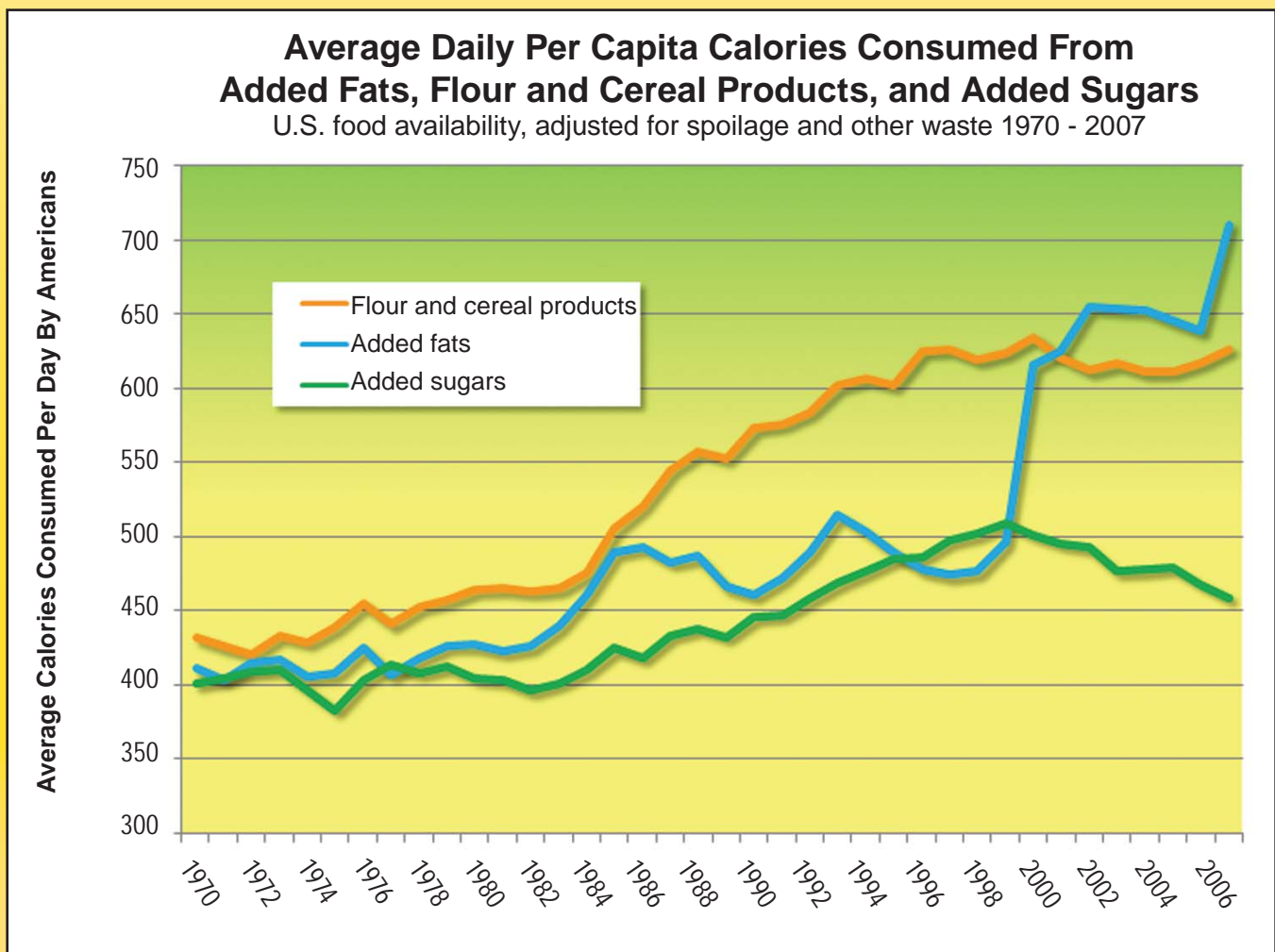


ALL CALORIES COUNT

Americans are consuming more calories from all types of foods today than what we consumed 30 years ago. And we expend less energy to burn the extra calories. Loss-Adjusted Food Availability Data reported by the U.S. Department of Agriculture (USDA) show that U.S. average daily per capita consumption of added sugars is on the decline (see chart below). However, total caloric intake on a per capita basis for Americans increased from 2,172 calories per day in 1970 to 2,775 calories per day in 2007 – an additional 603 calories (see chart on reverse).¹

High fructose corn syrup has been erroneously blamed for uniquely contributing to the rise in obesity in the United States. This overly simplistic view ignores peer-reviewed research that demonstrates that high fructose corn syrup and table sugar are metabolized similarly by the body and that each sweetener contributes an equal number of calories to the diet: four per gram.

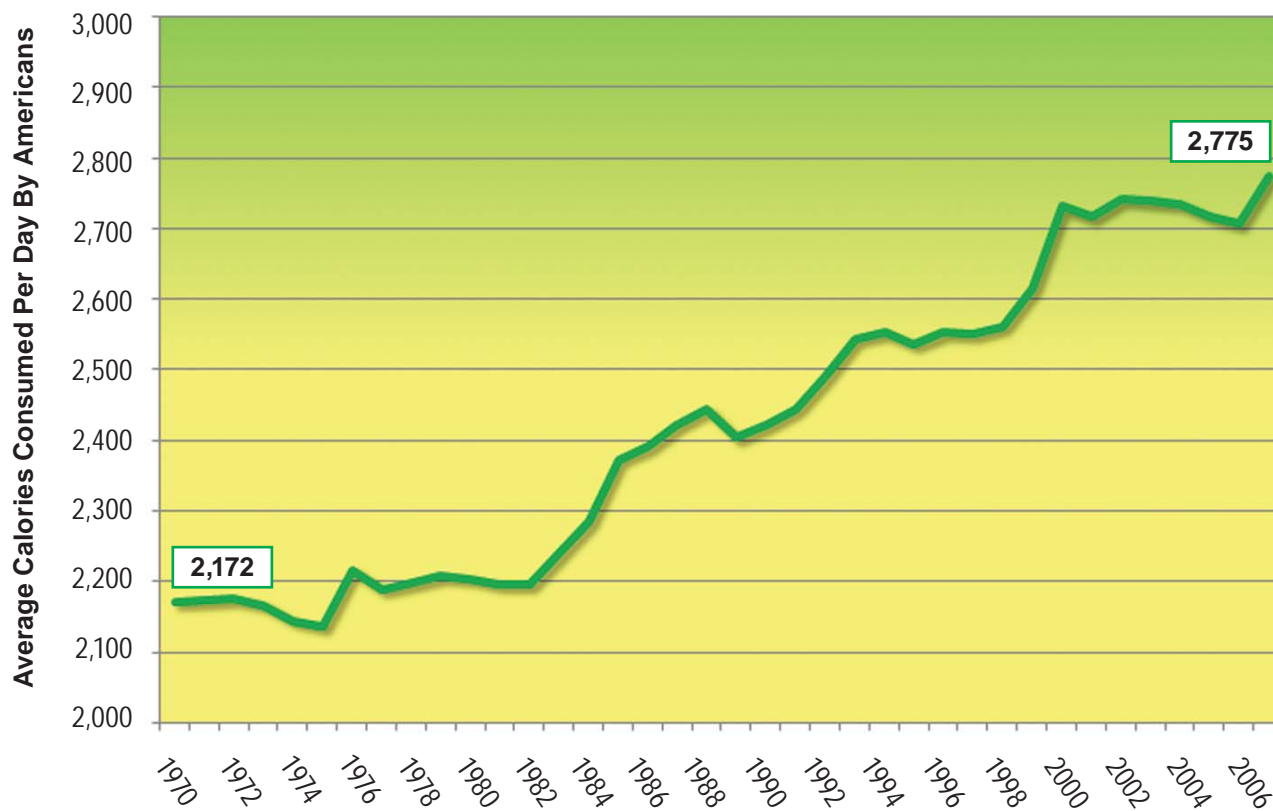
USDA data show that per capita consumption of sugar has always exceeded the per capita consumption of high fructose corn syrup.² In fact, consumption of this corn sweetener has declined since its peak in 1999. According to USDA estimates, annual per capita consumption of high fructose corn syrup for 2008 was 37.8 pounds.³ The 2008 sugar consumption estimate was over 9 pounds greater at 47.2 pounds per person.⁴



ALL CALORIES COUNT

Average Daily Per Capita Calories Consumed

U.S. food availability, adjusted for spoilage and other waste 1970 - 2007



1. U.S. Department of Agriculture, Economic Research Service. 2009. Calories: average daily per capita calories from the U.S. food supply, adjusted for spoilage and other waste. Loss-Adjusted Food Availability Data.
2. U.S. Department of Agriculture, Economic Research Service. 2009. Table 50—U.S. per capita caloric sweeteners estimated deliveries for domestic food and beverage use, by calendar year. Sugar and Sweeteners Yearbook.
3. U.S. Department of Agriculture, Economic Research Service. 2009. Table 52—High fructose corn syrup: estimated number of per capita calories consumed daily, by calendar year. Sugar and Sweeteners Yearbook.
4. U.S. Department of Agriculture, Economic Research Service. 2009. Table 51—Refined cane and beet sugar: estimated number of per capita calories consumed daily, by calendar year. Sugar and Sweeteners Yearbook.

To learn more about high fructose corn syrup, please visit www.SweetSurprise.com.



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