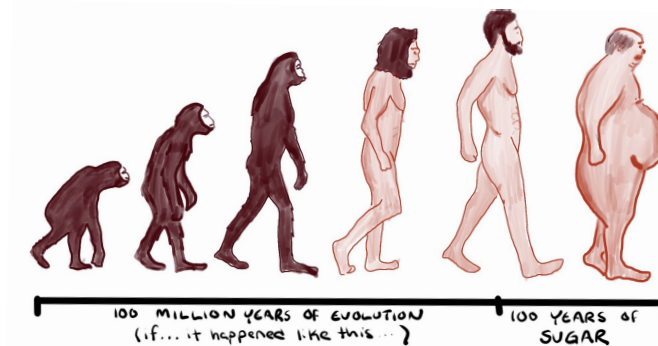


6 - THE SHIFT TO THE SUGAR AGE

“The earth does not belong to us. We belong to the earth. Whatever befalls the earth befalls the sons and daughters of the earth. We did not weave the web of life, we are merely strands in it. Whatever we do to the web we do to ourselves.” —Chief Seattle



Because of a shift away from the cellular theory toward chemical therapy, our health has shifted. There is a palpable shift of the human experience of life. It can be pinpointed to the beginnings of the twentieth century. Our way of living and what is important to us is incongruent with our ancestors' way of life and collateral casualties of this shift are visible.

In this chapter you'll learn, despite stats that say the opposite, why we're actually the most unhealthy human culture in history, what created this shift, how corporate and government intervention in our food and healthcare system are solidifying and profiting off this shift, and finally the simple solution to it all.

According to the Centers for Disease Control (CDC) we're living longer than ever and the increasing average life, which is currently 78 years of age, is the proof. It is argued that this increase in lifespan is due to advancements in technology and medicine.

I beg to differ. Not on the fact that our average life expectancy is at 78, but that it's due to advancements in "modern medicine." This is a well-designed lie. As Benjamin Disraeli said, *"Lies, damned lies, and statistics."* Let's investigate.

On December 18, 2003, Reuters ran a story on the impact of AIDS in Africa. The reporter wrote, "A baby girl born now in Japan could expect to live 85 years, while one born in Sierra Leone probably would not survive beyond 36." The point of this article was to highlight how medicine and technology result in a longer life. The average person is not dying at 36 in Sierra Leone. In actuality, the high infant mortality and crime rates, along with a lack of sanitation, is pulling down the number. The average person who avoids these calamities in Sierra Leone will most likely live the same length as one living in Japan.

Let's do an analysis of history and an examination of the CDC's claims. The encyclopedia of life states that the average life expectancy in prehistoric times was probably about 25-30 years, and in medieval Europe it "improved" to 36 years. Conditions back then were harsh with no central air, smartphones, or Starbucks, making life particularly brutal.

Sure, the life of a caveman was probably short. Brutal death occurred more often than not by woolly mammoth trampling, saber-toothed tiger hunts gone awry, starvation, or freezing.

Medieval European life's brutality was a bit more refined. Painful skewering by a lance during jousts, walking through rat infested, crap-filled, crowded streets, and fighting in useless feudal wars for some duke made for many possibilities of ending a man's life sooner than later. Women didn't fare well either, with constant witch hunts and whatnot.

150 years ago in America, the Civil War raged, and to this day the casualty count from it is the highest of all of America's wars. Surgery at the time was usually conducted with a bottle of booze, not to pour on the wound for disinfection, but to be drunk by the patient as anesthesia. Quite advanced, I must say.

All kidding aside, there are running threads of commonality during these periods of human history that affected true "average" life expectancy.

One thread is that childhood mortality was atrocious. Death at birth was common, both for the baby and the mother. Until about 150 years ago, many children died before they made it to 5 years of age. If they made it that far, the next 13 years of life was fraught with potential ways to die from infections and accidents.

There was little understanding of sterility for treating wounds and injuries. Infections were common because there was no central sewage system. People often lived in cramped conditions and threw garbage and human waste in streets. There was no hand washing. In effect, we existed in an unhealthy environment that served as a breeding ground for dangerous bacteria, not healthy human bodies.

If people made it past 18 years of age and survived war, our ancestors generally lived to 80 or beyond.

We are fed the conventional narrative that humans live longer because of 'miraculous' medical advances and technology. It's tempting to congratulate ourselves for developing a progressive society whose knowledge surpasses previous "primitive" generations. The false historical impression given is that by the time we turned 40 in Medieval Europe, we were old, unable to move around without a cane, or on our death beds. Nothing could be further from the truth.

When we talk about "average life expectancy," we are saying "life expectancy at birth." This is described as the length of life the average human can expect to enjoy in any given country, unless some freak accident should befall them.

Life expectancy at birth has probably never changed. Hand washing and plumbers did far more to enhance average life expectancy than doctors. Hand washing at first wasn't even accepted by the medical community. Ignaz Semmelweis, now described as the "savior of mothers," found that the incidence of puerperal fever at childbirth could be dramatically reduced with hand washing by medical caregivers. In 1847, at the time of his discovery, hospitals' birth wards had a rate of mortality three times that of midwife wards.¹ He published his findings in his book *Etiology, Concept and Prophylaxis of Childbed Fever*. For some unfathomable reason, his views conflicted with the established scientific community. He was committed to an asylum and beaten to death 14 days after his arrival.

¹ Hanninen, O.; Farago, M.; Monos, E. (September–October 1983), "Ignaz Philipp Semmelweis, the prophet of bacteriology", *Infection Control*, 4 (5): 367–370

I have a good friend, a retired plumber, who proudly states as often as he can, “The health of the nation depends on plumbers, and we don’t get nearly as much money as doctors.” Though plumbers are expensive, they are worth it. The proliferation of modern sewage systems and household plumbing coincided with the advent of vaccines and antibiotics, yet it barely gets the credit it deserves for improving average life expectancy. These medical outsiders have done more to improve overall human health than our modern medical system today, whose charges are comparatively and considerably outrageous. Gallbladder removal for \$15,000? Seriously?

Life is like a candle. Your life explodes into light as you’re thrust into this world at birth and that light of life continues to glow for all of your days without fading. That’s where the song, “This little light of mine” came from. We all know how it goes: “...this little light of mine, I’m going to let it shine, let it shine, let it shine, let it shine...” When your time is over, the life light flickers briefly, and we die quickly.

We are witnessing something different, however. The average person now spends years at the end of their life needing assistance. After a prolonged period of dimming, their light slowly goes out.

Our life expectancy at birth has probably not increased, and the quality of our health in these modern times has declined precipitously, especially as we age. Generations past were quite active even into their advanced years. There was no such thing as a nursing home. Home healthcare, if it was necessary, was provided by the children.

Today, you have a 68% chance of disability if you’re 65 years or older.² In other words, for 68% of us over 65, life is going to be hard. We’re not going to enjoy a quality life of freedom. You may not be able to wipe your own butt, take an unassisted bath, or drive a car.

According to projections from the U.S. Census Bureau, the number of disabled elderly will double by 2050.³ Imagine that, a country half-full of disabled people.

The tipping point of any society is when there is not enough healthy people to care for the unhealthy ones. How close are we to this tipping point?

Diseases such as obesity, diabetes, and Alzheimer’s are skyrocketing. One in three people can expect dementia for the last years of their life. Cavemen could not afford these diseases. It would’ve significantly interfered with their ability to evade the aforementioned woolly mammoth trampling.

Many lives today degenerate into listless countdowns to death in old people prisons that we call nursing homes. People often abandoned by their families, cared for by corporations, staffed by exhausted and emotionally hardened nurses, and kept “alive” with chemical medications.

What happened? Why is our quality of life (happy, usable years) shortening, though the length of our life remains the same? What is failing us? Is the business of long-term care and prescription medication really the answer?

What created this shift?

² AARP. Beyond 50.2003: A Report to the Nation on Independent Living and Disability, 2003, <<http://www.aarp.org/research/health/disabilities/aresearch-import-753.html>> (11 Jan 2005).

³ U.S. Census Bureau, news release, May 6, 2014

Let's start with food and take a broad look at the evolution of diet. What follows is a general description. We can go deep down this rabbit hole, but for now we'll summarize 99.99% of our evolutionary diet in a basic overarching manner.

The food we ate was whole and unadulterated meat, vegetables, fruits, fish, nuts, insects, etc. The only processing, if any, was cooking, drying and curing, pickling or fermentation. Much of our food was consumed raw. During our hunting and gathering phase, which by the way is about 99.9% of our evolutionary existence, humans ate mostly a balanced meal of meat and vegetables. Sweet foods such as fruit and honey were the Holy Grail, and consumed seasonally, or when available as a rare treat. Edible vegetation grew wild in thick, deep fertile soil profoundly enriched with trace minerals, probiotic bacteria, and nutrients in a beautifully complex ecosystem provided by nature and her universal intelligence.

With the advent of agriculture, we'll say about 8,000-10,000 years ago, grains and money came into the picture, as did the first sign of cavities in human skulls, as did merciless resource extraction. It's all downhill from there as far as Earth's and humanity's overall health is concerned.

Mass sugar plantations and cultivation developed about 500 or so years ago, correlating with the rise of more cavities. Nonetheless, at this period, sugar was still considered a rich person's food. The poorer you were the less you could afford sugar for much of recorded history.

People happily settled for honey and fruit seasonally; it was plenty of sugar, and each year they looked forward to it, maybe even celebrated it with harvest festivals. Rare ailments linked to its overconsumption were confined to nobility. If you saw a fat man hobbling on a cane in diabetic pain, it was most likely a duke who at tea time could afford to gorge himself on lumps and crumpets. Instead of thinking the guy was unhealthy, people might have said, "Man, he's rich!"

Only kings and nobility could afford to be fat. Obesity was a "disease of the rich" and ostensibly a social status. In fact, some believe that Marie Antoinette contributed to the violence of the French Revolution when during a famine she uttered the now famous words, "If they don't have bread, let them eat cake." "Cake?" the starving commoner most likely uttered, "They have cake? Let's cut their heads off and steal it!"

The peasantry of centuries past ate bone broths. They made stew out of "leftover" animal carcasses, throwing in hearty vegetables like cabbage, carrots, beets, leafy dark greens, and whatever vegetation/herbs that were edible. Cooked slowly, each bowl was savored with gratitude.

As it turns out, they were preparing and eating nutrient dense foods. It was the poor who ate "cheap" foods, which of course turned out to be today's "health" foods.

The dietary divide between rich and poor quickly shrunk during the expansion of America. Massive industrial and shipping operations dramatically increased accessibility and consumption of sugar, especially in the past 100-150 years.

In the 16th century, four pounds of sugar was the average per capita consumption in Europe. As people became addicted to sugar, the demand for it skyrocketed. To fuel this demand, the New World was exploited. Native cultures were ruthlessly enslaved to run plantations. Modern society's new addiction was sugar, and it needed more.

By 1880 sugar consumption jumped over 700% to 29 pounds average per capita. Today in America the average person consumes at least 150 pounds per year, with children often consuming the most. That's a 3,750% increase in less than 500 years.⁴

This is where the shift happened. All of a sudden rich people's food became affordable to the rest of us.

Processed foods and chemicals became the norm, and organically grown meat and produce became the expensive rich person food. Historians will look back on this shift, as they have the Bronze Age, and surely they will call it, *The Sugar Age* or perhaps, *The Corporate Food and Healthcare Age*.

The Beginning of THE SUGAR-AGE & Government and Corporate Interference in Our Food

At the turn of the 20th century, the U.S. government witnessed the beginnings of the shift. Alarmed at the developing health crisis, regulations were enacted and bureaus were established to try to hold back the tide of disease washing over the nation. The sugar- and chemically processed-food-lobby formed in response.

Dr. Harvey Wiley, the highly respected original head of the FDA (then known as the Bureau of Chemistry), wrote the book *Foods and Their Adulteration*. His first course of action was to enact the "Pure Food and Drug Act" into law in 1906. This law attempted to control the American food supply's purity. It outlawed usage of preserving chemicals, saccharin, bleached flour, and other denatured food products. Dr. Wiley knew these substances were literally poisonous. They lacked fiber, enzymes, vitamins, and mineral content, and were directly linked to all levels of digestive problems. High fructose corn syrup was not around at the time, otherwise it surely would've made the list.

Six years later Dr. Wiley lost the good fight. A powerful refined food industry lobby formed. Their relentless attacks finally achieved their desired effect. His coerced resignation was accepted in 1912. He was replaced by a pawn of the industrial food industry.⁵

The modern *sugar age* had officially begun. It was off to the races for the processed food industry. Profits were handsome. However, the disease it spread turned out to be fat and ugly.

Dr. Royal Lee said it best, "When a food manufacturer sells you a denatured product, he is shortening your life for his profit."

In a stunning turnaround from trying to protect citizens, the government's next stage in the development of the the sugar age was to actually reward people who create industrialized food with subsidies, thus encouraging more industrialized food.

Sugar and Processed Food Subsidies

⁴ Czarnikow, F O Licht, ISO, Board of Trade Journal; <http://www.czarnikow.com/news/01-05-14/inconvenient-truth-about-sugar-consumption-it-s-not-what-you-think>

⁵ "Harvey Wiley Explains Resignation" (PDF). The Daily Princetonian. Associated Press. March 16, 1912. p. 1. Archived from the original on March 2009.

What is a subsidy? Simply put, subsidies are government handouts of money to privately owned businesses and corporations. Subsidies are a fancy way to say “corporate welfare” or “farm income stabilization.” They are a hefty tax burden as the U.S. spends more than \$20 billion per year in subsidies.⁶

Subsidy programs started in the 1920s, but really took hold during the Great Depression. The U.S. isn't the only country that subsidizes its farmers, however. Subsidization in the U.S. impacts international trade affairs the most, causing all sorts of havoc in global commodities markets, and contributes to global poverty and starvation.⁷ Cheap, subsidized food commodities are dumped into Third World countries. Local farmers simply can't compete with the cheap crops, and they are driven out of business. Third World countries in turn become reliant on these dumps, and borrow money to buy. As wealth is funneled out of the country, insurmountable debt contributes to poverty and destabilization of the countries' infrastructures. Starvation ensues in a twofold manner. Firstly, the subsidized GMO crops are nutritionally inferior. Secondly, local farms and businesses are shut down, and the loss of income and jobs makes even the cheapest food unaffordable.

The original intent of subsidies, though convoluted, was honorable. It was the government's attempt to control manipulation of commodities markets and supplement farmers' incomes. At the time it was implemented, 25% of the country lived on about six million small rural family farms. Today, 157,000 mega agribusinesses represent 72% of total farm sales.⁸ From 2003 to 2005 the biggest 1% of these mega-corporate farms received 17% of all federal subsidies (roughly \$2.14 billion).⁹

Somehow, subsidies have been perverted from a system of income supplementation for family farms to a mono-cropped nightmare of mega-business cashing in on taxpayer money. Thanks to subsidies, the sugar age blossomed.

Corn is, by far, the most highly subsidized agricultural commodity. Cotton, wheat, and soybeans round out the next three on the list.¹⁰ Subsidized corn is used primarily for the manufacture of industrial and unhealthy food products, one of the worst of course being high fructose corn syrup (HFCS). HFCS is ubiquitous in modern processed foods.

Have you ever wondered why a hamburger, large fries, and soda “value meal” is around \$5, yet the same food from an organic market is three to six times as much? Have you ever wondered how this is possible? If you ever tried to grow these foods yourself, you'd recognize that the water, soil, and human energy input required for even just potato cultivation is massive.

⁶ "Farm Subsidies Over Time". *The Washington Post*. 2 July 2006. Retrieved 12 April 2012
Stephen Vogel. "Farm Income and Costs: Farms Receiving Government Payments". Ers.usda.gov. Retrieved 12 April 2012

⁷ Andrew Cassel (6 May 2002). "Why U.S. Farm Subsidies Are Bad for the World". Philadelphia Inquirer. Archived from the original on 9 June 2007. Retrieved 20 July 2007.

⁸ "EWG Farm Subsidy Database". Farm.ewg.org. 29 November 2004. Retrieved 12 April 2012.

⁹ "EWG Farm Subsidy Database". Farm.ewg.org.

¹⁰ 2005, Congressional Office Budget Report

The ranch, pasture, feed, water, fencing, and human stewardship required to grow cattle for your burger is cost-prohibitive, and virtually impossible for one person to accomplish. So, how can a meal like this be only \$5? The only way a restaurant can sell you a “value meal” is when the food in that meal is subsidized, thus encouraging its consumption.

To make matters worse, up to 40% of Americans receive some form of government food assistance, which is used to buy what is perceived to be the most affordable food available. This purchasing judgment usually results in nutritionally useless, highly processed calories, pumped out by an industrialized food system awash in subsidies.

Many people who received government assistance recognize this is not an ideal way to feed themselves, but are faced with a poverty of choice and need to fill their kids’ bellies. So they settle for processed foods. Many have no choice as they live in a “food desert” in inner cities where no real food can be found or is grown.

Wouldn’t it be better to subsidize healthy foods? How do you think health in America would change if a fast food “value meal” was \$30 while an organic salad was \$3?

The final nail in the coffin—Government sponsored health

In America, under our current healthcare system, the sicker the patient becomes, and the more testing and procedures they require, the richer the doctor gets.

This is exactly opposite from the way healthcare worked in ancient China where the physician was compensated by the patients as long as they were healthy. If the patient lost their health, the doctor lost their income until they helped them regain health. What a concept! Many doctors today making in excess of half a million dollars a year would drop to below minimum wage under this approach.

Our system is further destroyed by the patient who does not directly pay for, and therefore care, how many tests or procedures are done. I have had patients say to me, “do as many tests or procedures as you want as long as my insurance pays.” This same patient when asked to quit eating fast food flatly refuses as this requires active participation and sacrifice from them. “Can you just give me more insulin?” the diabetic often asks.

Once people become ill from the food industry, they go to doctors who don’t change the foods that are making them ill. How can you possibly stop someone from dying from ingestion of poison if you don’t take them off the poison?

The final straw in the person’s health is when they go to a hospital. I was absolutely mortified recently when my mother-in-law got tongue cancer. I was astonished that the hospital fed her nutritionally empty and sugar fortified foods. Before chemotherapy and radiation, and at the end of each meal, they would offer ice cream. A hospital giving ice cream to a person who has cancer, potentially caused by ice cream, is tantamount to medical malpractice. She got a \$300,000 bill for the chemo and ice cream that Medicare happily paid.

The current medical/government complex has created a society of individuals that do not seek all options of healthcare. In essence, the marketing of this system of insurance, medicare, and pharmaceuticals presents the illusion that this is the only choice. Furthermore, the illusion continues when people have a co-pay of only \$50 monthly for \$4,000 of medications. If someone was recommended gallbladder surgery, but they had to pay \$15,000 for it out of their pocket, do you think they would opt for it? Or do you think they would search hard for an alternative that is inexpensive and actually effective in restoring their gallbladder function? If they had to pay for it out of pocket, do you think

anyone would opt for these tests and medications? Without skin in the game, people won't try.

As radical as it may sound, the abolishment of health insurance (other than emergency care) would immediately impact society's overall health for the better. As long as doctors, pharmaceutical companies, and hospitals (and therefore legislators that are paid off by them) benefit from providing only "sick care" to the population, the more sick we will become. Our current medical is a system *proven* to cause more death and illness. Pharmaceutical companies, insurance companies, hospitals, the processed food industry, and of course Rockefeller and his family, are rewarded and further enriched by it.

Massive, collective symptoms of disease are the direct end-result of our profit-driven corpo-government system. As long as profits grow, we won't see true change. Sorry, Obama...and Trump.

The government shakes hands under the table with these corporations and does not issue legislation that truly protects the people. Then the government actually pays large agribusinesses to produce unhealthy processed foods, then subsidizes consumers to buy these crappy foods. People eat this toxic food, inevitably illness follows, and their only option for healthcare becomes government subsidized drug care. People are never shown any other option. The Physicians Committee for Responsible Medicine states that 63% of subsidies in the USA are causing enormous costs and burdens to the health and productivity of Americans.¹¹

So why does this sugar age continue?

Why don't we subsidize organic healthy produce and stop subsidizing junk food? Why don't we subsidize only doctors who improve and maintain people's health?

Why? I'll tell you why. Lobbyists!

The corporate food industry spent an estimated \$539,000 in 2008 for every daily session of Congress¹² and they're dwarfed by the pharmaceutical and insurance industries, which spent \$400 million in 2015.¹³

I'm not saying anything revelatory here: the U.S. Congress and the health of humanity is for sale. This statement doesn't come as a shock to most Americans, who routinely give their federal legislators dismal approval ratings.

The real question is, how do we save ourselves from this corporate sick care system?

American soul food is a great example.

Captured and forcibly transported as slaves, people from the African continent have been disproportionately disadvantaged in American society. The impoverished black community of the past couple of centuries relished collards and greens cooked in broths and lard. Meat was treasured, and every single possible part of the animal was efficiently used, including organ meats. Fishing was a great source of protein, and all fish parts were used and

¹¹ <http://www.pcrm.org>

¹² Philip Bump. "Lobbyist spent \$173.5 million trying to shape the 2008 farm bill" www.grist.org. July 19, 2012

¹³ <https://www.statista.com/statistics/257364/top-lobbying-industries-in-the-us/>

cooked. Though not considered a delicacy as they are today, this community creatively manifested opulent feasts with ribs.

The result was that the poorest segment of American society, who endured atrocities of awful hatred, grew stronger because nutrition fueled their courage. Their diet was nearly perfect. High in fats and good proteins, and plenty of veggies cooked with it, or eaten raw.

The tragedy is that today's soul food is poisoned with sugar and other chemicals from the corporate food industry. The deplorable obesity, diabetes, poverty and crime rate in America is substantially higher amongst this demographic. Today's generation of African-Americans, along with the rest of the population, face their most dire challenge yet: the government subsidized, corporate agriculture, industrial food and health complex.

The words of Martin Luther King Jr. ring true to this day, "The time is always right, to do what's right."

Are you ready to step out of this disease system and free yourself?