

From the Directors Desk : Fast Food Advert Ban

Written by Administrator

Monday, 14 September 2009 14:45 -

<div align="justify">We applaud the Health Ministry's decision to consider banning fast food advertisement from the media. Many diseases has been linked to unhealthy eating and when ever we talk about unhealthy eating we immediately blame it on the poor fast food. Is fast food really the culprit for causing all these health problems?</div><div align="justify"><p align="justify">We applaud the Health Ministry's decision to consider banning fast food advertisement from the media. Many diseases has been linked to unhealthy eating and when ever we talk about unhealthy eating we immediately blame it on the poor fast food. Is fast food really the culprit for causing all these health problems? What about the nasi lemak's, roti canai's, teh tarik's that we consume on a daily basis. What we know and what has been proven is that the cause of all these health hazards, amongst others is the excessive use of sugar, salt, oil, MSG, fats and preservatives. These are the major contributors to cronic deseases and also obesity. The question arises here is that "are these elements exclusively found in fast food"?. The re-use of oils for frying has also been said to be hazardous. What about the re-use of oils in our local restaurants? What about sugar contents in condensed milk? What about exsesive use of boric acid and fomalin as preservatives? We believe that food served in our local restaurants contributes greater towards health problems rather than fast food. The excessive use of deadly preservatives in canned food also poses a great danger to health. Is this being monitored by our health officials?</p><p align="justify">While banning fast food advertisement has been welcomed by all parties, this will only mitigate the health problems but it would not solve it. What Dr Chua would actually need to do is to go on a nation wide campaign to educate people on healthy lifestyle. On top of this Dr Chua would also have to step enforcement of the Food Act 1983 and Food Regulations 1985. Both elements would have to go hand in hand if we ever desire to see a healthy Malaysia.</p><p align="justify">As fast food has always been blamed for all those health hazards, the franchise holders should step up their research on how they could overcome this blame. If trans fatty acids is blamed for causing artery blocks, then they should explore other alternatif's. We are sure that some day fast food would also be considered healthy eating.</p>Darshan SinghDirectorNational Consumer Complaints Center1D, Jalan SS9A/17,47300 Petaling Jaya,Selangor03-78779000 (tel)03-78748097 (fax)012-2748309</div>