



## DID YOU KNOW?

### ANIMAL FATS ARE TRENDING

Consumers agree animal fats have been demonized for too long. Fact is, animal fats are often beneficial, and their replacements are worse than originally thought. Restaurants and retailers are looking for solutions. Increasingly, it's clear that the industry has an open mind, recognizing that animal fats must be part of the solution.

### IN THE NEWS



Butter, Lard, More Make a Big, Fat Comeback



Move Over Kale -- Animal Fat Takes Over As Newest Food Trend



From Fat to Fire, Campbell's 2016 Trends



6 Trends to Watch in 2016: From Hard Soda and Drinkable Food, to Sour Flavors and Fat

### MAJOR MILESTONES



**2010** A meta-analysis is published in the American Journal of Clinical Nutrition pooled together data from 21 unique studies and found that there's **NO** evidence to support the notion that saturated fat increases the risk of heart disease.

**2014** Investigative journalist Nina Teicholz unveils her new book **THE BIG FAT SURPRISE**, which upends the conventional wisdom about all fats with the groundbreaking claim that more, not less, dietary fat – including saturated fat – is what leads to better health, wellness, and fitness.



**2016** A new study, reopening data sets collected almost half a century ago, found patients who lowered their cholesterol with the alternate low saturated fat diet suffered **MORE** heart disease related deaths than those who did not.