

What's making you sweet?

Is it HFCS?

In the past few months, the Corn Refiners Association has been running some ads featuring the much-maligned high fructose corn syrup (HFCS). In case you haven't heard, many doctors and researchers blame HFCS for the obesity epidemic because HFCS is found in millions of food items and seems to be metabolized differently in the body. Recently some research found that the way HFCS is manufactured causes the release of mercury. Bottom line, corn refiners had to act. After all, their product is beginning to be perceived as bad for you.

The commercial

I am sure you've seen the commercials. A couple is sitting on blanket in a park (oh so idyllic) and she offers him a ice pop made with HFCS. When he recoils, she counters telling him it is made from corn and it's fine in moderation.

You can see the commercials and read the "facts" about HFCS at the Corn Refiners Association website.

The backlash or the return of sugar

It turns out that sugar is not about to roll over and play dead. It is making a comeback. In fact, many products are using it as a selling point, as pointed out in this New York Times article. Of course, some products are just advertising that they are not made with HFCS (like the Thomas English Muffins' package that blares no high fructose corn syrup).

[poll daddy poll=1474842]

