

# AARHUSUNITED



## THE PALM OIL SOLUTION



*Utilizing Unique Characteristics of Palm Oil in Foods*

*By: Josipa Paska*

*October 7, 2003.*

## “The Poisoning of America”

### Remember this?

- 1990 – “The Wall Street Journal” and other major newspapers
- P. Sokolf alerting the country to the **dangers** of highly **saturated tropical oils**:
- causing an increase in blood cholesterol
- build up of arterial plaque
- and finally...



## The Nation's Number One Killer



Heart attack is the leading cause of death in America



## "The Poisoning of America"

- *calling for **elimination of deadly coconut and palm oil***
- *thanks to Sokolof, thousands of products were re-formulated*
- *Sokolof credited with passage of Food Labeling Law*

**“ We would not be here today if not for the  
efforts of Mr. Sokolof”  
said Congressman Henry Waxman at the bill signing ceremony**



## Post Sokolof Era

During the last 13 years

- most of the palm oil taken out of foods
- increase in use of hydrogenated domestic, or soft oils
- selective hydrogenation allowing build up of trans fatty acids

Why?

- to “steepen” the melting curve
- increase product hardness
- to “eat better”



## Fact

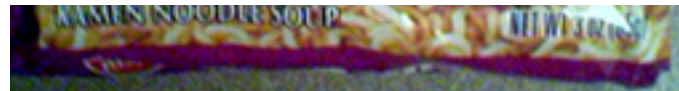
Americans receive on average 2.6 -3.0% of daily energy from trans fats

- coming primarily from hydrogenated soybean oil, but also, canola and cottonseed oils in:
- baked goods, fried foods, cereals, processed cheese .....



## Fact

- Palm oil almost disappeared from food labels, except in:
  - *Baby formula (!?)*
  - *Oriental Noodles*
  - *Confectionary*
  - *Margarine*



# FDA Announcement on TFA's

## PRINT MEDIA

- The FDA release of the trans fat labeling rule on July 9, 2003 resulted in a significant increase in print media articles concerning trans fats. Most of the articles in smaller newspapers were taken directly from *Associated Press*, *Reuters*, *Washington Post*, *New York Times*, *L.A. Times*, or *Chicago Tribune*. The following is a breakdown of coverage both before and after the announcement.

	Positive	Balanced	Negative	Total
July 4	0	2	0	2
July 5	1	1	0	2
July 6	3	1	1	5
July 8	0	1	2	3
<b>July 9</b>	<b>7</b>	<b>12</b>	<b>16</b>	<b>35</b>
July 10	8	3	17	28
Total	19	20	36	75

- Positive:** Provided a variety of sources, included factors other than trans fat (such as cholesterol and saturated fat, which was the FDA's message), did not solely identify trans fat as a causative agent for obesity or heart disease, portrayed the label change as positive.
- Balanced:** Provided sources from opposing viewpoints, included factors other than trans fat as contributors to disease, and indicated rule was a positive change.
- Negative:** Included descriptive words that portrayed trans fat negatively (i.e. heart damaging, artery clogging, bad fat, hidden fat, etc.) Mentioned that the rule was not sufficient. May not have contained an opposing viewpoint.



# FDA Announcement on TFA's

## BROADCAST MEDIA

- Twenty-four national broadcast media outlets, with more than 50 million viewers and listeners, reported and commented on the trans fat labeling news. In addition, 165 local television and radio outlets reported on the issue. Key television and radio programs covering the stories include:

*ABC World News Tonight*

*ABC World News This Morning*

*BET Nightly News*

*CBS Evening News*

*CBS Up to the Minute*

*CBS Morning News*

*CNBC Business Center*

*CNBC News with Brian Williams*

*CNN Crossfire*

*CNN Wolf Blitzer Reports*

*CNN Lou Dobbs Moneyline*

*CNN Live from the Headlines*

*CNN Headline News*

*CNNfn Money & Markets*

*Fox News Your World with Neil Cavuto*

*Fox News The Big Story*

*Fox News Fox Report*

*MSNBC Lester Holt Live 4:00 and 5:00 p.m.*

*NBC Nightly News*

*News World International News First*

*PBS The Newshour with Jim Lehrer*

*NPR Morning Edition 6:00 and 8:00 p.m.*



# Qualitative Analyses

A majority of the media portrayed trans fatty acids negatively in their coverage. Every article mentioned “health threats” posed by trans fatty acids and most articles lacked perspective on the percentage of trans fats in total diet. Both government officials and health advocates indicated that trans fat labeling is part of the ongoing process to combat disease and obesity.

## *Health-Related Messages*

- Most of the articles used the term “artery clogging” to describe trans fats.
- Walter Willett mentioned that trans fats are “considerably” worse than saturated fats; Margo Wootan from CSPI expressed concern that people will over focus on trans and switch to saturated fats—she indicated heart health is the most important message.
- Trans fat characterized as “sneaky,” “phantom,” or “stealth” fat. Many articles stated that labeling trans fat means it can no longer “lurk,” hidden in food choices, recommended checking the ingredients list for “partially hydrogenated” or “hydrogenated” to inform consumers whether or not a product contains trans fat.

## *Industry Messages*

- Several articles commented on industry’s praise and acceptance of the label as well as the specific mention of companies that have changed.
- Only one article (NYT) mentions why trans fats replaced saturated fats in food supply.



## Fact

### Hydrogenation builds solid fat:

- *wide range of hardness*
- *melting characteristics*
- *functionality*
- *stability*
- *texture*
- *eating characteristics*
- *generates trans fatty acid in part. hydro.fats*

Fully hydrogenated fats are trans free!



What now?

How do we re-formulate our products to lower, or eliminate the “Killer Fat” containing Trans Fatty Acids?

It would be impossible without employing the benefits of (semi-solid) fats containing saturated fatty acids!



## Naturally occurring (semi) solid fats

Wide range of predominantly short and medium chain FA containing fats from tropical regions:

- palm kernel, coconut, babassu
- cocoa butter
- shea seed oil, illipe, mango, kokum

*and most uniquely versatile*

- **palm oil and its fractions**



# Palm Oil

Unique characteristics - versatile uses

- semi - saturated oil
- approx. 50% sat.; 40% monounsatur.; 10% polyunsatur. (essential)
- mixture of solid and liquid allows for:
- large range of fractions
- from (very) liquid (IV 67.5) oleine(s)
- through mid-fractions (IV 35-45)
- to (very) solid ( IV 8) stearine(s)



## Palm Oil Solutions

For:

- two out of three,
- ready to use,
- trans free,
- hydrogenation free,
- application options –
- **the use of palm oil, and its fraction is - essential**



## Solution I

### Blending fully hydrogenated fats with liquid oils:

- *Require further modification – enzymatic or chemical, and or fractionation*
- *Label : “0” trans, hydrogenated*



## Solution 2

### Utilize naturally occurring, partially solid oil

- *Palm oil – (saturated, mono and poly unsaturated fatty acids)*
- *and /or separated into fractions*
- *use as whole and/or blend fractions among themselves and/or with liquid oil*
- *Label : “0” trans, ( usually) high saturated content*



# What about saturates?



<b>Nutritional Facts</b>	
Serving Size 27 crackers (30 g)	
Servings per Container about 15	
<hr/>	
<b>Amount Per Serving</b>	
<b>Calories</b> 160	Calories from fat 80
	% Daily Value *
<b>Total Fat</b> 8 g	<b>12%</b>
Saturated Fat 2 g	<b>10%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 16g	<b>5%</b>
Dietary Fiber less than 1 g	<b>3%</b>
Sugars less than 1 g	
<b>Protein</b> 4g	
<hr/>	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 6%
* Percent Daily Values based on a 2,000 calorie diet. Your dai val may be higher or low er depending on calorie needs.	
	Calories: 2,000    2,500
Total Fat	Less than 65 g    80 g
Sat Fat	Less than 20 g    25 g
Cholesterol	Less than 300mg    300mg
Sodium	Less than 2,400mg    2,400mg
Total Carbohydrate	300 g    375 g
Dietary Fiber	25 g    30 g

<b>Nutritional Facts</b>	
Serving Size 27 crackers (30 g)	
Servings per Container about 15	
<hr/>	
<b>Amount Per Serving</b>	
<b>Calories</b> 160	Calories from fat 80
	% Daily Value *
<b>Total Fat</b> 8 g	<b>12%</b>
Saturated Fat 2 g	<b>10%</b>
<b>Trans Fat</b> 5g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 16g	<b>5%</b>
Dietary Fiber less than 1 g	<b>3%</b>
Sugars less than 1 g	
<b>Protein</b> 4g	
<hr/>	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 6%
* Percent Daily Values based on a 2,000 calorie diet. Your dai val may be higher or low er depending on calorie needs.	
	Calories: 2,000    2,500
Total Fat	Less than 65 g    80 g
Sat Fat	Less than 20 g    25 g
Cholesterol	Less than 300mg    300mg
Sodium	Less than 2,400mg    2,400mg
Total Carbohydrate	300 g    375 g
Dietary Fiber	25 g    30 g

## Solution 3

Use naturally occurring semi and solid oils:

- *palm, palm kernel, coconut, shea seed, mango*
- *whole and /or their fractions*
- *blend with liquid oils, generously*
- *may or may not require further modification*
- *Label: “0” trans , no hydrogenation, low saturates*



Is that all?

Certainly not!

More at next year's Forum!

.....and....

“ We would not be here today if not for the  
efforts of Mr. Sokolof”!!  
Thank you!



# AARHUSUNITED



Aarhus United USA Inc.

131 Marsh Street

Port Newark, NJ 07114

Tel: (973) 344 – 1300

[Josipa.paska@aarhusunited.com](mailto:Josipa.paska@aarhusunited.com)

[www.aarhusunited.com/us](http://www.aarhusunited.com/us)