THE OIL WITH HEART

An Opportunity to Grow Brand and Category Value by Bunge
The FDA's approval of Bunge's petition for a qualified soybean oil heart health claim is a branding opportunity for CPGs and restaurants.

Heart health is the top health feature consumers look for when grocery shopping, equating to more than $6 billion in annual U.S. retail food sales. In fact, 75% of consumers are looking for heart healthy products, putting the claim ahead of locally grown (68%), minimally processed (65%), non-GMO (53%), and organic (51%). This may be because more than half of adults rely on foods or beverages to help manage heart health. Some of the dietary approaches they adopt include eating less saturated fat and boosting healthier fats.

“Food manufacturers and restaurant operators now have a new opportunity to grow their brands with officially recognized heart healthy products, simply by using soybean oil.”
— Mark Stavro, senior director of marketing

Today, 55% of adults are actively avoiding or reducing saturated fat, while almost 40% are incorporating the healthier polyunsaturated and monounsaturated fats.

Considering these statistics—and given that 71 million American adults have high LDL (bad) cholesterol and 15.5 million have coronary heart disease—food manufacturers and restaurants should aim to meet consumers’ heart health needs to grow their businesses. To help in this effort, the U.S. Food and Drug Administration (FDA) recently approved Bunge’s petition for a qualified health claim linking consumption of soybean oil to reduced risk of coronary heart disease.

AN EVERYDAY INGREDIENT WITH AN EXTRAORDINARY BENEFIT

Soybean oil is America’s most consumed ingredient and accounts for 30% of all food oil. It is the main oil used in home cooking, packaged foods, and restaurants nationwide. Most bottled vegetable oil is soybean oil, and in packaged foods, consumers can find it in well known brands across many major categories: crackers, dressings, sauces, hummus and dips, ready meals, and more. Soybean oil is also used in restaurants for frying, sautéing, and cold preparation. It’s the most popular oil across foodservice segments, including fast food, quick service, fine dining, legacy, and up-and-coming brands.

Soybean oil may reduce the risk of coronary heart disease and lower bad cholesterol when replacing saturated fat.*

It’s found in so many foods that consumers love:

*Supportive but not conclusive scientific evidence suggests that eating about 1.5 tablespoons (20.5 grams) daily of soybean oil, which contains unsaturated fat, may reduce the risk of coronary heart disease. To achieve this possible benefit, soybean oil is to replace saturated fat and not increase the total number of calories you eat in a day. Learn more at fda.gov.
Strong and Consistent Evidence Shows Polyunsaturated Fats Can Reduce the Risk of Coronary Heart Disease When Eaten in Place of Saturated Fat.*

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Soybean oil is a heart healthy replacement for saturated fat and may help reduce the risk of coronary heart disease* in two ways. First, it is shown to lower “bad” LDL cholesterol significantly in a number of human nutrition studies.*† Second, it provides essential omega-3 and omega-6 polyunsaturated fats that your body needs but can't make.

All cooking oils contain three types of fats: polyunsaturated, monounsaturated, and saturated. Polyunsaturated and monounsaturated are commonly referred to as “good fats,” with the polyunsaturates having the strongest evidence as good fats.3,7 The Dietary Guidelines for Americans7 and the American Heart Association recognize the benefits of polyunsaturated fats.3 In our diets, polyunsaturated fats are found as omega-3s and omega-6s. Among the most commonly consumed oils, soybean oil is the highest in polyunsaturated fats and is America’s top dietary source of this type of “good fat,” providing both the omega-3s and omega-6s.8

**GOOD FOR THE HEART, GOOD FOR YOUR BRAND**

Bunge proactively petitioned the FDA to permit a heart health claim for soybean oil based on a compelling set of human studies from top nutrition research teams. Bunge also recognized that a heart health claim would make the oil more attractive to consumers seeking out healthier food options. Following FDA approval of Bunge’s petition, food manufacturers and restaurants can now make a heart health claim on pack or in menu for products that meet certain requirements. Items meeting the guidelines can claim “heart healthy,” “may reduce the risk of coronary heart disease,” and “may reduce LDL (bad) cholesterol,” and can use heart-shaped vignettes, alongside an FDA-approved statement. Since heart health is top of mind for consumers when grocery shopping and

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†When soybean oil replaces an equivalent amount of saturated fat.
dining out, utilizing these claims can add appeal and improve the bottom line.

**REQUIREMENTS FOR THE CLAIM**

Food products or menu items containing at least 5.0 grams of soybean oil per reference amount customarily consumed (RACC) and per labeled serving can use the new claim if they also meet the following criteria set by the FDA.

For 100% soybean oil, soybean oil blends, and soybean oil-containing shortenings:

- Total fat: No restriction
- Saturated fat: 4 grams or less per RACC and labeled serving size
- Trans fat: No more than 1 gram per RACC
- Cholesterol: 20 milligrams or less per RACC and labeled serving size (must meet the definition of “low cholesterol*)
- Sodium: 480 milligrams or less per RACC and labeled serving size and 50 grams if the RACC is 30 grams or less or 2 tablespoons or less

Salad dressings containing soybean oil can qualify for the claim by meeting the above criteria, but they must also have no more than 4 grams saturated fat per 50 grams.

Margarine, margarine substitutes, and other margarine-like products and vegetable oil spreads can qualify for the claim by meeting the above criteria, but they must also be a good source (i.e., contain 10% or more of the Daily Value) of 1 of 6 nutrients as specified in the FDA’s general health claim regulations.

All other soybean oil-containing products can qualify for the claim if they contain:

- Saturated fat: 4 grams or less per RACC and labeled serving size and per 50 grams if the RACC is 30 grams or less or 2 tablespoons or less
- Trans fat: No more than 1 gram per RACC
- Cholesterol: 20 milligrams or less per RACC and labeled serving size (must meet the definition of “low cholesterol*)
- Sodium: 480 milligrams or less per RACC and labeled serving size and 50 grams if the RACC is 30 grams or less or 2 tablespoons or less
- Beneficial nutrient (naturally occurring): A good source (i.e., contains 10% or more of the Daily Value) of 1 of 6 nutrients as specified in the FDA's general health claim regulations.

Bunge is a leading soybean oil producer in the U.S. and around the world. Through a versatile portfolio and powerful supply chain, Bunge enables broad access to soybean oil and its heart health benefits. It is thus helping food manufacturers and foodservice operators be part of improving heart health in America.

**PRODUCT OFFERINGS**

We offer heart healthy soybean oil across the Bunge and Whole Harvest® brands in various options to help you meet consumer needs:

- Conventional / Non-GMO / Organic / Expeller-Pressed

For more information, visit BungeCreativeSolutions.com/HeartHealth

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