

# THE (HIDDEN) HIGH COSTS OF JUNK FOOD

The obesity epidemic now under way in the U.S. is, in part, a result of the junk food we eat. This high-fat, low-nutrient, low-fiber diet exacts a high, hidden cost that makes junk food dangerously expensive—even deadly.

## ADDING UP THE COSTS

### JUNK FOOD = RECIPE FOR OBESITY



**+\$1,429 annual  
medical costs**



### JUNK FOOD = CHILDHOOD NIGHTMARE



- Childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years.
- The percentage of children aged 6–11 years in the U.S. who were obese increased from 7% in 1980 to nearly 18% in 2012.
- The percentage of adolescents aged 12–19 years who were obese increased from 5% to nearly 21% over the same period.
- In 2012, more than one third of children and adolescents were overweight or obese.

**Junk food leads to:**

← **DIABETES** 

← **HEART DISEASE** 

← **OSTEOPOROSIS** 

← **DEMENTIA** 

← **MORE WORK ABSENCES** 

← **MORE DOCTOR VISITS** 

**Healthy food leads to:**

**GOOD BLOOD SUGAR** →

**HEALTHIER HEART** →

**STRONGER BONES** →

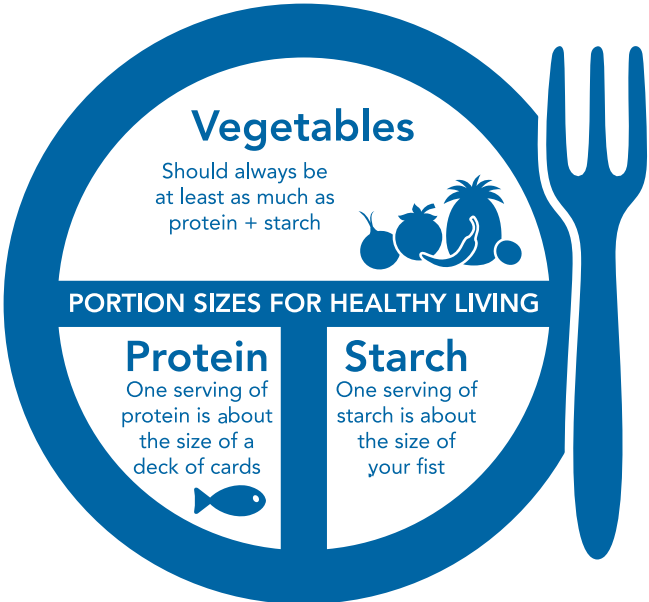
**BETTER MENTAL CLARITY + MEMORY** →


**FEWER WORK ABSENCES** →

**FEWER DOCTOR VISITS** →


**\$1.50 PER DAY MORE**

According to new research from Harvard School of Public Health:  
**The healthiest diet costs only \$1.50 per day more than the least healthy diet.**  
That's \$547.50 per year more to be much healthier for life.



**Vegetables**  
Should always be at least as much as protein + starch 

**PORTION SIZES FOR HEALTHY LIVING**

<b>Protein</b> One serving of protein is about the size of a deck of cards 	<b>Starch</b> One serving of starch is about the size of your fist
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