# Trans fat kills.

* Trans fat is a harmful compound—used in foods including fried foods, margarine, and commercial baked goods—that increases the risk of heart attack and death.
* Every day, millions of people consume trans fat without knowing it.
* Trans fat increases bad “LDL” cholesterol, which clogs the arteries in your heart.
* Every year, 278,000 people die because of trans fat consumption. That’s about one person every two minutes.

# Trans fat can be eliminated.

* The use of trans fat is unnecessary—it was only invented in the 20th century and is not traditionally part of any cuisine.
* Trans fat can be replaced with healthier alternatives.
* Replacing trans fat doesn’t have to change the taste of food or how much it costs the consumer.
* The World Health Organization has called for global elimination of industrially produced trans fat by 2025 with the REPLACE initiative.
* The most effective way to reduce trans fat in the food supply is through regulatory action.
* There are two types of best-practice trans fat elimination policies: mandatory restrictions that limit industrially produced trans fat to 2% of total fat content in all foods, andmandatory national bans on partially hydrogenated oils (PHO) in all foods.
* Many governments have already successfully protected their people. (See map)

# Eliminating trans fat is a win for governments.

* Eliminating trans fat worldwide would prevent 278,000 deaths each year—saving lives, preventing suffering, and protecting economic productivity.
* Global trans fat elimination has been estimated to save 17.5 million lives over the next 25 years.
* Eliminating trans fat reduces health care costs by preventing heart attacks, which require costly care.
* Studies in Kenya, the United Kingdom, the US, Argentina, and the European Union have shown that trans fat regulations save lives and are cost-saving to governments.
* As trans fat restrictions increase worldwide, food manufacturers may “dump” products with trans fat in remaining markets without regulations. Governments can protect their people by implementing regulations, even if trans fat levels are estimated to be low.
* Governments have a responsibility to their people to provide a healthy food environment—which means eliminating harmful food additives like trans fat.

# Eliminating trans fat makes sense for the food industry.

* As more and more countries regulate trans fat, food manufacturers can reformulate products for sale in multiple countries, reducing R&D costs and allowing for easier trade between countries and within regions.
* Several large international companies—Cargill and members of the International Food and Beverage Association— have voluntarily committed to eliminate trans fat.
* Food manufacturers that have profited from products containing deadly trans fat have a responsibility to consumers to invest in healthier replacements.
* Regulatory change in areas with lower trans fat burdens will help to create a level playing field and cement the achievements made by many manufacturers in reducing trans fats in foods.

# A trans-fat free world is within reach.

* The number of countries taking action is accelerating rapidly.
* Best practice limits or bans on trans fats are currently in effect in 53 countries, covering 3.7 billion people (or 46% of the worlds population).
* Accelerating action to achieve best-practice policies in the countries with the highest mortality burden associated to trans fat (Azerbaijan, China, Indonesia, the Islamic Republic of Iran, Japan, Morocco, Pakistan and Russian Federation) would get the world closer to eliminating 90% of the global trans fat burden.
* Every government can stop these preventable deaths by passing a best-practice policy now.