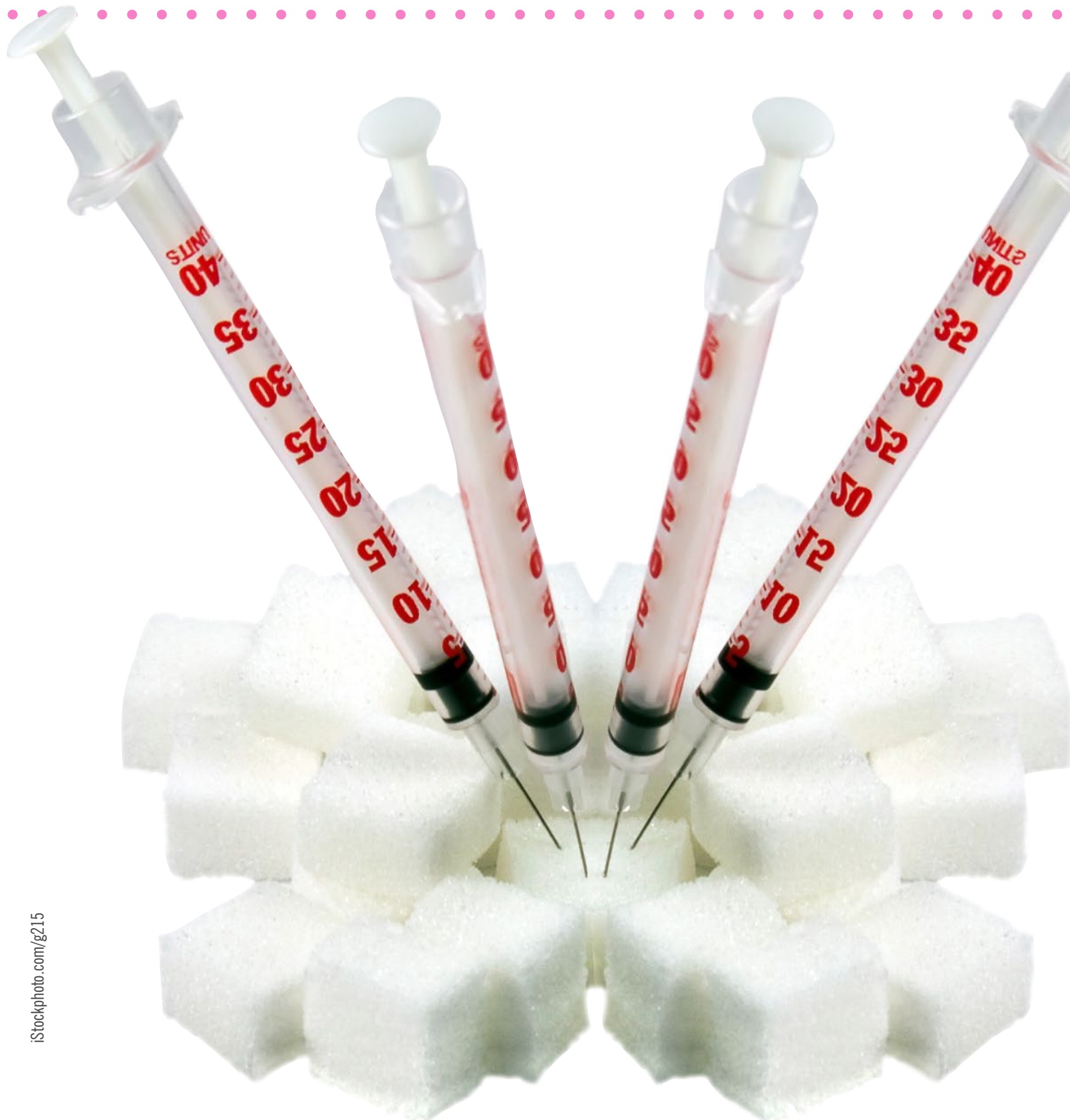
CCR: Well, Cadbury Schweppes is a candy company.

Source: [Corporatecrimereporter.com](#), 2005

“In the confectionery business, Cadbury Schweppes is the world's fourth largest supplier of chocolate and sugar confectionery.”

Source: [Businesscasestudies.com](#) (In 2008, Cadbury Schweppes split into Cadbury and Dr Pepper Snapple Group.)





iStockphoto.com/g215

What Report?

CCR: You say you have never seen the report “Liquid Candy.” That indicates that you don’t want to look at it.

Kahn: Why is that an indicator?

CCR: Well, it is a famous study.

Kahn: How many people have seen it? Why is it famous?

CCR: When they released the report, it made news, it was on CNN. (Michael) Jacobson gets a ton of press. So, at least in your field—

Kahn: My field is diabetes.

CCR: I understand. Jacobson puts out a report on liquid candy, which is directly related to childhood weight gain, and you haven’t heard of it.

Source: Corporatecrimereporter.com, 2005

“Liquid Candy” was published in 1998, and it was updated in 2005. Both The New York Times and The Washington Post—among other outlets—wrote about the report.

Out of the Loop?

“The Froot Loops of yesteryear are not the Froot Loops of today. They’re actually better because the company reformulated the product so that it could get the Smart Choices (label). And that’s what we want them to do.”—Richard Kahn

Source: ABCnews.go.com, 2009

“I went grocery shopping last week and bought my first Smart Choice product: Froot Loops! ... A close look (at) the Nutrition Facts label of Froot Loops shows that it has 12 grams of added sugars in a 110-calorie serving. That’s 44% of the calories (12 times 4 calories per gram divided by 110).” —Marion Nestle

Source: “Smart Choices: 44% Sugar Calories,” 2009

In 2009, the Food and Drug Administration expressed concern that Smart Choices labels could *mislead consumers*, and the program was discontinued.

What a Waste!

Kahn: A diabetes prevention program “would be a waste of resources.”

Source: Medicalconsumers.org, 2012

“In a statement released today by Joslin Diabetes Center in Boston, physicians at the Harvard Medical School-affiliated research and clinical care center strongly disagreed with comments made recently by Richard Kahn, M.D., a former executive of the American Diabetes Association. ... In response, Osama Hamdy, M.D., Ph. D., Medical Director of the Obesity Clinical Program at Joslin Diabetes Center and Assistant Professor of Medicine at Harvard Medical School stated, ‘Saying that physicians should stand by and allow patients to proceed to a diagnosis of diabetes is a disservice to patients and constitutes a surrender in the face of one of the greatest threats to public health the world faces today.’”

Source: “Joslin Replies to Dr. Richard Kahn's Statement: 'Diabetes Prevention is a Waste of Resources',” 2012

“Comprehensive education appropriately delivered to someone with diabetes can make a huge difference in their long term health. We should all be shouting the praises of diabetes education from the roof tops Education is never a waste of time or money!!! Call me. I’ll bore you with our success stories.” —Kathleen Siciliano

Source: “Readers Respond to Dr. Richard Kahn's Statement: 'Diabetes Prevention is a Waste of Resources',” 2012 ■