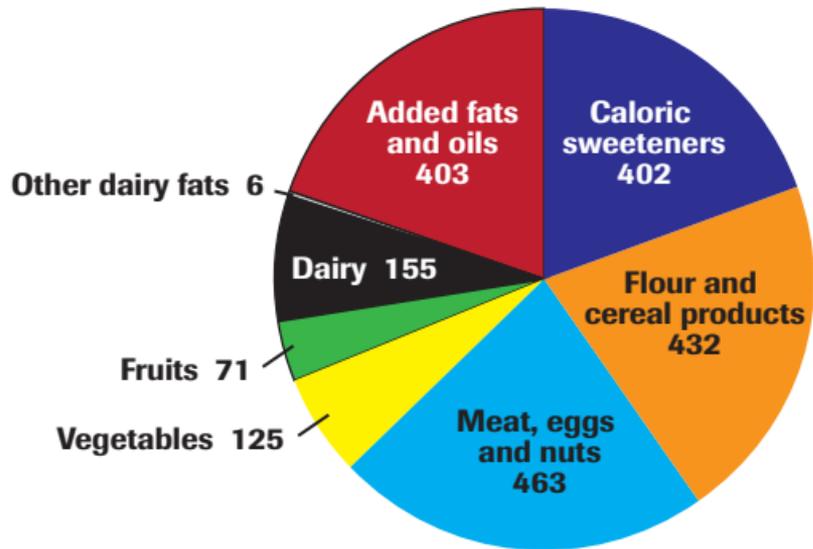
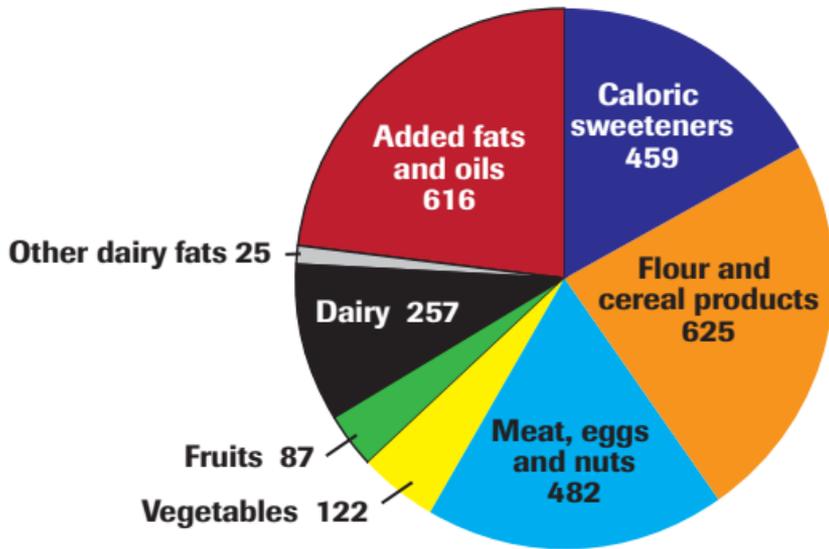


Calories Count!



1970
2057 Kcal Consumed



2008
2674 Kcal Consumed

Is it sugar or calories? Between 1970-2008, average individual caloric consumption grew from 2057Kcal/day to 2674Kcal/day (+30%), whereas caloric sweetener consumption during that same period decreased from 19.5% of total calories to 17.2% of total calories.