



For Immediate Release
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New Campaign Seeks to Make Big Changes at the American Dietetic Association – RDs, Nutrition Professionals and the Public Speak Out!

An end to junk food industry payments and backroom lobbying sought.

November 9, 2011 Washington, DC — A coalition of concerned citizens, Registered Dietitians (RDs), certified nutritionists, and physicians are calling for the American Dietetic Association (ADA) to stop taking payments from junk food and pharmaceutical companies, and for an end to the ADA's attempts to monopolize nutrition therapy through divisive legislative campaigns.

Though the ADA states they are the "food and nutrition experts," a recent investigation by Congress revealed that the ADA receives over \$1 million a year in payments from pharmaceutical companies and an undisclosed amount from companies such as Coca-Cola, PepsiCo, and Hershey. In addition to receiving payments from industries with obvious conflicts of interest, earlier this year the Alliance for Natural Health USA revealed that the ADA's continuing education courses for dietitians are being taught by the Coca-Cola Company's Beverage Institute. "The American public wouldn't listen the medical advice of pulmonologists who received their education from cigarette companies. People are starting to ask why is Coca-Cola training our nutrition experts," said Darrell Rogers, the Really Eat Right Campaign coordinator.

"No group, especially one that receives payments from junk food companies, should monopolize the field of nutrition when there are many other healthcare professionals who have advanced nutritional training. The ADA is creating a

monopoly over the practice of nutritional therapy—to the detriment of consumer choice and our health,” said David Brownstein, MD, a board-certified family physician who uses nutritional therapies in his practice. “I’ve seen firsthand what the ADA considers ‘healthy food,’ and it is frightening to see their sugary and chemical-laden foods being given to people who are recovering from surgery,” said Dr. Brownstein.

An internal document from the ADA, “Market Place Relevance: Regulatory and Competitive Environment of Dietetic Services,” demonstrates the true motives behind the ADA’s legislative agenda. The document, released earlier this year, revealed that the ADA is chiefly concerned not with consumer and patient interests, but with eliminating competition in the field of nutrition to allow RDs to operate more profitable and successful businesses. The Really Eat Right campaign states; “the ADA should measure its success by the health of the people the RDs treat, not by the number of junk food sponsorship dollars or the divisive legislative victories they can score.”

“The ADA is completely tone deaf to the needs of consumers. At a time when Americans are becoming increasingly skeptical of processed foods, artificially ingredients, and pesticides, the ADA has become increasingly entrenched in the junk food camp. Frustration over the ADA’s predictably industry friendly positions have been documented time and again, people have simply said enough,” said Rogers.

Campaign website: www.ReallyEatRight.org

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- Registered dietitians, PhD nutrition experts, certified nutritionists and physicians are all available to speak to media upon request.