

UNCLE SAM WANTS YOU...

FAT!!

At a time when two-thirds of American adults and one in five children are already overweight, the federal government is—believe it or not—pushing Americans to eat more cookies and drink more milk.

Last year, the United States Department of Agriculture got together with Nabisco and the dairy industry on a \$1 million “Dunk and Win” promotion for Oreo cookies. The program is a not-

so-subtle scheme to promote milk, the number-one source of fat—both total and saturated—in the diets of American children, and a food with links to prostate cancer and digestive problems. This month, the USDA launched another sweepstakes: Spell M-I-L-K with specially marked Oreo cookies and you can win \$100,000. A “back-to-school” milk-and-cookie promotion aimed at school kids is set to kick off in August.

These are just the latest in the USDA's long history of shameless co-promotions for unhealthy foods. McDonald's McRib sandwich (490 calories, 25 grams of fat), Subway's BBQ Rib Patty Sub (840/38), and Dunkin' Donuts Steak, Egg, & Cheese Sandwich (640/26) were all government projects designed to fatten industry wallets at the expense of your family's health. More recently, your government worked with Taco Bell to promote its Steak Quesadilla (540/31) and with Wendy's on its Cheddar Lovers' Bacon Cheeseburger, which tips the scales at 690 calories and 40 grams of fat.

Had enough? Tell the USDA it's time to get serious about America's obesity epidemic. Tell Secretary of Agriculture Ann Veneman to worry less about the dairy and meat industries' bottom line and more about America's waistline. Write to:

The Honorable Ann M. Veneman, Secretary, U.S. Department of Agriculture
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