



PALM OIL IN THE USA

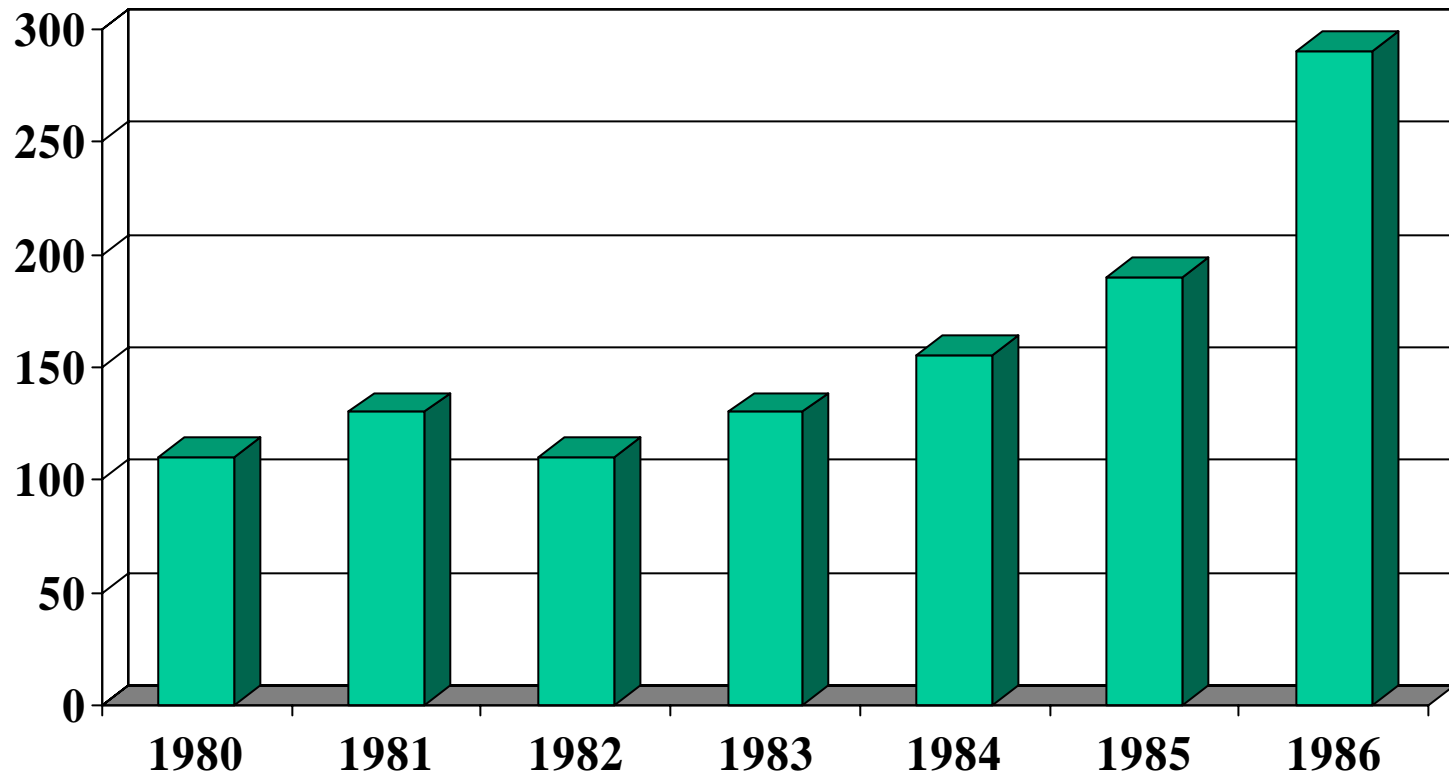
T. 'Tiger' Thiagarajan
Malaysian Palm Oil Board
Washington, DC



Palm Oil in the USA

Food Uses

Domestic Disappearance ('000mt)



Palm Oil in the USA

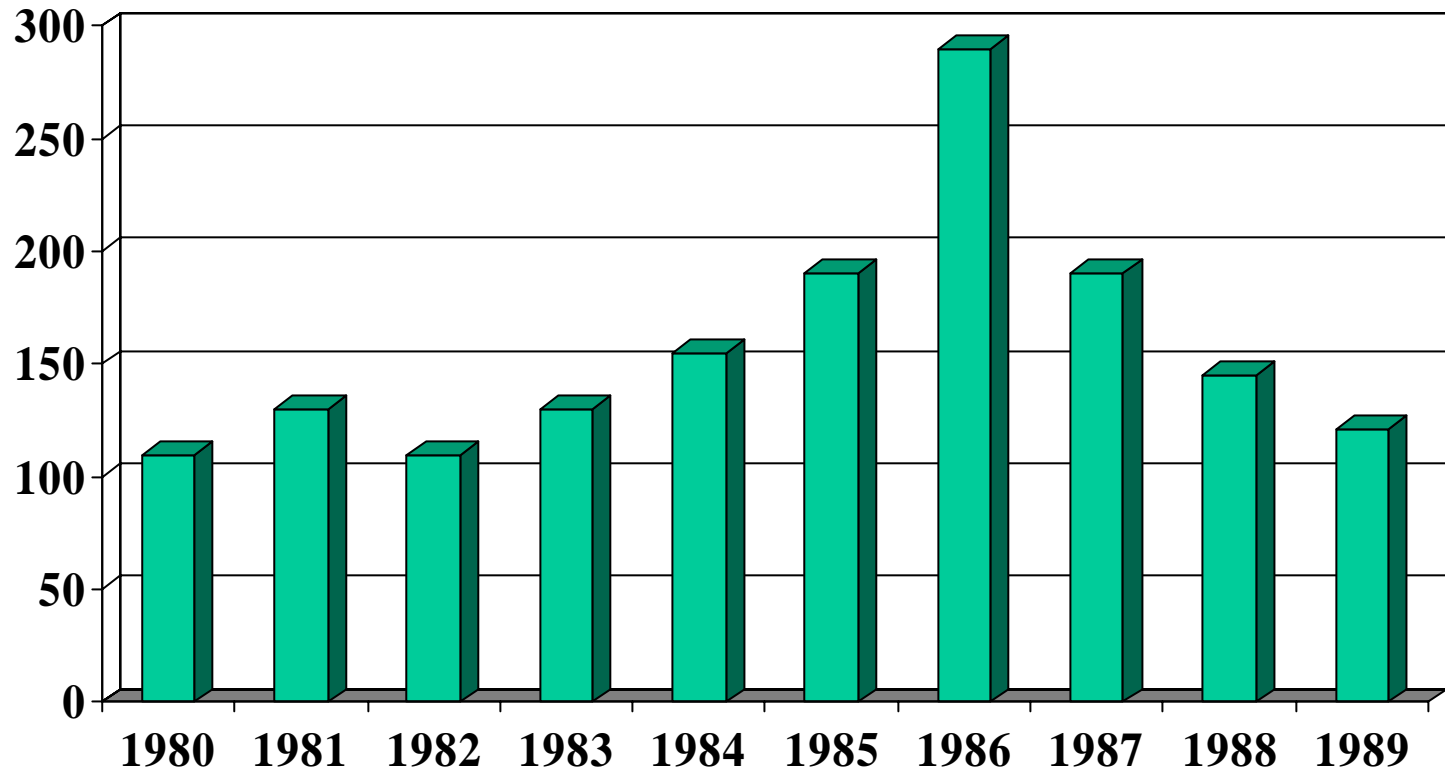
A Bad Rap in the Eighties

- a campaign was waged against palm oil (including lauric oils), not by the scientific community or government authorities, but by po adversaries.
- much of this negative advertising stopped, by law
- unfortunately, popular opinion forced food companies to shy away from using palm oil
- added palm oil tends to raise a red flag in the minds of consumers
- the campaign successfully destroyed palm oil demand

Palm Oil in the USA

Food Uses

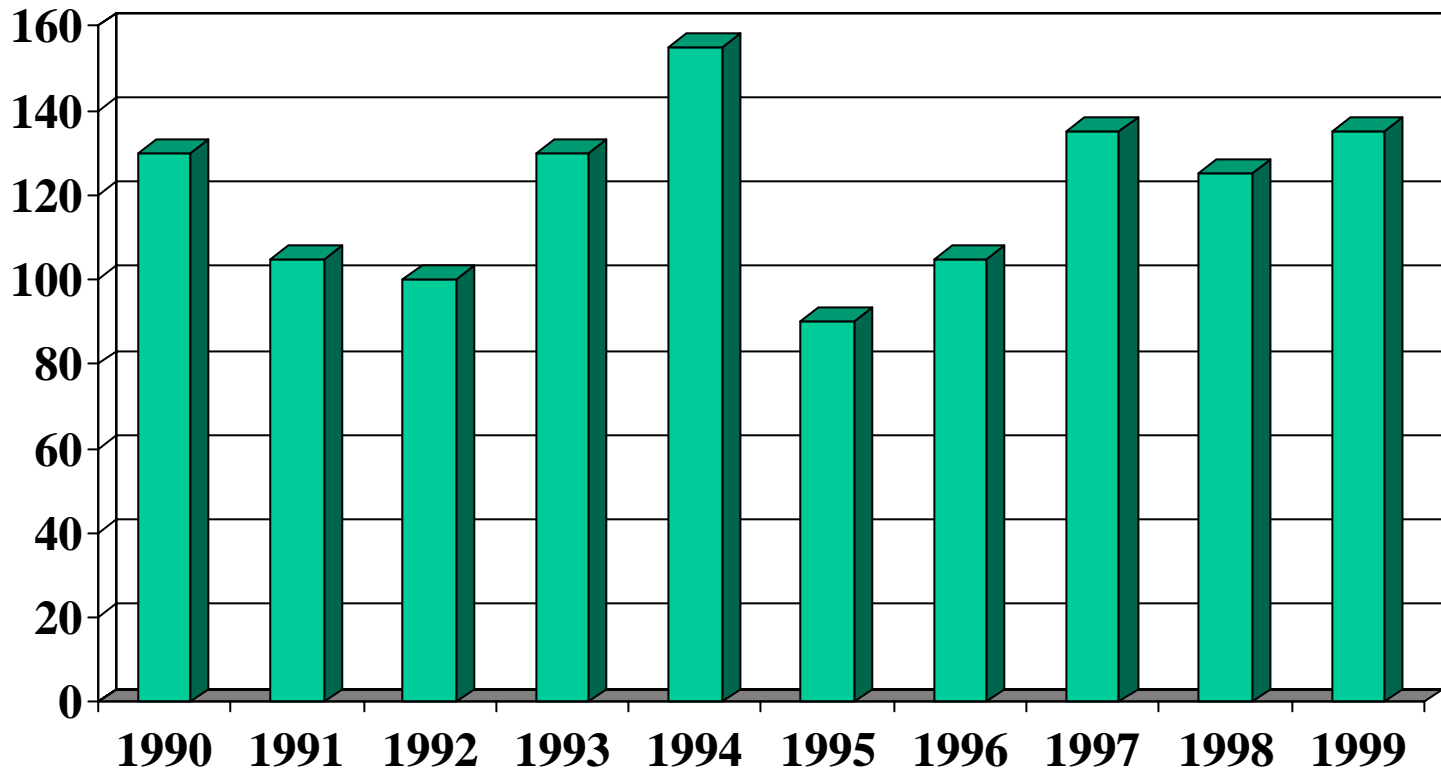
Domestic Disappearance ('000mt)

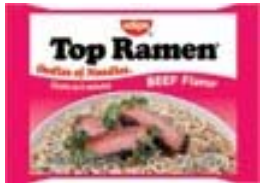


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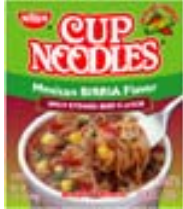
Food Uses

Domestic Disappearance ('000mt)





NISSIN FOODS (USA)



THE NISSIN RAMEN PAGE



CINNAMON DANISH

Nutrition Facts	
Serving Size: 56g	
Servings Per Container: 1	
Amount Per Serving	
Calories 240	Calories from Fat 120
	% Daily Value*
Total Fat 13g	20%
Saturated Fat 6g	30%

Ingredient Statement: Enriched Wheat Flour, Water, Sugar, **Palm Oil**. Contains less than 2% of: Egg Whites, Dextrose, Brown Sugar, Distilled Monoglycerides, Nonfat Milk, Yeast, Salt, Cinnamon, Eggs, Soy Flour, Cocoa, Lecithin, Calcium & Sodium Propionate, Sodium Stearoyl Lactylate, Calcium Sulfate, Artificial & Natural Flavors, Corn Starch, Agar, Guar Gum, Sodium Acid Pyrophosphate, Baking Soda, Sodium Hexametaphosphate, Beta Carotene, Fumaric Acid, Ammonium Sulfate, Sodium Silicon Aluminate, Titanium Dioxide, Mono-Calcium Phosphate

CINNAMON DANISH

Nutrition Facts	
Serving Size: 56g	
Servings Per Container: 1	
Amount Per Serving	
Calories 240	Calories from Fat 120
	% Daily Value*
Total Fat 13g	20%
Saturated Fat 3g	15%

Ingredient Statement: Enriched Wheat Flour, Water, Sugar, **Partially Hydrogenated Soybean and Cottonseed Oil**. Contains less than 2% of: Egg Whites, Dextrose, Brown Sugar, Distilled Monoglycerides, Nonfat Milk, Yeast, Salt, Cinnamon, Eggs, Soy Flour, Cocoa, Lecithin, Calcium & Sodium Propionate, Sodium Stearoyl Lactylate, Calcium Sulfate, Artificial & Natural Flavors, Corn Starch, Agar, Guar Gum, Sodium Acid Pyrophosphate, Baking Soda, Sodium Hexametaphosphate, Beta Carotene, Fumaric Acid, Ammonium Sulfate, Sodium Silicon Aluminate, Titanium Dioxide, Mono-Calcium Phosphate

CINNAMON DANISH

Nutrition Facts	
Serving Size: 56g	
Servings Per Container: 1	
Amount Per Serving	
Calories 240	Calories from Fat 120
	% Daily Value*
Total Fat 13g	20%
Saturated Fat 3g	15%
Trans Fat 4g	

Ingredient Statement: Enriched Wheat Flour, Water, Sugar, **Partially Hydrogenated Soybean and Cottonseed Oil**. Contains less than 2% of: Egg Whites, Dextrose, Brown Sugar, Distilled Monoglycerides, Nonfat Milk, Yeast, Salt, Cinnamon, Eggs, Soy Flour, Cocoa, Lecithin, Calcium & Sodium Propionate, Sodium Stearoyl Lactylate, Calcium Sulfate, Artificial & Natural Flavors, Corn Starch, Agar, Guar Gum, Sodium Acid Pyrophosphate, Baking Soda, Sodium Hexametaphosphate, Beta Carotene, Fumaric Acid, Ammonium Sulfate, Sodium Silicon Aluminate, Titanium Dioxide, Mono-Calcium Phosphate



November 1999

FDA decides to move against trans fat. Calls for mandatory declaration of trans fat content on food labels.

Nutrition Facts

Serving Size 1 cup (228g)

Servings Per Container 2

Amount Per Serving

Calories 260 **Calories from Fat** 120

% Daily Value*

Total Fat 13g **20%**

Saturated Fat 5g **25%**

Trans Fat 2g

Cholesterol 30mg **10%**

Sodium 660mg **28%**

Total Carbohydrate 31g **10%**

Dietary Fiber 0g **0%**

Sugars 5g

Protein 5g

Vitamin A 4% • Vitamin C 2%

Calcium 15% • Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than		65g	80g
Sat Fat	Less than		20g	25g
Cholesterol	Less than		300mg	300mg
Sodium	Less than		2,400mg	2,400mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

Calories per gram:

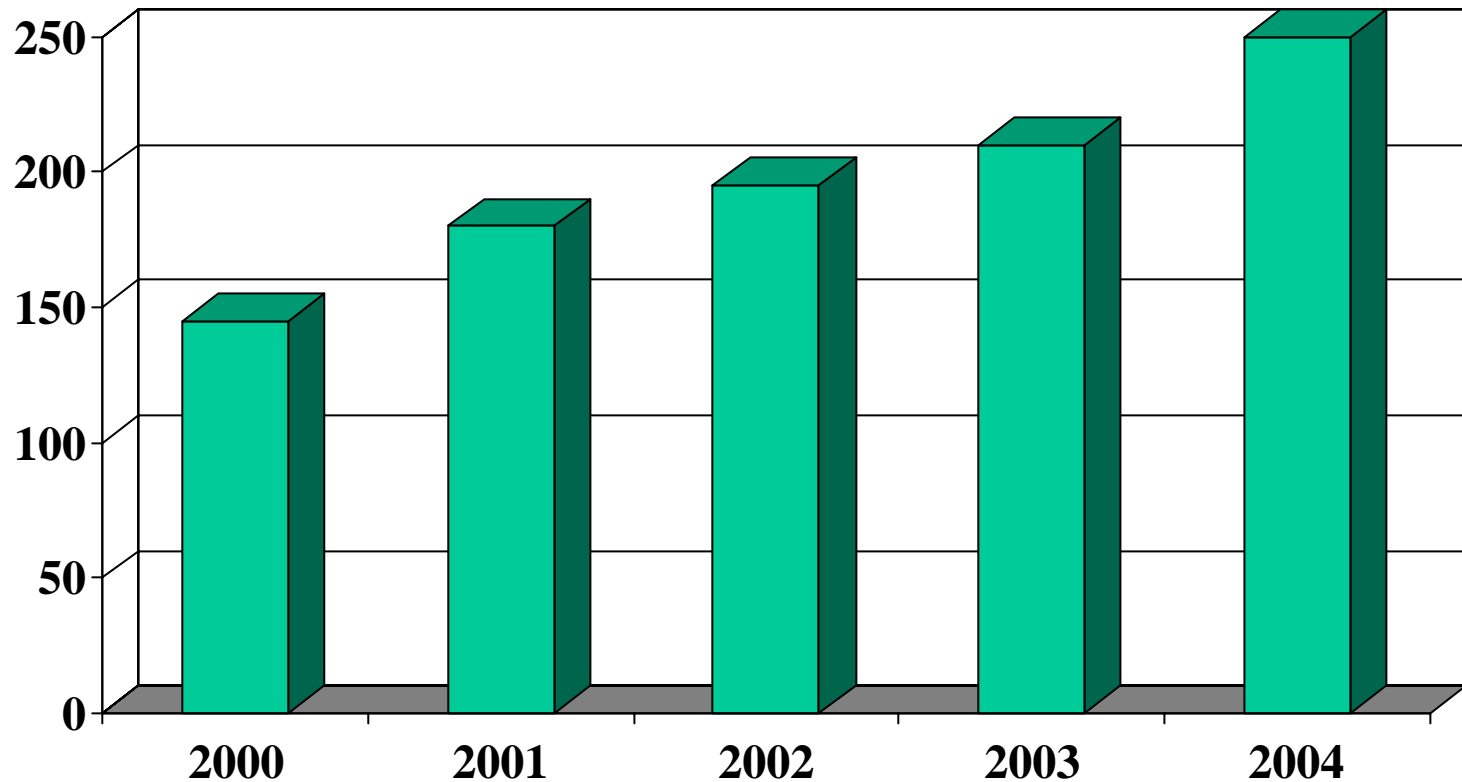
Fat 9 • Carbohydrate 4 • Protein 4

Final Rule Announced in July 2003
Effective 1.1.2006

Palm Oil in the USA

Food Uses

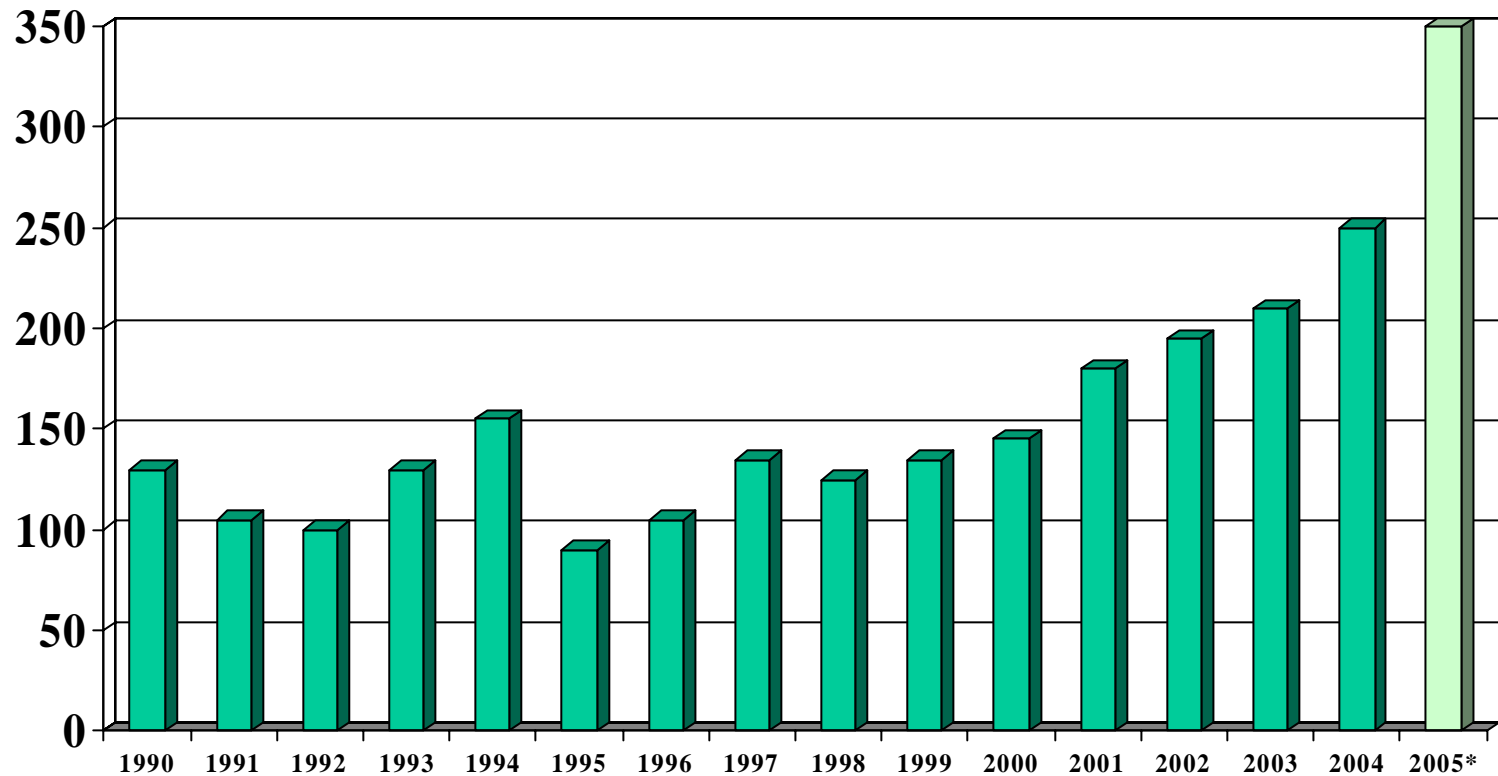
Domestic Disappearance ('000mt)



Palm Oil in the USA

Food Uses

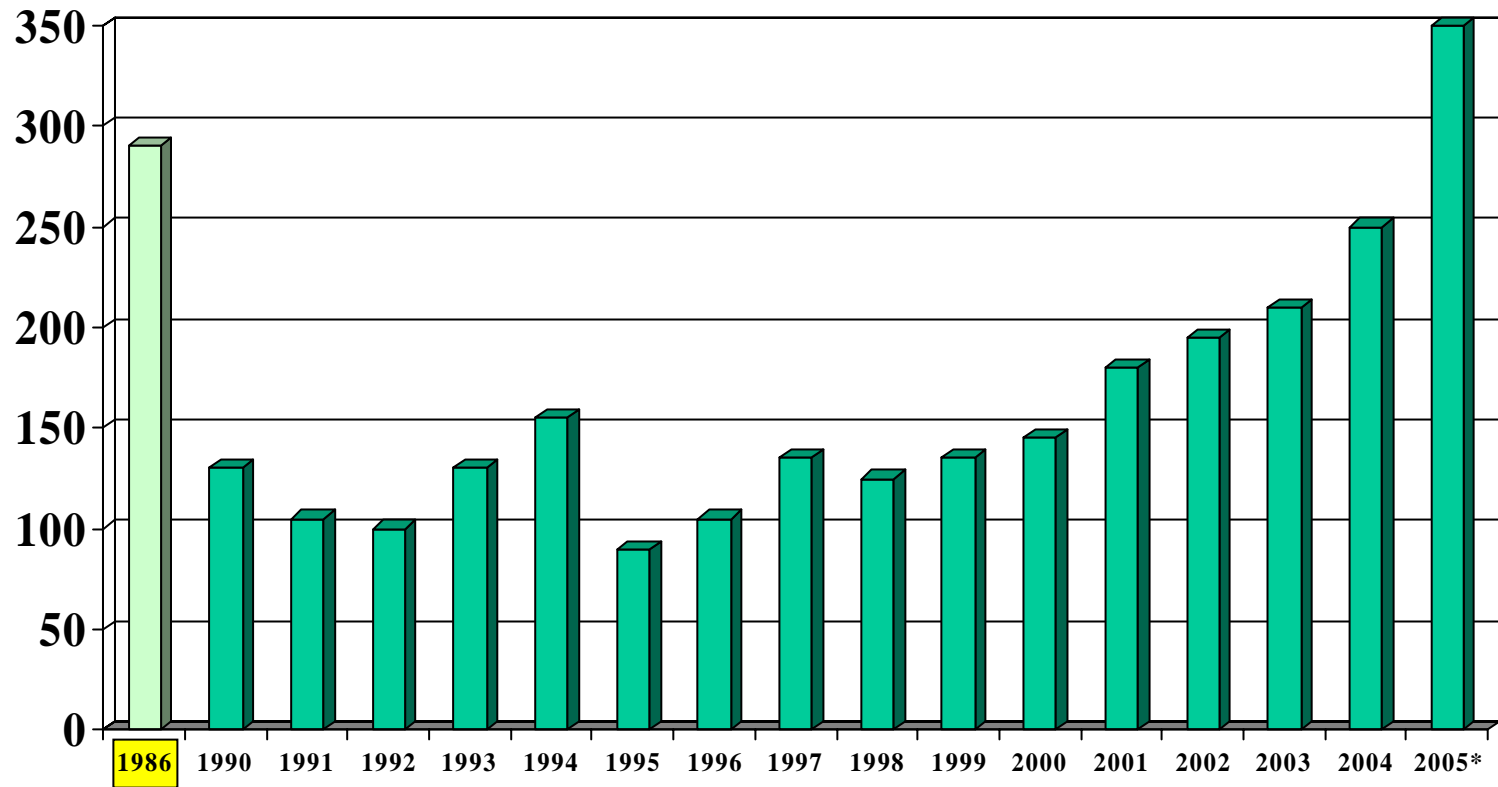
Domestic Disappearance ('000mt)



Palm Oil in the USA

Food Uses

Domestic Disappearance ('000mt)



**SMART
BALANCE**

**BALANCING
YOUR FATS**
TO HELP IMPROVE
CHOLESTEROL!

The advertisement features a vibrant green and yellow background. At the top, a collage of fresh vegetables including broccoli, bell peppers, mushrooms, and snap peas is arranged around the 'SMART BALANCE' logo. Below the logo, several Smart Balance product containers are displayed, including a bottle of oil, a tub of margarine, and several smaller tubs and packets. The bottom of the ad has a dark green banner with the text 'BALANCING YOUR FATS TO HELP IMPROVE CHOLESTEROL!' in white and yellow.





**No trans fat, with Omega-3
and 6 essential oils, vitamins
and a buttery taste too.**



Ingredients: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE [VITAMIN B1], RIBOFLAVIN [VITAMIN B2], FOLIC ACID), SUGAR, PALM OIL, HIGH OLEIC CANOLA OIL, HIGH FRUCTOSE CORN SYRUP, COCOA (PROCESSED WITH ALKALI), CORNSTARCH, SALT, BAKING SODA, WHEAT STARCH, NATURAL AND ARTIFICIAL FLAVOR, SOY LECITHIN (EMULSIFIER), CARAMEL COLOR.



Ingredients:

Whole oats, wheat bran, brown sugar, **palm oil**, oat bran, corn syrup, sugar, coconut, modified wheat starch, cinnamon, malt syrup, baking soda, sodium ascorbate and ascorbic acid (vitamin C), natural and artificial vanilla flavor, salt, niacinamide, nutmeg, reduced iron, zinc oxide, pyridoxine hydrochloride (vitamin B6), riboflavin (vitamin B2), vitamin A palmitate, thiamin hydrochloride (vitamin B1), folic acid, vitamin B12 and vitamin D.



CHEEZ-IT[®]

Baked Snack Crackers

Nutrition Facts

Serving Size 27 Crackers (30g)
Servings Per Container About 15

Amount Per Serving

Calories 160 **Calories from Fat** 70

% Daily Value*

Total Fat	8g	12%
Saturated Fat	2.5g	13%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	250mg	10%
Total Carbohydrate	18g	6%
Dietary Fiber	less than 1g	2%
Sugars	less than 1g	

Protein 4g

Vitamin A 2% • Vitamin C 0%
Calcium 4% • Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Ingredients: Enriched flour (wheat flour, niacin, reduced iron, thiamin mononitrate [vitamin B₁], riboflavin [vitamin B₂], folic acid), vegetable oil (cottonseed, palm, sunflower and/or partially hydrogenated soybean oil with TBHQ for freshness), skim milk cheese (skim milk, whey protein, cheese cultures, salt, enzymes, annatto extract [color]), salt, paprika, yeast, paprika oleoresin (color).

CONTAINS WHEAT AND MILK INGREDIENTS.

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Provide production code on package.







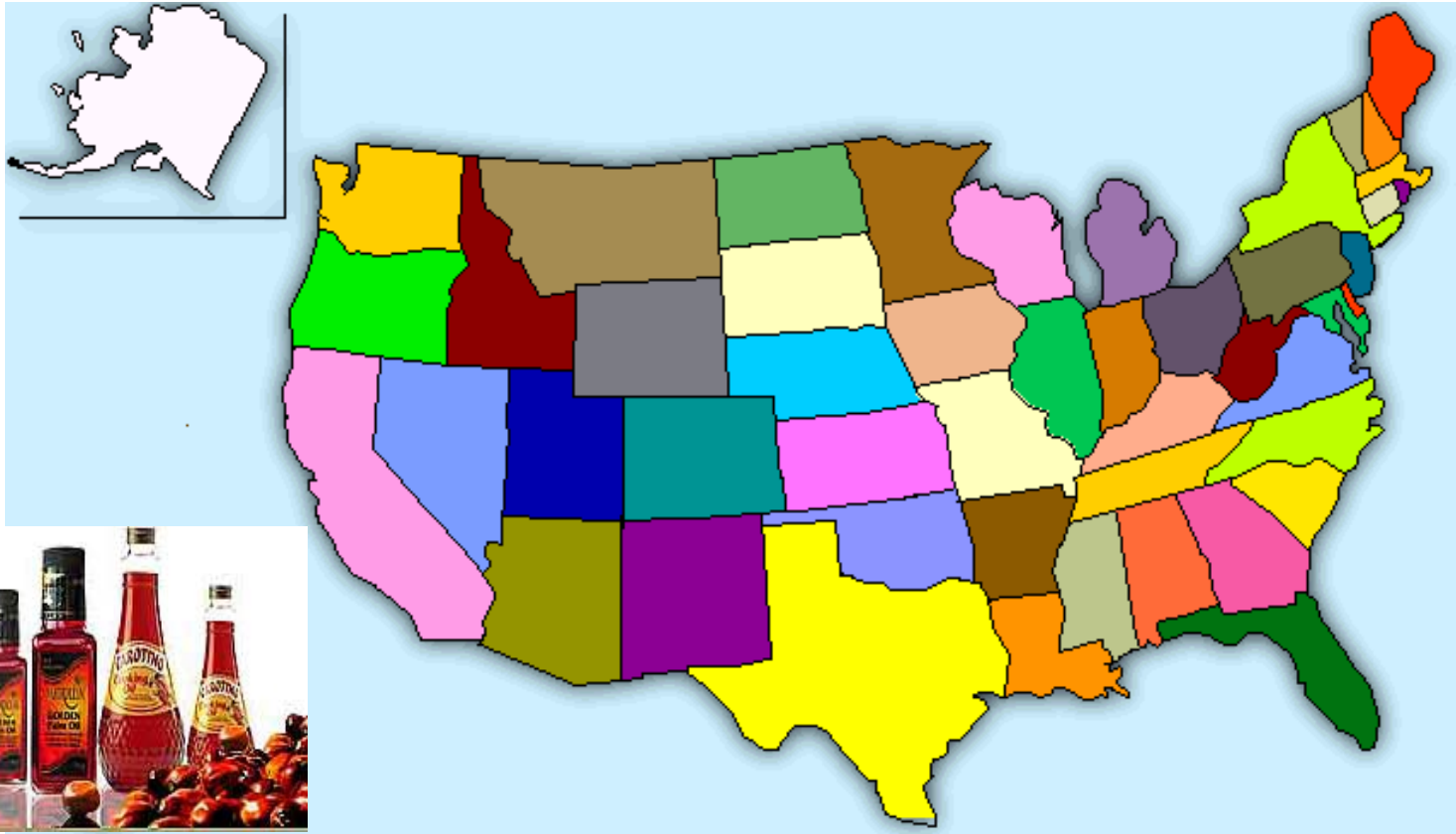
ConAgra Foods®

baking, broiling, or grilling
PAM®'s got you covered



PAM® For Grilling

Palm Oil in the USA OUTLOOK?



Palm Oil in the USA

Outlook: **Good**

Largely attributed to palm oil's competitive position in the market place.

Palm Oil in the USA

Outlook: Good

Largely attributed to palm oil's competitive position in the market place.

A position that is defined by its:

- Assured supply & availability
- Product diversity & versatility
- Superior product performance
- Competitive market prices
- Process cost benefits
- Wholesomeness & natural

Palm Oil in the USA

CHALLENGES

- **Distracters**
- **Continued focus on SATs**
- **Stigma**
- **Mischaracterization**
- **Misinformation**



•NAMM is aware that some individuals have criticized the U.S. margarine industry for having any level of *trans* fat in its products. These individuals sometimes point to Europe, where they say margarine manufacturers have removed *trans* fat without an increase in saturated fat. That is simply not true. Typical European margarines have as much as 50 percent more saturated fat than typical U.S. products since they have reduced or eliminated *trans* fat by **adding oils with higher saturated fat levels which American consumers have previously rejected.**



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WELCOME TO



PALMOILWORLD.org

*.... the information source for anyone who wants to know
about the healthful aspects of palm oil.*



Thank you for the opportunity!



contact details

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