Advice about diet and health is extraordinarily controversial for reasons of science and politics. Human nutritional science is difficult to conduct and interpret. Advice about what to eat affects the ability of food companies to sell products. The result is cacophony in the marketplace and unnecessary confusion about dietary matters. Will better science solve this problem? Does the food industry have a role to play in promoting healthful food choices? Or are food companies analogous to cigarette companies in the way they deal with nutrition advocacy? This presentation addresses such questions through relevant examples.