

流利阅读11.19

#英语/流利阅读

Superfoods Are a Marketing Ploy

超级食物是一种营销策略

In their largely unprocessed forms, foods from the earth, trees, or animals are healthful by definition. So why, you might ask, would the producers of foods such as cranberries, pears, avocados, or walnuts fund research aimed at proving that these particular foods—rather than fruits, vegetables, or nuts in general—have special health benefits? Marketing, of course. Every food producer wants to expand sales. Health claims sell.

在大部分未经加工的形态下，来自土壤、树木或动物的食物从定义上来说健康的。所以，你可能会问，为什么蔓越莓、梨、牛油果或者核桃等食物的生产商会去资助研究，旨在证明上述特定食物——而不是所有水果、蔬菜或坚果——有特殊的健康益处呢？当然是因为市场营销。每个食品生产商都想扩大销售。强调健康效果的产品往往会卖得好。

All of this explains why Royal Hawaiian Macadamia Nut petitioned the FDA in 2015 to allow it to say in advertisements that daily consumption of macadamias—along with eating a healthy diet—may reduce the risk of heart disease. The 81-page petition cited several studies done in humans, one of them funded by the Hershey Company, which sells chocolate-covered macadamias.

这一切都解释了为什么夏威夷皇家坚果公司在 2015 年向 FDA（美国食品药品监督管理局）请愿，要求 FDA 允许它在广告中声明，每日食用夏威夷坚果——再加上健康饮食——可以降低患心脏病的风险。这份长达 81 页的请愿书引用了几项针对人类的研究，其中一项由好时公司资助，该公司销售夏威夷果仁巧克力。

The FDA ruled that it would permit a qualified health claim for macadamia nuts with this precise wording: "Supportive but not conclusive research shows that eating 1.5 ounces per day of macadamia nuts, as part of a diet low in saturated fat and cholesterol and not resulting in increased intake of saturated fat or calories may reduce the risk of coronary heart disease." Can a statement this cumbersome help sell macadamia nuts? Definitely, with a little help from the press: "Go nuts, folks! FDA declares macadamia nuts heart healthy."

FDA 裁定，它将允许认证的夏威夷坚果的健康声明，但必须使用如下措辞：“支持性但非结论性研究表明，作为低饱和脂肪和低胆固醇饮食的一部分，每天食用 1.5 盎司的夏威夷坚果，而且不增加饱和脂肪或卡路里的摄入，可能会降低患冠心病的风险。”这么冗长的一个声明能不能帮助销售夏威夷坚果？当然，在媒体的一些帮助下：“小伙伴们！为坚果而疯狂吧！FDA 宣

布夏威夷坚果有助于心脏健康。”

But what is wrong with promoting the benefits of healthful foods? This kind of research is designed to produce results implying that people who eat this one food will be healthier and can forget about everything else in their diets. Research aimed at marketing raises questions about biases in design and interpretation, may create reputational risks for investigators, and reflects poorly on the integrity of nutrition science.

但是，推广健康食品的好处有什么错呢？这种研究的目的是为了得出结果，暗示食用这一种食物的人更健康，并且可以忘记饮食中的其他一切。针对营销的研究提出了设计和解释中的偏见问题，可能会给研究者带来声誉风险，并且对营养科学的可信度造成负面影响。

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重点词汇

ploy/plɔɪ/

- n. 策略

e.g.

- clever marketing ploy
- It is just a ploy to deceive the public.

unprocessed/ʌnˈprəʊsɛst/

- adj. (尤指食物、原材料) 未加工的

e.g.

- healthy unprocessed food

cranberry/'krænbəri/

- n. 蔓越莓

avocado/ˌævəˈkɑːdəʊ/

- n. 牛油果

walnut/'wɔːlnʌt/

- n. 核桃；胡桃

claim/kleɪm/

- n. 声明；声称；断言

petition/pə'tɪʃn/

- v. 请愿；申诉；申请
e.g.
- They're petitioning for better facilities for disabled people.

macadamia/ˌmækə'deɪmiə/

- n. 夏威夷坚果

ounce/aʊns/

- n. 盎司（相当于 28.35 克）

saturated fat

- （来自肉类和乳类的）饱和脂肪

cholesterol/kə'lestərɔːl/

- n. 胆固醇

coronary/'kɔːrənəri/

- adj. 冠状动脉或静脉的

cumbersome/'kʌmbərsəm/

- adj. 冗长的，累赘的，复杂的
e.g.
- The organisation changed its cumbersome title to something easier to remember.