

Email exchange between Wendy Carlisle and Alan Barclay

From: Wendy Carlisle [<mailto:Carlisle.Wendy@abc.net.au>]
Sent: Monday, 3 February 2014 12:46 PM
To: Alan Barclay
Cc: Chris Bullock
Subject: Australian paradox claims

Hi Alan,

Background Briefing intends to publish a story which will in part say that the Australian Paradox paper makes the false claim that per capita consumption of sugar sweetened beverages has fallen by 10% between 1994 and 2006, when in fact the data presented in the paper clearly shows that consumption of sugar sweetened beverages increased by 30% in this period.

The graph 5A presented in the paper (Beverage sales per capita 1994-2006) is as I understand it, the relevant evidence.

The purpose of this email is to fact check this.

Can you please let me know if you believe we are wrong, and please cite your evidence.

In the interests of fairness I once again invite you to appear on the program to address concerns we will raise, which include your appearance at Coca Cola sponsored webinars in which you repeat these factually inaccurate claims.

Can you let me know your response by 5pm? We are running to a tight deadline and I am endeavouring to give you ample opportunity to address these points.

Wendy Carlisle
Reporter
Background Briefing
ABC Radio National
<http://www.abc.net.au/radionational/programs/backgroundbriefing/>

From: Alan Barclay [<mailto:alan.barclay@gisymbol.com>]
Sent: Monday, 3 February 2014 4:53 PM
To: Wendy Carlisle
Cc: Chris Bullock; Jennie Brand-Miller (jennie.brandmiller@sydney.edu.au)
Subject: RE: Australian paradox claims

Hi Wendy,

Your claim is most certainly wrong, the 10% decline refers to Figure 5B (not Figure 5A). As I believe Jennie has already explained in response to the same question, the 10% decline refers to sales of nutritively sweetened beverages as a percentage of total volume sold. Together with Figure 6, the take home message is that Australians are

consuming less sugar from soft drinks, even though the total volume of soft drinks consumed has increased.

Data from the Australian Paradox have been presented at half a dozen conferences, range of conferences and in a webinar.

Regards,

Alan

Dr Alan W Barclay

BSc; Grad Dip; PhD; APD; AN



Chief Scientific Officer

Glycemic Index Foundation

From: Wendy Carlisle [<mailto:Carlisle.Wendy@abc.net.au>]
Sent: Monday, 3 February 2014 6:08 PM
To: Alan Barclay
Cc: Chris Bullock; Jennie Brand-Miller (jennie.brandmiller@sydney.edu.au)
Subject: RE: Australian paradox claims

Hi Alan and Jennie,

The statement in *Australian Paradox* is clearly talking about a change in sugary drink consumption between 1994 and 2006.

Australian Paradox : “Food industry data indicate per capita sales ...(of) nutritively sweetened beverages decreased by 10% (between 1994 and 2006)”

I don't see how you can say this now refers to share of beverage sales as a percentage of total volume sold. You are clearly talking about absolute levels of consumption (per capita sales). These are two entirely different measures.

It may well be that market share of diet drinks has gone up, but that is not relevant here.

What the per capita graph shows is that sales have gone UP by 30%.

You also now say the 10% decrease refers also to there being less sugar in soft drinks. That may be true, but it's not what you say in *Australian Paradox* . To reiterate you talk about per capita decrease by 10% .

I am wondering if you have mixed up the two measures?

I look forward to your response.

Wendy Carlisle
 Reporter
 Background Briefing
 ABC Radio National
<http://www.abc.net.au/radionational/programs/backgroundbriefing/>

From: Alan Barclay [<mailto:alan.barclay@gisymbol.com>]
Sent: Tuesday, 4 February 2014 5:03 PM
To: Wendy Carlisle
Cc: Chris Bullock; Jennie Brand-Miller (jennie.brandmiller@sydney.edu.au)
Subject: RE: Australian paradox claims

Hi Wendy,

The 10% decline could not possibly refer to per capita sales of nutritively sweetened soft drinks.

As you say yourself, Figure 5A shows a trend line going up. But Figure 5B shows a 10% decline in market share. Australians are showing a preference for low joule soft drinks even though they are purchasing more soft drink. I'm sorry I cannot make it more clear than this.

Alan

Dr Alan W Barclay
 BSc; Grad Dip; PhD; APD; AN



Chief Scientific Officer
Glycemic Index Foundation

From: Wendy Carlisle
Sent: Tuesday, 4 February 2014 6:05 PM
To: 'Alan Barclay'
Cc: Chris Bullock; Jennie Brand-Miller (jennie.brandmiller@sydney.edu.au)
Subject: Australian paradox claims

Well that's what your paper says "*Food industry data indicate per capita sales ...*(of) nutritively sweetened beverages decreased by 10% (between 1994 and 2006)*"*

So you are now saying your paper is wrong?

It seems to me you are agreeing the statement about a 10 % decline in per capita sales of SSB is wrong.

Will you retract the paper?

Wendy Carlisle

Reporter

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