

The pressure Abi may face from a large food producer to doctor results or present data that skews in their favor is not uncommon today. A more insidious extension of this falls under “food fraud” where nutritional information is intentionally misrepresented in favor of a desired outcome. These often align with current food trends or dietary fads that can see bubble-like commercial profits if the product can be presented in a way that aligns with the trend; often with little to no certifiable or provable benefit (Bellows and Moore, 2018).

With this capital incentive by the producers of Whizzz to promote a narrative that aligns with their commercial interest, it is imperative that Abi reports as transparently as possible. There's a strong possibility the public never sees the results of his study, especially if the product is still marketed as a balanced and healthy cereal, but by reporting neutrally, Abi and his organization can deflect any potential public fallout if claims of product misrepresentation surface.

#### References:

Bellows, L. and Moore, R. (2018). *Nutrition Misinformation: How to Identify Fraud and Misleading Claims - 9.350 - Extension*. Colorado State University | Extension. Available at:

<https://extension.colostate.edu/topic-areas/nutrition-food-safety-health/nutrition-misinformation-how-to-identify-fraud-and-misleading-claims-9-350/> [Accessed 21 Mar. 2022].