

Professor Tim Noakes



In 1977 for political and economic reasons, the United States Department of Agriculture (USDA) produced the Food Pyramid that promoted substitution of especially saturated fat in the diet with increased daily servings (6 to 11) of cereals and grains. It was argued that replacing fat in the diet with (less energy dense) carbohydrates would reduce calorie consumption, thereby preventing obesity. The first unforeseen consequence was a global obesity epidemic that began after 1980. This is associated with an increased consumption of both carbohydrates and calories as established from data on USA citizens.

Somewhat less foreseeable was the global diabetes epidemic that began 15 to 20 years after the 1977 guidelines were

first promulgated. Whilst this epidemic is clearly associated with higher carbohydrate and sugar intakes, the exact biological mechanisms for causation have still to be established. It is now clear that the key driver of the obesity–diabetes epidemic has been the development of the highly processed “industrial” diet that the 1977 USDA Food Pyramid helped to establish. For when fat is removed from foods they lose their taste. And the processed food industry soon discovered to its unashamed delight, that replacing the fat with sugar and high fructose corn syrup produced highly appetizing (non)foods that are also utterly addictive.

The reversal of the current obesity/diabetes epidemic will come, not from the government, but from the people who, when properly informed, will begin to demand healthy food choices. This means eating real foods, not highly processed industrial foods that are full of obesogenic and diabetogenic ingredients, but completely lacking in the nutrients we need to eat to be healthy. My wish is that South Africa will be the country that will lead the global Real Food Revolution that is already happening and which time will prove to be irreversible.

Speaker:

Professor Tim Noakes was born in Harare, Zimbabwe and studied at the University of Cape Town (UCT) where he obtained an MBChB degree in 1974, an MD in 1981 and a DSc (Med) in Exercise Science in 2002. He retired as Professor of Exercise and Sports Science at the University of Cape Town in 2014 and is now an Emeritus Professor at UCT. He is co-founder with Morné du Plessis of the Sports Science Institute of South Africa (SSISA).

Noakes has published more than 750 scientific publications, has been cited more than 16000 times in the scientific literature, has an H index of 71 and is rated an A1 scientist by the National Research Foundation of South Africa. He has written several highly successful books including Lore of Running (4th Edition), which is considered the “bible of the sport” for which he received the UCT Book Award.. The Real Meal Revolution, co-authored with Jonno Proudfoot, David Grier and Sally-Ann Creed, was launched in November 2013 and has sold more than 200 000 copies in its first year and has become the largest selling ebook in South African publishing history. It is being released internationally at the end of July 2015 with multiple translations. He has been the recipient of several prestigious national and international awards for excellence in research and his contributions to the field of sports and the science of physical exercise. . Noakes has been physically active all his life and has run more than 70 marathons and ultra marathons including seven 90km Comrades Marathons. At age 65 he now takes part in races up to 21km.



**The Women in Leadership and Leverage Committee (WILL) present
The following workshop:**

Reversing the greatest blunder in the history of medicine. Can South African medical science (and activism) lead the way?

Presenter: Professor Tim Noakes

Who should attend?

Members of the public, staff and students of UKZN, medical and health practitioners and anyone interested in learning and debating about the low carb, medium protein and high fat approach to nutrition (known as the Banting diet). This platform provides you with an opportunity to interact with Professor Noakes.

Date

Thursday, 13 August 2015

Time

10h00 – 12h00

Venue

Graduate School of Business Auditorium, Westville Campus, UKZN

Convenor

Professor Thirumala Govender (Chair-WILL)

RSVP

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no later than Wednesday 5 August 2015

Seating is limited

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