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Perception of Americans on Saturated Fats  
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There is strong scientific evidence that saturated fats are the normal healthy fats, and that evidence has always existed in the scientific literature. Because saturated fats are in competition with the usually cheaper partially hydrogenated fats, one segment of the food industry stands to gain more market share when these fabricated fats are used in the foods. But the human body does not benefit from the absence of saturates and, indeed, suffers from the presence of the partially hydrogenated fats.

One of the saturated fatty acids falsely accused of being atherogenic is myristic acid. Myristic acid is an important fatty acid to body metabolism; it is provided to the body mainly through diets that contain substantial amounts of saturated fats. Myristic acid is used by the body in a process where critical proteins are myristoylated in order to function. Another saturated fatty acid that is very important for proper lung function among other things is palmitic acid

The attack on saturated fats is two-pronged: it is alleged that saturated fats are unhealthy; it was claimed that their substitutes - the trans fatty acids in partially hydrogenated fats - were not harmful. The second premise has been scientifically demolished, leading to massive product reformulations to rid the foods of trans fatty acids. The first premise must now be scientifically debunked. There is a substantial paper trail that documents the origins of this misinformation about saturated fats. This paper trail needs to be publicized and the wrongdoers exposed in a systematic manner.

Of course the typical American consumer is the recipient of food industry propaganda and either does not really know what food fats are, or if s(he) does know what food fat is, does not necessarily know the difference between saturated fat and unsaturated fat, except to know that the medical profession and the government says that saturated fats are bad. This misinformation about saturated fats has become the "perception" because few of the food industry spokespersons are willing to or knowledgeable enough to correct the impression fostered by more than forty years of carefully orchestrated antisaturated fat propaganda originating from that part of the industry most likely to benefit from the badmouthing of saturated fats. One reason for this is that many of the staffers, representatives, and public relations firms hired by the organizations and associations that represent that segment of the food industry whose products are rich in saturated fats are themselves not scientifically knowledgeable about the nutritive values of the products they represent and, therefore, cannot make successful rebuttals against their attackers. Rather than make a "positive" scientific defense of their products, they appear to agree with their critics by making a "negative" defense in which they claim that their revised products now have less saturated fat than before. This is not so much true of the "tropical" oil industry as it is true of the meat and dairy industries, which have mostly surrendered to their critics.

Undoing forty years of misinformation is not an easy task, but it can be done. A number of suggestions will be presented by the speaker, and we will take a hard look at those most likely to succeed.