

Trans Fats: Reasons, Realities, and Resources

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Restaurant Industry 2007

- ★ Sales.....537 Billion
- ★ Locations.....935,000
- ★ Employees.....12.8 Million
- ★ Share of Food \$.....47.9%
- ★ Meals.....70 Billion
- ★ Typical Person.....4.2 meals / wk



Trans Fat Bans

- ★ **In December 2006, the New York City Board of Health approved a proposal to ban artificial trans fats in city restaurants. New York is the first major US city to do so.**
- ★ **Under the proposal oils, margarines and vegetable shortenings containing artificial trans fats that are used for frying and as spreads must be eliminated by July 1, 2007.**
- ★ **Oils and shortenings used for deep frying yeast dough and cake batter and for all other foods containing artificial trans fat must be eliminated by July 1, 2008.**



State Action: Healthy Lifestyles Issues

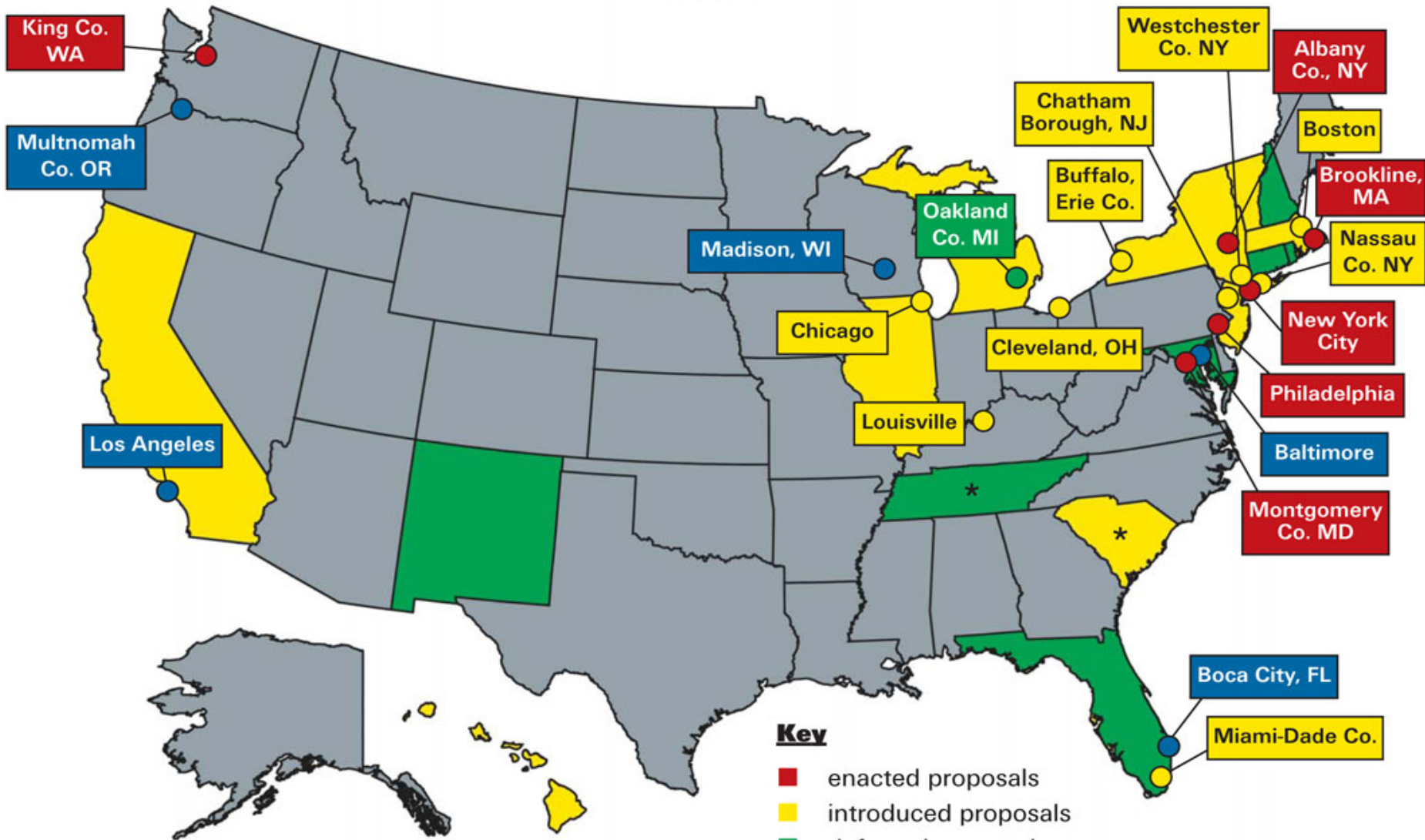
Over the past several months there has been a push in certain cities and states for restaurants to eliminate trans fats from their foods.

<http://www.restaurant.org/government/state/nutrition/index.cfm>



STATE AND LOCAL TRANS FAT PROPOSALS

AS OF 7/20/07



Key

- enacted proposals
- introduced proposals
- defeated proposals
- * proposals include notification/disclosure and not necessarily a ban
- voluntary reduction — education campaign

Voluntary Programs

The National Restaurant Association supports the gradual elimination of trans fats from the American diet. A voluntary, incentive-based, phased-in approach to replacing trans fat with healthier oils is the right strategy, and will significantly diminish the impact and unintended consequences of an outright ban.



Voluntary Programs

- ★ **The City and County of Los Angeles and California Restaurant Association announced their partnership to voluntarily phase out trans fats in Los Angeles City and County restaurants.**
 - *Under the program, Los Angeles County restaurants that voluntarily stop using partially hydrogenated oil will receive a decal that can be posted at the establishment based on certification by the Health Department.*
 - *Health officials also plan to convene a task force to educate the public on the effects of trans fats, and instruct restaurants in the county on how to limit trans fat in food.*
- ★ **Additionally, the Oregon Restaurant Association and officials in Multnomah County have worked cooperatively to form a program to educate the public about trans fats, without including a ban.**



What are the Challenges?

- ★ **It takes collaboration with suppliers**
 - **Parfried Items**
 - **Baked Goods**

- ★ **It can take years to test alternative oils**
 - **Same Taste?**
 - **Same Texture?**
 - **Same Techniques?**



Supply and Demand of Major Trans Fat Alternatives

According to the Institute of Shortening and Edible Oils

- Demand = 8 billion pounds

(partially hydrogenated oil subject to replacement)

Billions lbs.

- Supply
 - 0.9 low lin soy
 - 1.25 high oleic canola
 - 1.3 palm
 - 0.6 other stable oils
 - 4.0 total

**That's a supply deficit of 4 billion pounds!*



Supply Challenges

- ★ **Wide variety of trans fat alternatives available and more available in near future.**
- ★ **We must avoid unintended consequences, meaning we do not want to increase the levels of saturated fats.**
- ★ **Demand for certain trans fat alternatives greater than supply in the short term.**
- ★ **If entire nation were to have to switch today, these certain trans fat alternatives would not keep up with the demand**



Making the Switch

- ★ **Large, national chain restaurants have made public announcements about their plans to switch**
- ★ **Many other chains and small, independent restaurants have also made the switch**
- ★ **Dining services, national hotel chains, hospital systems and medical centers, and university food systems**
- ★ **Trend expected to continue with groups meeting to share experiences and solve problems related to cost and acceptability**



CASE STUDY

*How One Company is Moving Away from
Trans Fats.....*



Company ABC

- ★ **23.5 billion revenues**
- ★ **400,000 employees**
- ★ **90 countries**



The Strategy: Push-Pull

- ★ **US, Canada, UK**
- ★ **Use sector innovators in each country to “push” initiatives**
- ★ **Others will be “pulled along”**



Reducing *Trans* Fats: Phase 1

- ★ **2002-2003: initiated *trans* free fry oil**
- ★ **“Premium sectors” headed by visionary CEO’s**
- ★ **RD provided cost/benefit analysis, education, purchasing assistance and audits**
- ★ **Major west coast and east coast pilot for Company ABC**



Reducing *Trans* Fats: Phase 2

- ★ **October 2005-May 2006 all North American sectors transition fry oil**
- ★ **50% to trans free canola; 50% to *trans* free soy**
- ★ **Multi- million investment**
- ★ **Distribution challenges**
- ★ **Major customer education campaign**



Reducing *Trans* Fats: Phase 2

The Impact

- ★ 1 corporate client with 17 locations
- ★ Completed transition to *trans*-free frying oil May 1, 2006
- ★ Eliminated 5 grams of *trans* fat per 6 oz serving of french fries
- ★ July, 2006: 88,990 fewer grams of *trans* fat were consumed via french fries



Reducing *Trans* Fats: Phase 3

Goal: Reduce *trans* fats in all other foods we serve by at least 50%

- ★ **Evaluate all food purchases for trans fat content**
- ★ **Prioritize items to convert to 0 trans fat**
 - **Solid margarine**
 - **Snacks**
 - **Baked goods**
 - **Other products**



Reducing *Trans* Fats: Phase 3

- ★ **Company ABC to eliminate all sources of artificial trans fat by September 1, 2007**
- ★ **Pressure on suppliers works**
 - **French fry vendor changing entire line to 0 trans fat at no additional cost by fall 2007**
 - **Bakery vendors must provide nutrition info on all products they provide to our units**



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