

“Trans-itioning” Tropically ? Where the Market Stands Amidst the Trans Bans

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A stylized, low-poly silhouette of a mountain range in shades of brown and tan, positioned at the bottom of the slide against a blue background.

Palm Oil in Use

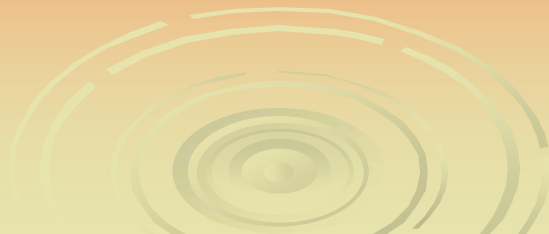
- Up until about late 80's
- Baked goods
- Textural Qualities



Palm Oil Influenced Out

- Phil Sokoloff
- Heart Saver Campaign
- Fear-mongering

Era of single-ingredient or food
Finger-pointing blame-game
Or heroism



Palm Oil Replaced

- Hydrogenated Oils
- Baked Goods



From Tropical Oils to Trans

- Partially Hydrogenated
- Health Concerns



From Trans to ...

- i.e. Triscuits
- Monoglycerides
- “Chemical Sounding” Name



From Trans Back to Palm Oil ?

➤ Current Era of:

- Natural
- Organic
- GMO

“Fad” Cycling



Consumer Trans-itioning Influencers

- Media and Fear Mongering
- Conflicting & Controversial → Distrust



Trans and Chef Trends

- Chefs hired to work with Food Scientists and Technologists “Culinologists”



Foodservice Influencers

- No “artificial” trans
- But don’t want chemical sounding either
- Sustainable – Big Plus

