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The Coast Packing Company Story

Not long ago, a quiet (but quite large) manufacturing firm launched an ad campaign that trumpeted the value of being behind the scenes. “We don’t make the widgets,” the voiceover intoned. “We make the widgets better.”

Coast Packing Company is like that. Coast doesn’t make the food that millions of consumers eat – it makes that food taste better.

Coast Packing, a closely held corporation, is the number one supplier of animal fat shortenings in the Western United States. The company supplies millions of pounds of animal and vegetable shortening products to the California market on a weekly basis.

The company didn’t get there overnight. Coast Packing has been a quiet leader in the Southwest for nearly a century, growing and evolving in a way that now seems

almost quaint. But when the bottom line includes considerations like quality, reliability and transparency, everything becomes easier to digest.

An integral part of Southern California's restaurant, baking and food industries, Coast Packing Company was built on consistent quality and customer relationships that span generations. Within the trade, Coast is known for its line of quality shortenings and oils, backed up by both superior service and unsurpassed value.

Coast Packing Company's number one status isn't solely a statement about its size. While the numbers are significant, the company's growth has not fundamentally changed its status as a family business that continues to live by the handshake.

Coast Packing's business is entirely relationship-based. Coast understands what the market wants – the company positions itself with services as well as products. Coast works closely with customers to make any issue or concern right. Coast customers are loyal because their experiences have been reinforced. As customers can attest, Coast has exceeded expectations for decades.

Quality and flavor profile come first at Coast Packing Company. Coast lard and beef tallow shortenings are original, authentic and consistent – they possess the classic flavor that consumers want. Customers expect that the product they buy will perform at the level to which they are accustomed.

Customers know that Coast products deliver the ultimate in versatility for cooking, baking and frying. But flavor isn't all that Coast delivers. Down the line, products offer superior creaming properties, long fry life, low absorption, stability and durability -- and zero trans fats.

The company sells to major manufacturers, distributors, retailers, smaller food service operations and leading bakeries. Coast Packing is active in virtually every major area of the food industry and then some. Coast's refined and fully deodorized beef tallow has been an ingredient in lotions and soaps for more than 30 years.

The company participates actively in various ethnic markets – from Hispanic retail chains, with its VIVA brand, to various Asian specialty markets. Coast Packing's reach reflects the demographic and ethnic makeup of the U.S. as a whole.

Coast Packing Company is regional, national and, increasingly, global. Markets extend from Southern California to Washington State, Arizona, Colorado, Idaho, New Mexico, Oregon, Texas and Utah. Internationally, Coast is active in Mexico, and as the market allows, the company ships to Asia. The company sources raw materials from major meat packing plants across the United States. In some cases, supplier relationships are multigenerational, extending back 50 years and more.

As significant change occurs in the food industry -- now that partially hydrogenated oils (PHO) have lost their "generally recognized as safe" status with the Food and

Drug Administration -- an education process has begun, and Coast Packing Company is deeply engaged in that process. Bolstered by the “zero artificial trans fat” status of its product line, the company is emerging as a thought leader, helping to enable those inside and outside the industry to understand the difference between artificial trans fats and natural, beneficial, animal-sourced trans fats.



Coast Packing Company: A History of Quality and Service

With a legacy some 90 years in the making, Coast Packing Company's ties with its customers, partners and suppliers are both broad and deep. Coast Packing was founded as a Southern California livestock and meat-packing business in 1922 and expanded over the years into a regional food-industry powerhouse.

The three founding partners set out to build a livestock and abattoir business, and retained that focus for more than 40 years, slaughtering hogs brought by railroad from the Midwest and processing meat into various cuts to supply Southern California butcher shops. During those four decades, Coast Packing produced a full line of pork and beef processed and smoked products, including its popular 1950s favorite brand, Ol' Smokey.

In the early 1960s, after assessing the company's profitability and competitive position, management decided that the business did not meet expected returns. While change was in the wind, the consensus was to remain in some facet of the food manufacturing industry, which was growing in tandem with Southern California itself. Given the company's extensive ties to the meat industry, the

processing of animal and animal-vegetable shortening products became a natural choice.

By specializing in a broad selection of animal and animal-vegetable shortenings and related products, Coast expanded along with the region's burgeoning restaurant, baking and food industries. Coast Packing's recipe for success was basic and unwavering: create the highest quality shortening products at the most reasonable prices -- and include unstinting customer service with every offering.

Coast Packing's customer base is diverse, extending to jobbers, distributors and commercial operations throughout the industry, and with suppliers across the nation. Treating each customer as valued -- with an identical level of care, respect and appreciation, regardless of size -- has become a Coast Packing tradition. The company is old school, in the very best sense. The company's growth has not fundamentally changed its status as a family business that continues to live by the handshake.

At a time when customers frequently find themselves dancing to the supplier's tune, Coast is committed to providing product when and where customers want it--no waiting. Depending on the time of year and raw material constraints, it's not uncommon for a Coast Packing customer to call and pick up a truckload the same day.

Coast Packing's longevity is a reflection of its culture, which places equal value on product quality and respect for customers. At Coast, past truly is prologue.



Ronald R. Gustafson

Ron Gustafson, a third-generation family member actively involved with Coast Packing Company (Coast), is President and Chairman of the Board. Gustafson was responsible rebuilding the family business into the number one supplier of animal fat shortenings in the Western United States. Under his leadership and strategic direction, he built the executive and management team, improved the company's facilities, and modernized production, enabling the business to continue to thrive for future generations.

Gustafson first worked at Coast during the summer of 1955 at the age of 12. His first job involved packaging bacon for retail and supermarket chains. He fondly recalls his first pay raise negotiation with his grandfather and Coast's founder, Anton Rieder. The result was an increase from \$1.00 to \$1.10 per day -- with Mr. Rieder reminding him it was a 10 percent raise.

Gustafson received a Bachelor of Arts degree in Industrial Technology from California State University, Los Angeles, and a secondary teaching credential from the State of California in 1968. After two years in the U. S. Army, he rejoined the company full-time in October 1970 and received his MBA from Pepperdine University in 1982. He is currently a CAP mentor at the USC Marshall School of Business.

A member of the American Oil Chemist Society and the Institute of Food Technologists, Gustafson was for 18 years a director of WSMA and NMA, the predecessor trade association of the North American Meat Institute (NAMI). He chaired numerous committees, including long-range strategic planning, membership and education. Today, he serves as President of the NAMI Scholarship Foundation, which provides monetary awards to undergraduate students majoring in the animal, meat and food science plus culinary arts.

Gustafson's interests include spending time with his wife, children and five grandchildren, philanthropy, collecting Western American historic books and maps, and classical music. He is treasurer of three organizations -- the Neighborhood Music School in Boyle Heights, the Los Angeles Railroad Historical Foundation and the San Bernardino Railroad Historical Society.



Eric R. Gustafson

Eric R. Gustafson is CEO of Coast Packing Company, the number one supplier of animal fat shortenings in the Western United States. Gustafson is the fourth generation in his family to own and operate Coast Packing. He is responsible for the company's strategic direction and vision, and manages overall operations. Prior to being named CEO, he served as Vice President of Operations and has held various sales and marketing posts since December 2002. He has been a member of Coast's Board of Directors since 2009.

In addition to his responsibilities as CEO of Coast, Gustafson serves on the Board of Directors and Executive Board of the North American Meat Institute (NAMI). He currently co-chairs NAMI's Labor and Employment Committee and is co-founder of NAMI's Family Business Task Force. In addition, he serves on the Board of Directors and Advisory Board for the Institute of Shortenings and Edible Oils (ISEO).

Gustafson joined the Vernon Chamber of Commerce's Board of Directors in 2010 and was Chairman of the Board from 2012-2014. In that capacity, he played a critical role lobbying the state legislature on behalf of the Chamber and the "Save Vernon Jobs" coalition. Through his and the coalitions efforts, AB 46 -- a bill to disincorporate the City of Vernon -- was defeated. In 2012, Gustafson was appointed to the Vernon Housing Commission and was named its first chairman. He was

recently appointed to the Vernon Business Industry Commission, where he serves as Vice Chair.

An active member of the Jonathan Club (and a fourth generation Jonathan), Gustafson served on the Club's Junior Committee in 2007-2009 and in 2009 served as committee Chairman. Currently, he sits on the Town Club Committee, which promotes Town club usage and creates member value through social activities.

In 2002, Gustafson earned a Bachelor of Arts degree in social sciences with a minor in business from the University of Southern California. He is a member of the USC Cardinal and Gold Committee, the National Hot Rod Association (NHRA), National Muscle Car Association (NMCA), Premier Street Car Association (PSCA), and West Coast Hot Rod Association (WCHRA).

In his free time, Gustafson is a competitive drag racer and holds multiple class championships and records with the NHRA, NMCA and WCHRA. In addition to his passion for drag racing, he attends USC football games and enjoys spending time with his wife Courtney, daughter Avery and son Bo, traveling, golfing and downhill skiing.



A Conversation with Eric Gustafson, Coast Packing CEO

Q: Please trace the history of Coast Packing Company for us.

Eric Gustafson: Coast Packing was started in 1922 by my great grandfather and his best friend, who wanted to build a meat packing and processing company from the ground up. They started processing live hogs and cattle through our plant and producing lard and tallow. Our main products today are a result of that decision.

The original company thrived in the fresh meat processing business for more than 40 years, until it hit economic times that were difficult to overcome. Great grandpa had the foresight to take a step back and reevaluate our options. At the time, we were one of the largest producers of live hogs and cattle in Los Angeles.

When we exited that market, many of the meat packers and processors in the area picked up our volume but did not have the vertical integration that Coast Packing did. The edible fat they produced came to our plant for further processing into lard and tallow. As a result of that, we were able to rebuild the business into what the company is today -- the number one provider of animal fat shortenings in the Western United States.

Q: What's the difference between lard and beef tallow?

Gustafson: It's very common for people to get confused about what lard and beef tallow really are. Many people take beef tallow and call it beef lard, which is an oxymoron. Ultimately, lard comes only from hogs and tallow only from cattle or beef.

Q: How is each used, and how does each affect the foods to which they're added?

Gustafson: Lard and tallow are both used for baking and frying, and there are also specific applications for each. In a few cases, there are some transitive uses. Lard is grandma's pie crusts and bread and various cookies, and it's popular in other traditional ethnic foods - tamales and tortillas in the Hispanic market, almond cookies in the Asian market.

Beef tallow is popular for French fries, much like McDonalds did in the 1980s and '90s. Classic French fries are best fried in beef tallow shortening. Beef tallow can also be used for baking cookies and breads, as well, especially in ethnic markets – Hispanic most notably.

Q: But lard and tallow wouldn't be used interchangeably. If they both could be used for French fries, why would you use one over the other?

Gustafson: For French fries, you could use lard, but it's not going to provide the best flavor profile or consistency in fry life, whereas beef tallow will. And that's why beef tallow has always been more popular for deep frying in general, whether it's French fries or chicken or fish or shrimp.

Q: What properties in lard and beef tallow promote health, and what properties are problematic?

Gustafson: First and foremost is the natural makeup of both lard and tallow. Neither contains the artificial trans fats you find in hydrogenated shortenings. Lard and tallow are naturally stable and solid at room temperature. At Coast, they are *minimally processed*, unlike a shortenings and oils from other suppliers, which is consistent with the whole movement in food and cooking right now. When you look at ingredient statements, the fewer on the deck, the better. That tends to make the product healthier than having it contain any number of things you can't pronounce. In addition, the polyunsaturates in lard and tallow are also higher than in other shortenings and oils, so there's some real benefit in that.

Q: Why do you feel animal fats are trending again in kitchens and in restaurants across America?

Gustafson: The trend has a great deal to do with what's going on with trans fats, specifically artificial trans fats. The public is now coming to the conclusion that animal fats have been demonized for too long. The reality is that animal fats are not as bad as they once were thought to be, and the replacements for them are actually worse than originally thought.

Restaurants and retailers are looking for solutions. Increasingly, we're seeing that the industry has an open mind; everyone realizes there's not going to be a silver bullet. There are many opportunities for animal fats to be part of the solution, along with other products. Long-term, we believe animal fats will certainly have their place at the table.

Q: Some kitchens and industrial food processors continue to favor vegetable oils. Is this all about incumbency, the cost of goods, the difficulty of change? Are lard and beef tallow more expensive?

Gustafson: The biggest challenge is the supply chain. And it's not so much the expense, because historically, lard and beef tallow have been cheaper when compared to vegetable shortenings over the last, say, 20 years.

Finite supply chains and the availability of product are very real issues. Lard and beef tallow specifically are simply not as available as some competitive products. Even so, there certainly is room to grow the supply chain. For now, the biggest challenge for the industrial user is how readily available the product is.

Q: How aware are consumers of the differences between animal fats and vegetable fats?

Gustafson: The consumer is starting to become more educated. Part of that is our job at Coast Packing -- to help engage the consumer, be the thought leader and help them understand the differences. People still think of Crisco when we talk about lard and beef tallow as a shortening. In the millennial generation, not a lot of people know what lard and tallow are.

But once you have the opportunity to provide the information and show the differences -- once you have people's attention -- it's possible to dispel the confusion. One key aspect is very clear: lard and beef tallow are derived from an animal source, and vegetable oils and shortenings are derived from a vegetable source -- soybean, canola, palm, coconut and so on and so forth,

Q: What about things like palm oil? What other oils are emerging in the industry as alternatives to animal fats?

Gustafson: Palm oil certainly has been around for a very long time. These days, it's regarded as more of a way to replace artificial trans fats found in other vegetable shortenings than as a replacement for lard and tallow. Coconut oil has had a resurgence in popularity as well.

Q: What about olive oil?

Gustafson: Olive oil is used in light cooking and sautéing, but you can't use it for baking and heavy duty frying applications. It doesn't have the same durability and resilience as animal fats.

Q: In terms of issues of taste versus health, is there always a tradeoff?

Gustafson: It's best to look at the bigger picture of health, taste and the perceived tradeoffs. The classic example occurred years ago, when Wonder Bread went away from using lard to make its popular white bread, and they put "no cholesterol" in the balloons on the packaging. If there are, let's say, 22 slices in that loaf, that 22 milligrams of cholesterol -- one milligram per slice. When you throw on your cheese, you add 30 milligrams, and if you add your mayonnaise, there's another 100 milligrams or so. The joke is, shake all that off and just enjoy your slice of bread with one milligram of cholesterol. Not going to happen.

It does come back to: why do we eat? We eat because we like how something tastes. And if you consume things in moderation, the idea is to enjoy the experience of eating out.

Q: How do consumers make their preferences known to restaurants and the major food service companies? How much do consumers' preferences matter to these companies?

Gustafson: Consumer preference is the ultimate driver of what we do in the industry as a whole. Coast believes in consumer choice first and foremost. We've seen that when I ask chefs and restaurant operators: what kinds of questions are your customers posing?

Five or ten years ago, if they asked, "do you use animal fats?" that might have had a negative connotation. Today, you see restaurants touting animal fats on their menus -- they use beef tallow, for instance, in their French fries, and consumers are coming in droves to eat them.

Consumers have to do their best to communicate what they like and enjoy. When they go to places where they may not get what they want, they should feel free to voice their opinion. It's up to them to make their choices clear.

Q: There's a strong movement today around ensuring that food is authentic. As you noted, that's a part of being "minimally processed," is that right?

Gustafson: Yes, that is certainly who we are. We use that approach to tell our company's story and to help bridge whatever knowledge gaps may exist out there. These days, we're seeing more people come to the table, no pun intended, with an accurate point of view about animal fats. They're asking the right questions -- about things like artificial vs. natural trans fats, the role of animal fats in a balanced diet, the toxic additives that are so abundant in manufactured food -- and they want to be educated. When you have that, that's a recipe for success.

Q: Is that in part how consumers can understand the concept of farm-to-table?

Gustafson: As consumers, the first thing to ask and understand is how products are manufactured. In the case of edible lard and tallow, we can source material from the largest packers to the smallest packers -- at the end of the day, the product is still coming from the primary source, which is the animal. From there, we do further -- but minimal -- manufacturing, to provide a finished product.

Q: What responsibilities do retailers have in communicating these changes in attitudes to their customers -- that is, that animal fats are safe to use in moderation, and that using some fats in cooking isn't necessarily going to make anyone fat?

Gustafson: Retailers do have an opportunity to communicate that to their customers, although it can be difficult. One of the easier ways is to embrace animal fats in the products they manufacture at a store level, from breads and cookies to tamales and carnitas.

And we at Coast Packing need to do our job to communicate to retailers as well as consumers, to reinforce the story and connect the dots -- that animal fats are indeed good for you in moderation.

Q: When the new federal dietary guidelines come out, they may compound confusion rather than mitigate it. What's your perspective on that?

Gustafson: No question, the dietary guidelines are a challenge to communicate clearly. You have a panel of people who have specific ideas that may or may not align with the general public's thoughts and ideas.

At Coast Packing, we want everyone to remember why we eat particular foods -- because they taste good, because we like how they make us feel and because, yes, they have nutritional value. A governing body may tell us one thing to do, but we all need to educate ourselves and do what we believe works for us.

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Product Descriptions

VIVA - Our Best Lard

VIVA is an all-purpose lard carefully processed to impart a traditional, authentic flavor to popular Hispanic foods. The preferred brand of lard in Hispanic cooking for more than 35 years, VIVA is trans fat-free and known for its quality, consistency and performance. For the best tasting carnitas, chicharrones, tamales, tortillas and tortilla chips, and more, VIVA is the standard.

VIVA – 1 Pound Retail Lard

VIVA is an all-purpose lard carefully processed to impart a traditional, authentic flavor to popular Hispanic foods. For more than 35 years the preferred brand of lard among chefs in the know, VIVA is trans fat-free and known for its quality, consistency and performance. For the best tasting carnitas, chicharrones, tamales, tortillas and tortilla chips, and more, VIVA is the clear choice.

VIVA – VIVA 2.5 Pound Retail Lard

VIVA is an all-purpose lard carefully processed to impart a traditional, authentic flavor to popular Hispanic foods. For more than 35 years the preferred brand of lard among chefs in the know, VIVA is trans fat-free and known for its quality, consistency and performance. For the best tasting carnitas, chicharrones, tamales, tortillas and tortilla chips, and more, VIVA is the clear choice.

VIVA – VIVA 4 Pound Retail Lard

VIVA is an all-purpose lard carefully processed to impart a traditional, authentic flavor to popular Hispanic foods. For more than 35 years the preferred brand of lard among chefs in the know, VIVA is trans fat-free and known for its quality, consistency and performance. For the best tasting carnitas, chicharrones, tamales, tortillas and tortilla chips, and more, VIVA is the clear choice.

VIVA – VIVA 8 Pound Retail Lard

VIVA is an all-purpose lard carefully processed to impart a traditional, authentic flavor to popular Hispanic foods. For more than 35 years the preferred brand of lard among chefs in the know, VIVA is trans fat-free and known for its quality, consistency and performance. For the best tasting carnitas, chicharrones, tamales, tortillas and tortilla chips, and more, VIVA is the clear choice.

Coast Refined Lard

Our flagship all-purpose product, Coast Refined Lard provides the ultimate in versatility for cooking, baking and frying. With superior creaming properties and zero trans fats, it enhances the flavor of breads, makes piecrusts delectable and is ideal for traditional Hispanic and Asian cuisines. Whatever you're making, Coast makes it better.

Gold Coast – Truly Refined Lard

Gold Coast, a fully refined all-purpose lard, is carefully processed to ensure superior results for baking and frying. Whatever you're preparing, Gold Coast improves flavor. Use Gold Coast for premium baked goods, flaky pie crusts and heavy duty frying. With superior creaming properties, a high smoke point and longer fry life – and zero trans fats – Gold Coast is lard at its best.

VIVA Manteca Mixta Lard Shortening

Looking for an excellent all-purpose lard blend that imparts the traditional value of pure lard to ethnic specialties like tamales and carnitas? For 35 years the preferred brand of chefs in the know, VIVA Manteca Mixta Lard Shortening delivers. You can't go wrong with longer fry life, zero trans fats and consistent quality and performance.

Flavor King Blue Refined Shortening

Engineered for heavy-duty deep frying, Flavor King Blue Refined Shortening is

derived from select quality beef fat to maximize flavor, stability and durability. Bringing vintage goodness to fries (and more) without trans fats, Big Blue recalls the classic taste consumers loved at chains in the '70s, '80s and '93s.

Flavor King Red -- Refined A-V Shortening

Coast's most popular and cost effective deep-frying solution, Flavor King Red is made from the finest beef fat plus soybean or cottonseed oil. Whether you're frying chicken, fish or potatoes, you can't go wrong with Red's zero trans fat combo of maximum flavor and mega performance.

Golden Bake All-Purpose Shortening

Processed from the highest quality beef fat and soybean and/or cottonseed oil, Golden Bake excels at all types of baking and frying because it's fully deodorized, keeping flavors pure in breads, pastries, piecrusts and more. Totally zero trans fat Golden Bake provides longer fry life and lower oil absorption than competing products.

Supreme All-Purpose A-V Shortening

Supreme is Coast's finest all-purpose A-V shortening, an adaptable mix of the highest quality beef fat and soybean and/or cottonseed oil. Delivering longer fry life, lower oil absorption and zero trans fat, Supreme shines when baking cookies, breads and pastries -- and is the ultimate frying shortening for donut and fruit pies.

Bake Lite All Soy - Vegetable Shortening

For baking pastries and croissants that flake just perfectly, try Bake Lite All Soy, our economical zero trans fat, 100 percent cholesterol free, all-purpose vegetable shortening. With superior creaming properties, it excels in baking and frying, from tortillas to delectable desserts, and more.

Bake Lite Soy/Cotton – Vegetable Shortening

For baking pastries and croissants that flake just perfectly, try Bake Lite Soy/Cotton, our economical zero trans fat, 100 percent cholesterol free, all-vegetable shortening. With superior creaming properties, it excels in baking and frying, from tortillas to delectable desserts, and more.



FastFatFacts

- A [2010 meta-analysis](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2824152/) of 347,747 people around the world found insufficient evidence to tie saturated fat to heart disease.
<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2824152/>; 1/13/2010
- An analysis of more than 300,000 people published in the *American Journal of Clinical Nutrition* shows that there is no evidence that saturated fat consumption raises the risk of heart disease.
<http://ajcn.nutrition.org/content/early/2010/01/13/ajcn.2009.27725.abstract>; 11/25/09
- According to Mary Enig, author of [*Know Your Fats*](#), lard is typically 40 percent saturated fat, 50 percent monounsaturated fat and 10 percent polyunsaturated fat. The percentage of saturated fat in lard protects the more vulnerable mono/polyunsaturated fats from oxidizing with heat, making lard an excellent choice for cooking and baking.

http://www.amazon.com/gp/product/0967812607/ref=as_li_qf_sp_asin_il_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=0967812607&linkCode=as2&tag=empow-esusten-20 ; 5/14/2000

- The per capita consumption of edible beef tallow in the U.S. has been rising since 2002. It was 3.4 lbs in '02, 3.8 lbs in '03 and 4.0 lbs in '04. <https://books.google.com/books?id=BZ1K0ExQTm8C&pg=PA201&lpg=PA201&dq=beef+tallow+sales+statistics&source=bl&ots=ITyHZuqrVG&sig=EQDOr8zwxUIZD426qtlGmAZPUg&hl=en&sa=X&ved=0CEwQ6AEwCGoVChMI6-a-5eemxwIVA4sNCh3JrwZK#v=onepage&q=beef+percent20tallow+percent20sales+percent20statistics&f=false>
- These days, cow and sheep's fat is more commonly used in soaps, candles, and lotions than in the kitchen, but the Paleo community is picking up on beef tallow, this once widespread cooking ingredient (most fast-food chains used to use it for deep frying since it's stable at high temperatures and imparts a slight, but delicious, meaty flavor). <http://firstwfeast.com/eat/guide-to-using-alternative-fats-in-cooking/>
- Because of its stability, its high smoke point (which approaches 400 degrees Fahrenheit), and its special flavor, lard is a highly favored oil for frying. <http://blog.selfrelianceoutfitters.com/10-practical-uses-for-lard/>
- Researchers reviewed data from more than 12,000 people, ages 25-74, who lived in the Minneapolis-St. Paul area and participated in the Minnesota Heart Survey, which was given six times between 1980 and 2009. They found trans fat intake dropped 32 percent in men and 35 percent in women.
- In 2006, the [New York City Board of Health](#) banned the use of trans fats by restaurants and bakeries, and other local governments followed. [California](#) passed a similar ban in 2008. In conjunction with mandatory labeling of trans fat, these local bans and the increased awareness of the health effects of trans fat led to an [almost 80 percent drop](#) in the amount of trans fat Americans consumed between 2003 and 2012. <http://healthaffairs.org/blog/2015/06/23/the-fdas-determination-on-artificial-trans-fat-a-long-time-coming/>; 6/23/2015
- EWG [research shows](#) that manufacturers used artificial trans fat ingredients in 27 percent of more than 84,000 processed foods listed in EWG's Food Scores database and sold in American supermarkets. Yet trans fats were disclosed on the labels of only 2 percent of those items. It is likely that Americans are consuming most of these harmful fats unaware of the risk they pose for coronary disease.
- EWG found that 87 percent of the over 7,500 foods containing partially hydrogenated oils – Americans' principle dietary source of trans fats -- didn't disclose that fact. Instead, the labels of more than 6,500 of these items

rounded off their trans fat content to 0 grams. <http://www.ewg.org/release/fda-orders-3-year-phase-out-artificial-trans-fat-source>; 6/16/15

- Between 2003 and 2012, the FDA estimates that consumer trans fat consumption decreased about 78 percent and that the labeling rule and industry reformulation of foods were key factors in informing healthier consumer choices and reducing trans fat in foods. <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm451237.htm>; 6/16/15
- Domestic shipments of shortening, as reported to the Institute of Shortening and Edible Oils (ISEO) in 2010-2011, was 5,169.2 million pounds. <http://www.iseo.org/httpdocs/Statistics.htm>
- The American Heart Association's Nutrition Committee strongly advises these fat guidelines for healthy Americans over age 2: Limiting the amount of saturated fats you eat to less than 7 percent of your total daily calories. That means if you need about 2,000 calories a day, less than 140 calories (or 16 grams) should come from saturated fats. [http://www.heart.org/HEARTORG/Conditions/Cholesterol/PreventionTreatmentofHighCholesterol/Know-Your-Fats UCM 305628 Article.jsp](http://www.heart.org/HEARTORG/Conditions/Cholesterol/PreventionTreatmentofHighCholesterol/Know-Your-Fats_UCM_305628_Article.jsp)



Image Library







