

Business-to-business (B2B) margarines have never been lower in *trans* fatty acids than they are today

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IMACE 2018 survey¹ on Business-to-Business (B2B) margarines' and shortenings' content in *trans* fatty acids and saturated fatty acids shows that Business-to-business (B2B) margarines have never been lower in *trans* fatty acids than they are today.

The yearly collection of data by IMACE on the products' composition of B2B products produced by its members highlights the success of the margarine industry's reformulation efforts. Margarine manufacturers are committed to producing the best possible products for consumers through innovation and healthy vegetable oils blending. Recipes are regularly reviewed and reformulated to fit the latest nutritional evidence whilst keeping functional properties.

- ✓ Between 2004 and 2018, the percentage (%) of product tons complying with IMACE's recommended maximum 2% TFA level (on fat basis) increased from 29% (in 2004) to **96.1%** for the B2B Margarines.
- ✓ Considerable improvement has been made since 2004 with the total average TFA level on fat basis in B2B margarines decreasing from 7.1% in 2004 to **1.1%** in 2017, in line with the IMACE Code of Practice.

This TFA reduction was moreover achieved, while keeping SAFA content on fat basis as low as possible, which represents a technological challenge. The total average combined TFA+SAFA content (on fat basis) in B2B Margarines was reduced from 50.1% in 2004 to **45.4%** in 2017.

Since 2004, IMACE is conducting regular surveys to monitor *trans* fatty acid (TFA) and saturated fatty acid (SAFA) content in B2B products to measure the sector's reformulation progress. The 2017 collection of data shows that B2B margarine manufacturers are very close to reaching the IMACE Code of Practice's target, in spite of additional technical and competitive challenges: The IMACE voluntary Code of Practice on *trans* fatty acids, launched in 1995 and updated three times, is the cornerstone of the sector's reformulation objectives.

Besides setting objectives for retail margarines, it also covers B2B products used as ingredients in food products. For such products, IMACE Member Companies commit to actively encourage their customers to use margarine products with no more than 2% TFA on fat basis. The targets for the retail margarines are fully met since many years.

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¹ About IMACE: As the European federation of margarine and vegetable fat spreads manufacturers, IMACE voices and promotes their interests so as to ensure adequate legislation and advance the knowledge on the role of fats. It has coordinated and led the industry's efforts towards nutritional improvements of their products. The results are representative for the entire IMACE Membership which represents 65-70% of the total EU B2B and shortenings production. For more information on the survey and the sector's reformulation activities: contact: Siska Pottie, Managing Director IMACE (siska.pottie@imace.org)