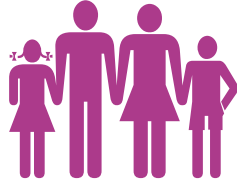


CONSUMER GUIDE TO MARGARINE



Still the Best Choice!

THE DEBATE IS OVER: MARGARINE AHEAD OF BUTTER IN HEALTH RACE

A new report issued in June 1999 documents that the amount of total fat, saturated fat and trans fat contributed to the American diet by margarine has been dramatically reduced. The "Margarine Nutrient Consumption Trends" report is based on data verified by ACNielsen, one of the country's leading market research firms, and confirms the positive changes in the margarine category. The consumption of total fat, saturated fat, and trans fat from margarine products has been significantly reduced over the past decade — so that 40 percent less fat, 37 percent less saturated fat, and 59 percent less trans fat are being consumed today.

Eleven recent studies that directly evaluate the health effects of margarine versus butter have all confirmed that margarine is the healthier tablespread. These 11 studies, published over the past three years and involving more than 70,000 individuals, clearly demonstrate the cholesterol-lowering benefits of margarine products compared to butter.

On the health front, the American Heart Association (AHA), the National Heart, Lung and Blood Institute (NHLBI) and

NHLBI's National Cholesterol Education Program (NCEP) have recently confirmed their recommendation to choose margarine products instead of butter. Health professionals recommend substituting margarine products — including vegetable oil spreads — for butter as one of the simplest ways people can improve their diets to become more heart-healthy.



"By substituting a margarine product for butter over a week's time, you can save yourself a whole day's worth of saturated fat," says Sue Taylor, M.S., R.D., director of nutrition communications for the National Association of Margarine Manufacturers (NAMM).

"The margarine industry has made great strides in making its products even more heart-healthy and is leading the effort to reduce total fat, saturated fat and trans fat in the American diet," adds Taylor. Taylor also notes that margarine's contribution of trans fat is minuscule. "Recent research indicates that trans fat represents only 2.6 percent of the average daily diet (5.3 grams per day) from all sources. Of that, today's margarine contributes less than one gram of trans fat — a mere eight calories, which is insignificant in a typical 2,000 calorie diet," she says.

FIVE TIPS FOR A HEART-HEALTHY REFRIGERATOR

- 1 Take stock of what's inside.** Once a month pull everything out and separate the better-for-you foods from the rest. Make sure you have more low-fat and high-fiber foods than other types, and, if not, consider gradually reducing the number. Choose more low-fat and fat-free dressings, condiments, sauces and margarine products instead of full-fat ones.
- 2 Store away indulgent foods in the crisper, so they're "out of sight, out of mind."** Keep perishable foods such as fresh fruits and vegetables on the refrigerator shelf, where you can see them.
- 3 Substitute lower-fat foods for higher-fat ones.** Some examples include skim or 1% milk for whole milk; a soft or reduced-fat margarine product for butter; lean meats, chicken and fish for ribs, ground meat and other fattier meats. A simple substitution like margarine for butter over a week's time can save you an entire day's worth of saturated fat.
- 4 Prepare leftovers as a meal for the next day.** Put the entrée with the vegetables and other side items on a plate and cover for the next day's lunch or dinner to create a do-it-yourself balanced "TV dinner."
- 5 Prepare foods as "ready to eat" meals when you come home from grocery shopping.** Cut up vegetables and fruits and store them in containers so they'll be ready for the next meal or when you come looking for a ready-to-eat snack.

For more tips on a heart-healthy refrigerator, visit www.healthyfridge.org.

GUIDELINES: BAKING/COOKING WITH MARGARINE

Regular margarine can be used in all recipes where margarine or butter is specified. The results will meet expectations, especially where baking is concerned. However, if margarine is labeled light, low-fat, reduced-fat or fat-free, or is called a vegetable oil spread, these guidelines should be followed for cooking and baking. You will want to check out the front of the package which will often state the percentage of oil in the product (e.g., 70% vegetable oil spread, 26% corn oil). If a product is regular margarine, it will have 100 calories per tablespoon, and according to the government's standard of identity, the percentage of oil in regular margarine — 80% — need not be listed on the package.

The following guidelines should be helpful when selecting a margarine product for use in a favorite recipe. Keep in mind, however, that many recipes now available (especially on product packages) are designed for use with these lower oil margarines.

60 percent or more oil products can be used almost anywhere butter or margarine is specified. However, vegetable oil spreads and modified margarines (e.g., reduced-fat, light) should not be used for baked goods that require precise amounts of fat and moisture, such as pastry crusts and spritz cookies (unless a recipe has been developed specifically for a particular margarine product).



Keep in mind these “rules of thumb” when selecting a margarine for cooking or baking:

The higher the oil content, the more fat there is in the product. While fat does add calories, it contributes texture and browning properties to foods.



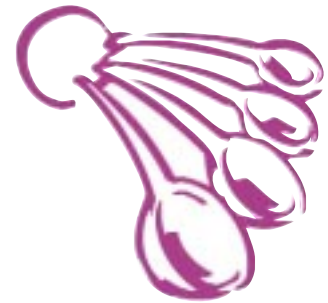
50-59 percent oil products also work well for most cooking, such as the preparation of side dishes and sautéing, in addition to topping and spreading.



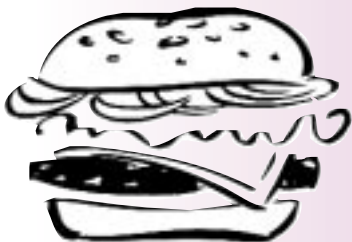
The lower the oil content, the less fat there is in the product. This is critical to know when sautéing or baking, since products with the lower amount of fat do not perform in the same way as regular margarine.



49 percent or less oil products should be used only for spreading, topping and adding flavor to recipes that already contain a significant amount of moisture (e.g., macaroni and cheese). They are not designed for baking and frying.



BUTTER OR BURGER?






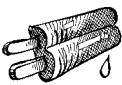


Did you know that a whole stick of butter has almost as much fat and cholesterol and double the amount of saturated fat as THREE popular quarter-pound burgers with cheese. This is something to keep in mind when your favorite recipe calls for a whole stick of butter. Try using one of the many available margarine products and your heart will thank you.

What Should I Eat?

Foods to Choose More Often and Less Often

Eating a diet with the right amount of calories and that is low in total fat, saturated fat, and cholesterol is a balancing act. One way to assure a varied, healthy diet is to wisely choose foods every day as indicated by this chart:

| Foods | Choose More Often | Choose Less Often |
|---|--|--|
| Meat, Poultry, Fish and Shellfish  | Lean cuts of meat with fat trimmed; poultry without skin; fish, shellfish; lean luncheon meat (e.g., turkey) | Fatty cuts of meat; bacon and sausage; organ meats; fried chicken, fish and shell- fish; high-fat luncheon meat (e.g., salami) |
| Eggs and Dairy Products  | Egg whites; egg substitutes; skim or 1% milk; low-fat or non-fat cheeses; low-fat or non-fat yogurt | Egg yolks; whole milk or 2% milk; cream; whole milk products (e.g., cheese, yogurt) |
| Breads, Cereals, Pasta, Rices, Dry Peas, Beans and Soy Products  | Whole-grain bread, cereal, pasta and rice; dry peas; beans; baked goods made with less fat, using unsaturated oil or margarine; tofu | Egg breads; granola-type cereals; pasta, rice, dry peas or beans prepared with cream, butter or cheese sauce |
| Vegetables  | Fresh, frozen, or canned vegetables prepared plain or with lemon juice, broth, or small amounts of unsaturated oils or margarine | Vegetables prepared with butter, cheese or cream sauce |
| Fruits  | Fresh, frozen, canned or dried fruit; 100% fruit juice | Fried fruit or fruit served with butter or cream sauce; fruit "drinks" |
| Fats and Oils  | Margarine products (made from unsaturated oils including reduced-fat or non-fat varieties); reduced-fat or non-fat salad dressings (including mayonnaise); liquid cooking oils | Butter; lard; bacon fat; shortening; coconut; tropical oils |
| Sweets and Snacks  | Candy such as gumdrops; low-fat or fat- free frozen desserts (yogurt, sherbet, fruit ices, ice cream); low-fat cookies/cakes; flavored gelatins; pretzels; baked snack chips; air popped popcorn | Candy and baked goods made with butter, cream, or tropical oils; high-fat ice cream and frozen desserts; doughnuts; regular snack chips |

MARGARINE: A LEADING HEART-HEALTHY SOURCE OF VITAMIN E

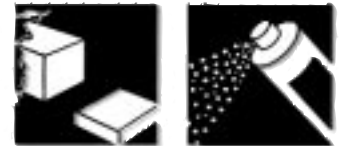
Supplements, megavitamins — they're all the rage. But by choosing a variety of healthy foods, you should be able to get all the vitamins and minerals you need from your diet. Even the American Heart Association recommends that healthy individuals obtain adequate nutrient intakes from foods eaten in variety and moderation, rather than from supplements.

Because the fat-soluble vitamin E is found mainly in foods that also contain fat, it should come as no surprise that by incorporating margarine into your lifestyle, you will add this important nutrient to your diet. Not only is it lower in fat and calories than butter, but margarine is also a good source of vitamin E, according to the USDA.

Their data show that margarine is a leading dietary source of vitamin E because the vegetable oils in margarine products are rich sources of this naturally occurring antioxidant.

A study reported in a 1996 issue of *The New England Journal of Medicine* found that foods rich in vitamin E, such as margarine, nuts and salad dressings, may decrease the risk of coronary heart disease by as much as two-thirds.

Antioxidant nutrients like vitamin E play a significant role in protecting the body against damage that can be caused by free radicals (substances that are formed by everyday bodily processes and can come from the environment). Vitamin E serves as the body's primary defense against damage to



"SURF" THESE WEB SITES FOR MORE INFORMATION

Be sure to visit "Margarine on the Web" — www.margarine.org — for more facts about today's margarine products. NAMM's web site was launched in late 1996 and has recently won four prestigious Internet awards. The site received the MEDSITE top award for overall excellence. You will find recipes, educational materials, research studies, trivia and much more.



NOTES FROM YOUR HEALTH PROFESSIONAL

OTHER SITES TO CHECK OUT:

- ✱ www.healthyfridge.org
- ✱ www.americanheart.org
- ✱ www.eatright.org
- ✱ www.usda.gov
- ✱ www.nhlbi.nih.gov