



Founders Fund

CASE FOR SUPPORT



2017

*No other organization has had
anywhere close to the impact
that CSPI has had on the U.S.
food supply.*

— William Dietz, MD
then-Director, Division of Nutrition,
Physical Activity, and Obesity,
Centers for Disease Control and Prevention,
at the October 2010 award ceremony naming
Michael Jacobson the 2010 CDC Foundation Hero

DECADES OF ACHIEVEMENT with Michael F. Jacobson, PhD



From humble beginnings in a borrowed office in 1971, the Center for Science in the Public Interest (CSPI) has grown into an influential, science-based consumer-advocacy organization with an impressive record of accomplishments and a clear and ambitious agenda for improving the food system to support healthy eating.

Co-founded by Michael F. Jacobson, a microbiologist with a doctorate from the Massachusetts Institute of Technology, CSPI is leading a revolution that is both reforming the food industry and transforming the way Americans eat.

CSPI has a proven track record of myth busting, truth telling, and whistle blowing. Contributions from individuals helped us lead successful campaigns that are saving tens of thousands of lives each year. CSPI has:

- virtually eliminated artificial trans fat;
- removed soda and junk food from schools nationwide;
- reduced junk-food marketing to kids;
- reduced sodium in the food supply;
- secured Nutrition Facts labels on packaged foods;

- improved Nutrition Facts by adding “trans fat” and (soon) “added sugars” to the label;
- required labeling of seven of the most common food allergens;
- fought for calorie labeling at chain restaurants, movie theaters, supermarkets, and convenience stores;
- defined the term “organic” for foods;
- obtained bans or limits on nitrite, sulfites, and other harmful additives;
- began a movement that is eliminating dangerous uses of antibiotics on farms;
- obtained warning notices on alcoholic beverages;
- strengthened protections to prevent foodborne illnesses; and
- increased funding for the government’s food safety, nutrition, and physical activity programs.

Thanks to CSPI's persistence, trans fat is banned from the food supply. I support CSPI and I hope you will, too.

—Michael Bloomberg



Despite those sweeping changes, unhealthy eating continues to be a major cause of disease, disability, high health-care costs, and early death.

Cancer, heart disease, stroke, diabetes, and other chronic diseases account for about 70 percent of all deaths in the United States and 75 percent of the nation’s \$2 trillion annual medical-care costs.

I hope you know how grateful I am to have a partner like you working to build a brighter, healthier future for kids and families across our country. At the White House, solving the issue of childhood obesity was one of my top priorities. That's why I'm so proud to know that folks like you—and all the folks at the CSPI—have been championing the same mission alongside me.

—former First Lady Michelle Obama
April 2017



Unhealthy eating is a top contributor to those diseases:

- Obesity costs the nation \$270 billion and is associated with more than 100,000 deaths per year—the equivalent of a jetliner with 300 passengers crashing every day. Obesity is the second-leading contributor to premature death.
- Nearly 70 percent of Americans are overweight or obese. Half of African Americans, 40 percent of Latinos, and one-third of whites are obese.
- One in three adults have high blood pressure and another one in three have pre-hypertension.
- One in ten Americans have diabetes, and another one in three have prediabetes.
- Chronic, disabling conditions cause major limitations in activity for more than 25 million people. These include stroke, hip fracture caused by osteoporosis, and blindness and amputation from diabetes.
- For the first time in history, some experts predict that today's children will have a shorter life expectancy than their parents—partly because of obesity.
- People who are food insecure have significantly less-healthy diets than non-food-poor individuals.

Over the next 45 years, CSPI is committed to building on its many accomplishments, continuing its rigorous science-based advocacy, and taking on 21st-century nutrition and food safety challenges.

Sound science informs everything that CSPI does. Its scientists and lawyers are regularly called to testify before Congress, regulatory agencies, and other policymaking bodies.

Scientific journals such as the *New England Journal of Medicine*, *Environmental Health Perspectives*, *JAMA Internal Medicine*, and the *American Journal of Public Health* have published articles by CSPI's expert staff.

CSPI's funding comes from the hundreds of thousands of subscribers to its award-winning *Nutrition Action Healthletter*—which has never accepted advertising—and from foundations and individual donors who support policies that protect the environment and public health.

Please support CSPI's ambitious agenda for a new era!

AMERICA'S FOOD WATCHDOG

CSPI holds government agencies, elected officials, and the food industry to account for their role in undermining public health.

Two examples: sodium and school foods.

Salt—Too Much of a Good Thing

Studies show that cutting sodium levels by half—the average American consumes twice the recommended limit—would save as many as 100,000 lives and tens of billions of dollars in medical costs each year. CSPI considers salt the single most harmful substance in the food supply and for decades has worked to reduce sodium.

The Institute of Medicine's 2010 landmark report, which CSPI convinced Congress to fund, concluded that voluntary industry efforts to reduce salt over the past 40 years have failed, and that the FDA should set mandatory limits on sodium in packaged foods—exactly what CSPI had petitioned the FDA to do in 1978 and 2005.

In 2016, spurred by CSPI's lawsuit to act on its 2005 petition, the FDA finally proposed short-term and long-term voluntary sodium-reduction targets.

But industry is fighting back hard. CSPI will continue to push for federal, state, and local action to reduce levels of salt—and other harmful ingredients—in the food supply.

JOIN CSPI IN PURSUING AN AMBITIOUS AGENDA FOR A NEW ERA

- Serve as America's food watchdog
- Hold Big Food to account
- Defend vital food safety and nutrition protections
- Win state and local policies that support healthy food choices
- Refute "alternative facts"
- Counter consumer confusion



Jacobson's group has been more aggressive in advocating for sodium limits than doctor or patient groups.

They're very involved in Washington politics, they know how it works, and they're willing to stick their necks out.

—Dr. Marion Nestle
New York University

Improving School Foods

Children are tempted at every turn to eat greasy, salty fast food or to plunk coins into vending machines filled with soda pop and salty snacks. No wonder rates of childhood obesity have tripled since 1980. CSPI made the case that the U.S. Department of Agriculture needed to update its nutrition standards for foods served in the nation’s schools and help kids eat healthier diets.

CSPI led a coalition of more than 500 local and national children’s advocates, major health groups, and medical associations to win passage of the landmark Healthy, Hunger-Free Kids Act of 2010 (HHFKA). That put school children on a healthier path—and it won CSPI Guidestar’s Philanthropedia top rating as the nation’s number-one child nutrition and health advocate.

A 2015 Harvard study concluded that improvements as a result of the HHFKA make it “one of the most important national obesity prevention policy achievements in recent decades.” The study found that healthier school foods could prevent an estimated 2.1 million cases of childhood obesity over 10 years.

That CSPI-led coalition will defend school nutrition, as well as promote other important public health protections in the Farm Bill; promote healthy food-service guidelines for public places; reduce junk-food marketing to children; defend calorie labeling at chain restaurants, supermarkets, and other venues; and increase funding for the Division of Nutrition, Physical Activity, and Obesity at the Centers for Disease Control and Prevention (CDC).

HOLD “BIG FOOD” TO ACCOUNT

Going to Court

CSPI pioneered the use of private litigation to correct unfair and deceptive marketing practices and to fill the void between FDA regulations and enforcement.

CSPI’s litigation department’s successes include spurring Plum Organics (Campbell) to rename (and reformulate) its baby foods according to their key ingredients—typically apple sauce—instead of trumpeting trendy ingredients like kale or quinoa.

CSPI also forced PepsiCo to institute similar naming and labeling changes for its Naked Juice line, including Kale Blazer, which is largely comprised of apple and orange juices and has as much sugar as a soda. And CSPI successfully sued Coca-Cola and stopped its deceptive claims for Vitaminwater.

In another groundbreaking legal action, CSPI spurred Kellogg to adopt the first enforceable nutrition standards for marketing cereals and other foods to children. And CSPI’s threat of litigation led the soda industry to pull full-calorie sodas out of schools throughout the country.

Please help support CSPI’s legal team as we gear up to take on Coca-Cola and the American Beverage Association in a pioneering lawsuit over sugar drinks’ contribution to obesity, and as we continue to represent the public’s interest against other major purveyors



Cheerios Protein has negligibly more protein, but 17 times more sugar, than Original Cheerios.

of foods that promote disease. We are targeting foods with deceptive health halos, which may fool consumers who are looking for healthy foods.

DEFEND VITAL FOOD SAFETY PROTECTIONS

CSPI brings sound science to bear to reduce the scourge of preventable foodborne diseases that sicken 48 million—and kill 3,000—Americans annually. CSPI works with policymakers to ensure the safety of our food, be it from a farm or a factory.

Building a Stronger Food Safety System

In 2010, CSPI won a huge victory for consumers when we helped write and got Congress to pass the Food Safety Modernization Act (FSMA), the most sweeping food safety legislation since 1938.

CSPI is working with a strong consumer-industry alliance to secure adequate funding to enable the FDA to enforce the law.

Tracking Additives

An estimated 10,000 additives are currently used in food production, either as ingredients or in processing or packaging. While some—acetic acid (vinegar) or citric acid, for example—are safe, several thousand others have been added to foods through a loophole in federal law that allows companies to

When he was Commissioner of the FDA, Dr. David Kessler credited CSPI with “one of the greatest public health advances of the century” by promoting the importance of the link between diet and health to policymakers, industry, and the public.

—Dr. Kessler now serves on CSPI’s Board of Directors



self-determine the additives’ safety without any public oversight. That is no way to protect consumers’ health.

CSPI is pursuing a multi-pronged approach to build the case for improving the FDA’s oversight of food additives, starting with synthetic dyes and artificial sweeteners.

Cleaning Up Restaurants

Restaurant food is the most common source of outbreaks of foodborne illness. That is a difficult problem to fix because restaurants are regulated under state and local laws.

CSPI uses its seat on the board of the Conference for Food Protection (CFP) to give consumers a voice in writing stronger laws to ensure the safety of food from restaurants and grocery stores. The CFP provides a model for local and state laws.

Help CSPI continue to provide strong consumer representation in Washington policy circles and with industry leaders to keep our food safe.

WIN STATE AND LOCAL POLICIES THAT SUPPORT HEALTHY FOOD CHOICES

The current food environment makes healthy eating as difficult as swimming upstream.

The public has never been more interested in food and nutrition. Roughly 85 percent of Americans say they'd like to eat well, yet fewer than 10 percent actually eat a diet consistent with the sensible advice in the government's *Dietary Guidelines for Americans*. The food environment makes healthy eating tough.

CSPI is leading a national effort to encourage state, local, and national policymakers to adopt sensible measures to enable families and children to eat healthier diets. For example, CSPI is working to:

Bring healthier food choices to public places in communities nationwide.

Improving the nutritional quality of foods and beverages in government buildings, public parks, and other public places is a low-cost, relatively non-controversial public health strategy that can create healthier food and beverage environments.

Promote policies that reduce soda consumption. Sugar drinks account for almost half of the added sugars consumed by Americans. **CSPI helped spark a national campaign that has reduced per-capita consumption of carbonated sugar drinks by 25 percent.** CSPI's influential 1998 report, *Liquid Candy*, sounded the alarm on sodas and was a call to action. CSPI is helping local communities nationwide pass soda taxes and, we expect, soda warning labels. We helped

get soda out of schools, and we co-lead a coalition of advocates and academic experts that got McDonald's, Burger King, Wendy's, Dairy Queen, Applebee's, and other restaurants to drop soda from their kids' menus.

Get dyes out of foods. Thousands of foods—particularly those marketed to children—are colored with synthetic dyes like Red 40, Yellow 5, and Blue 2. But well-conducted studies have shown that those chemicals can profoundly disrupt children's behavior—triggering, in some kids, hyperactivity—and may pose a modest cancer risk. CSPI is challenging the food industry to reformulate its products and is working on a long-term effort with California advocates to win passage of a law requiring a warning label on dyed foods.

Help communities adopt sodium warnings at restaurants.

Overly salty restaurant meals are turning Americans' hearts and brains into ticking time bombs—gradually raising our risk of suffering a heart attack or stroke. CSPI is challenging public health officials around the country to follow the lead of New York City by requiring menus to warn diners about high-sodium foods and meals.



Get junk foods out of checkout aisles at supermarkets. Food manufacturers pay astoundingly high fees to place their often unhealthy products in checkout aisles and other prime locations in supermarkets. We are urging supermarket chains to respect their shoppers' health by selling only healthier foods (and other products) at checkout.

REFUTE “ALTERNATIVE FACTS”

Science is under siege in Washington, D.C., and “alternative facts” are crowding out rational discourse and science-based public policy.

From gag orders imposed on scientists at the Department of Health and Human Services to appointing a non-scientist political crony to head the USDA’s Agricultural Research Division to deleting agency information about climate change, the Trump Administration is openly hostile to the science that underlies health and environmental protections.

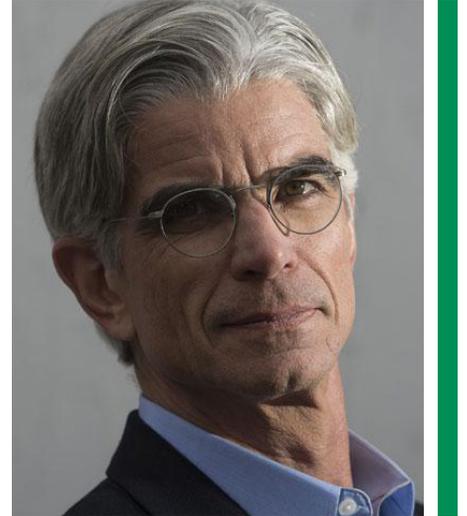
CSPI is part of a broad-based coalition that opposes the president’s attack on science-based public policy, including his executive orders—like the one requiring federal agencies to repeal two rules for each new regulation adopted. The House of Representatives has passed a bill that would gut health and safety protections for years to come by paralyzing regulatory agencies with red tape.

COUNTER CONSUMER CONFUSION

The president’s anti-science agenda poses a danger to the public’s health. A report last year by the Pew Charitable Trusts pointed to a growing gap between what the scientific community knows and what the public thinks about climate change, childhood vaccines, agricultural biotechnology, and other issues.

“If there was one consumer group the food industry came to fear the most, it was ... the Center for Science in the Public Interest, simply because it was so ruthlessly effective.”

—Michael Moss, in his best-selling book, *Salt, Sugar, Fat: How the Food Giants Hooked Us*



Feeding that trend are the food industry’s attacks on nutrition science. More and more articles cast doubt on the conclusions that are broadly embraced by the scientific community.

CSPI is countering those trends by rallying the media to disclose conflicts of interest and to stick to the facts when covering stories about food and nutrition. We are also calling out man-bites-dog stories with clickbait headlines like “Eat Fat, Get Thin” and “Boy Recovers from Autism after Going Gluten Free.”

CSPI is seeking support to counter a clear trend in journalism and online blogs to disregard—and even attack—nutrition science. CSPI will create resources for journalists and editors for covering nutrition science and minimizing undue industry influence on nutrition coverage and policy.

PROVIDE SOUND ADVICE TO CONSUMERS



CSPI reaches millions of Americans daily through the press and the Internet and 10 times a year through our ad-free, award-winning *Nutrition Action Healthletter*.

Oprah Winfrey called *Nutrition Action* “the mastermind critic that sounded the food alarms.”

Nutrition Action provides consumers with reliable information about the food they feed their families. Our articles focus on diet, disease, and the healthfulness of popular foods. And they expose deceptive food labels and ads.

Our digital presence helps supporters learn about our advocacy work and take direct action to influence food companies and public policy, and to improve Congress’ and federal agencies’ oversight of the food industry.

MAKE A GIFT

For nearly 50 years CSPI has been a forceful voice for food safety and nutrition protections. Our agenda is ambitious, and now more than ever America needs an independent, science-based advocate in Washington. You can play a pivotal role by contributing to CSPI’s Founders Fund, which will be used to strengthen our legal team, expand our presence and reach, and build on Dr. Jacobson’s public-interest accomplishments and defense of science.

With your support, we can hold Big Food to account and put people and the planet ahead of profits.

For more information on how to contribute to the Founders Fund, please contact Hannah Dallmann at hdallmann@cspinet.org.

WHAT PEOPLE ARE SAYING ABOUT CSPI

“CSPI is the best organization and does not waste money. I shudder to think what would happen if you weren’t watching and caring.”

—Eva Kessner
Kings Point, New York

“In the deluge of information and misinformation about what not to eat, CSPI is unique in giving guidance about what’s best to eat.”

—Emily Lewis
Carmel, Indiana

“CSPI has been very inspirational to me: the best science, the highest ethics, and a commitment to achieving more enlightened public policies.”

—Robert J. Stack, PhD,
Angels Camp, California

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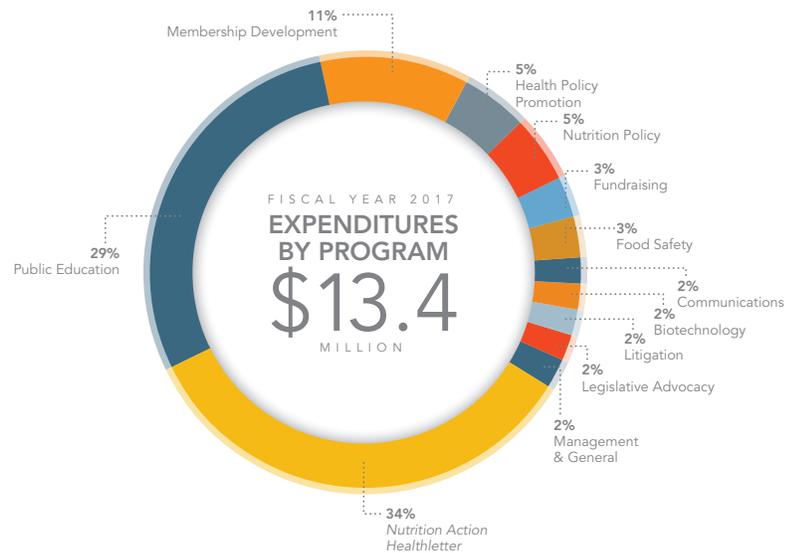
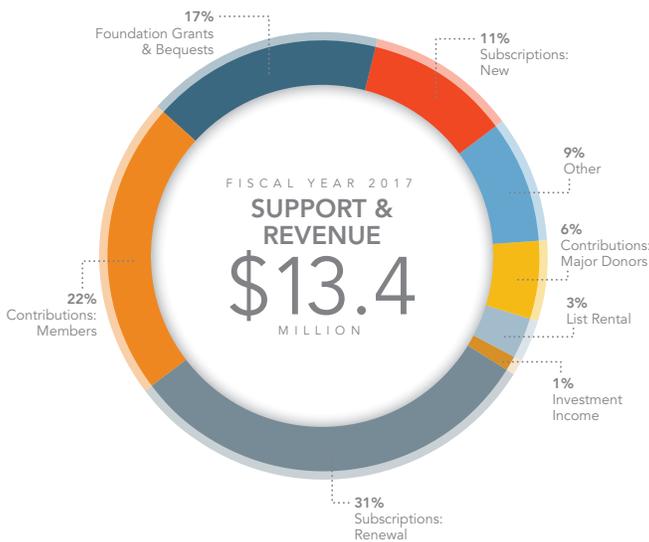
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CSPI FISCAL YEAR 2017 BUDGET





CSPI co-founders James Sullivan (left), Michael Jacobson (third from left), and Albert Fritsch (third from right) in front of CSPI's office in 1973.

