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у XXI столітті”*

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17. The impact of obesity on economy

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Introduction: In our days food plays an important role for every person (it is a source of energy), but not everybody can eat healthy. That is why this topic is so acute now. Don't think that global economy and unhealthy food are far away from each other. They are closely connected and obesity has a large influence on the economy.

Resources and methods: The problem of overweight and obesity has become a global one and proliferated even among the residents of countries with low level of life. About 1.7 billion people on the planet have extra weight and 300 million suffer from obesity. [1]

Oddly enough, but obesity and economy are connected. Obesity is one of the diseases affecting the number of economically active population of the planet and leads to disability and invalidity. Most of total health expenditure in some developed countries is allocated for the treatment of the consequences of obesity.

By the way, if we talk about the economy, we have to mention the direct and indirect costs. Direct are costs that diseased people spend on their medicines, insurance, special clothes, gym, medical examinations and so on.

Indirect costs are associated with the loss of productivity due to absenteeism caused by an illness or premature death. Such losses show that these costs could be twice as high as the direct costs of medical care. That's why healthy people are profitable for the economy. [3]

In his interview with Indo-Asian News Service professor Neil Bruce from the Institute for Global Health in Sydney said: "humanity is free from previous infectious epidemics, but transnational food corporations has led to widespread growth of new, not less dangerous diseases". [2]

Results: A recent UN report shows terrible facts: the epidemic of obesity has caused the loss of productivity, and the cost of a health insurance has increased to \$ 3.5 trillion a year (5% of global GDP).

In the USA 31.8% of the adult population suffer from this disease. By the way, in 1995 the number of obese people was half as much.

According to the UN, most of the international community is coming closer to the American population by the number of consumption of junk food. The number of obese people in Mexico is even more than in the United States – 32.8%.

Experts explain that after the adoption of the North American Free Trade Agreement Mexico has become an attractive market for the cheap American fast food and sodas.

Unfortunately, the basis of all sodas is corn syrup. One experiment has shown that corn syrup is high in fructose and when consumed in large quantities its effects are similar to cocaine and lead to changes in human behavior.

But now Mexican parliament has approved additional taxes on high-calorie foods and sweet soda water. All products containing 275 calories per 100 grams or more are subjected to tax.

Conclusions: As we see now the obesity has bad consequences not only on health, but on economy too. Global economy suffers from low productivity, from the lack of working population, from the premature death of potential workers and so on. Mexico has to become our example, because taxes are one of the ways to improve people's health and, thus, can make global economy better. Ukraine must adopt such laws now until it is not too late.

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