

Guidelines for Americans, to the Secretary of Health and Human Services and the Secretary of Agriculture, U.S. Department of Agriculture, Washington DC, pp. 1–37, 2000.

89. Expert Panel on Detection, Evaluation, and Treatment of High Blood Cholesterol in Adults, Third Report of the National Cholesterol Education Program (NCEP) Expert Panel on Detection, Evaluation, and Treatment of High Blood Cholesterol in Adults (Adult Treatment Panel III), Chapter II, "Rationale for Intervention" and Chapter V "Adopting Healthful Lifestyle Habits to Lower LDL Cholesterol and Reduce CHD Risk," 2001, (Internet address: <http://www.NHLBI.nih.gov>).

90. IOM/NAS, "Letter Report on Dietary Reference Intakes for *Trans* Fatty Acids," Food and Nutrition Board, Institute of Medicine, July, 2002.

91. Krauss, R.M., R.H. Eckel, B. Howard, et al., "American Heart Association Dietary Guidelines, Revision 2000: A Statement for Healthcare Professionals From the Nutrition Committee of the American Heart Association," *Circulation*, 102:2296–2311, 2000.

92. FDA, "Questions and Answers on *Trans* Fat Proposed Rule," November 1999 (Internet address: <http://www.cfsan.fda.gov/~dms/qatrans.html>).

93. van de Vijer, L.P.L., A.F.M. Kardinaal, C. Couet, et al., "Association Between *trans* Fatty Acid Intake and Cardiovascular Risk Factors in Europe: The *trans*FAIR Study," *European Journal of Clinical Nutrition*, 54: 126–135, 2000.

94. U.S. FDA/CFSAN, "Guidance for Industry. Significant Scientific Agreement in the Review of Health Claims for Conventional Foods and Dietary Supplements," 1999 (Internet address: <http://www.cfsan.fda.gov/~dms/ssaguide.html>).

95. Expert Panel on Detection, Evaluation, and Treatment of High Blood Cholesterol in Adults, Executive Summary of the Third Report of the National Cholesterol Education Program (NCEP) Expert Panel on Detection, Evaluation, and Treatment of High Blood Cholesterol in Adults (Adult Treatment Panel III) *JAMA*, 285: (19) 2486–2497, 2001.

96. Derby, B.M. and A.S. Levy, "Do Food Labels Work? Gauging the Effects of Food Labels Pre- and Post-NLEA," In P.N. Bloom & G.T. Gundlach (Eds.), *Handbook of Marketing and Society*, Sage, Thousand Oaks, CA, pp. 372–398, 2001.

97. Food Marketing Institute, "Trends in the United States: Consumer Attitudes and the Supermarket 1997," Washington, DC, pp. 17–18, 66–67, 70–73, and 75, 1997.

98. Judd, J.T., D.J. Baer, B.A. Clevidence, et al., "Dietary *cis* and *trans* Monounsaturated and Saturated Fatty Acids and Plasma Lipids and Lipoproteins in Men," *Lipids*, 37:123–131, 2002.

99. de Roos, N.M., M.L. Bots, and M.B. Katan, "Replacement of Dietary Saturated Fatty Acids by *trans* Fatty Acids Lowers Serum HDL Cholesterol and Impairs Endothelial Function in Healthy Men and Women," *Arteriosclerosis, Thrombosis, and Vascular Biology*, 21: 1233–7, 2001.

100. deRoos, N.M., E.G. Schouten, and M.B. Katan, "Consumption of a Solid Fat Rich in Lauric Acid Results in a More

Favorable Serum Lipid Profile in Healthy Men and Women Than Consumption of a Solid Fat Rich in *Trans*-fatty Acids," *Journal of Nutrition*, 131: 242–245, 2001.

101. Denke, M.A., B. Adams-Huet, B.S. Nguyen, "Individual Cholesterol Variation in Response to a Margarine- or Butter-Based Diet—A Study in Families," *JAMA*, 284: 2740–2747, 2000.

102. Oomen, C.M., M.C. Ocke, E.J. Feskens, et al., "Association Between *trans* Fatty Acid Intake and 10-Year Risk of Coronary Heart Disease in the Zutphen Elderly Study: A Prospective Population-Based Study," *Lancet*, 357: 746–51, 2001.

103. Canadian Government, "Regulations Amending the Food and Drug Regulations (Nutrition Labeling, Nutrition Claims and Health Claims), *Canadian Gazette* Part I, 135:39–62, June 16, 2001.

104. List, G., K.R. Steidley, and W.E. Neff, "Commercial Spreads Formulation, Structure and Properties," *Inform*, 11:980–986, September 2000.

105. AOAC, "AOAC Official Method 996.06, Fat (Total, Saturated, and Unsaturated) in Foods," *Official Methods of Analysis of AOAC International*, 17th ed., Revision 1, Chapter 41, pp. 20–24, AOAC International, Gaithersburg, MD, 2000.

106. Firestone, D., "General Referee Report: Fats and Oils," *Journal of the Association of Official Analytical Chemists*, 83: 467–470, 2000.

107. DeVries, J.W., L. Kjos, L. Groff, et al., "Studies in Improvement of Official Method 996.06," *Journal of the Association of Official Analytical Chemists*, 82:1146–54, 1999.

108. Guidance for Industry, FDA Nutrition Labeling Manual—A Guide for Developing and Using Data Bases," 1998 (Internet address: <http://www.cfsan.fda.gov/~dms/nutrguid.html>).

109. Levy, A.S., S. Fein, and R.E. Schucker, "Performance Characteristics of Seven Nutrition Label Formats," *Journal of Public Policy and Marketing*, 15:1–15, 1996.

110. Stouffer Foods Corp. Docket 9250 (September 26, 1994), 118 FTC 746.

111. Center for Food Safety and Applied Nutrition (CFSAN)/FDA, "Questions and Answers Volume II, A Guide for Restaurants and Other Retail Establishments," 1996, (Internet address: <http://www.cfsan.fda.gov/~frf/qaintro.html>).

112. U.S. Department of Agriculture (USDA)/DHHS, "Dietary Guidelines for Americans," 1st ed., 1980.

113. National Center for Health Statistics, *Healthy People 2000* Final Review, Hyattsville, MD: Public Health Service, pp. 76–92, 2001.

114. USDA, Agricultural Research Service, "Data Tables: Results From USDA's 1994–96 Continuing Survey of Food Intakes by Individuals and 1994–96 Diet and Health Knowledge Survey, Table Set 10," USDA, Agricultural Research Service, 1997.

115. Smiciklas-Wright H., D.C. Mitchell, S.J. Mickle, et al., "Foods Commonly Eaten in the United States: Quantities Per Eating Occasion and in a Day, 1994–1996," U.S. Department of Agriculture NFS Report No 96–5, pre-publication version, 2002 (pp. i-xii, 1–8, 202–204, 216–244, and 252).

116. Koehler, K. M., D. Zorn and C. Nardinelli, "Estimation of *Trans* Fat Intake

From Food Groups by U.S. Adults," Memo to file, 2002.

117. Krebs-Smith, S. M., P. M. Guenther, A. Cook, et al., U.S. Department of Agriculture, Agricultural Research Service, "Foods Commonly Eaten in the United States: Quantities Consumed Per Eating Occasion and in a Day, 1989–91," U.S. Department of Agriculture NFS Report No. 91–3, November, 1997 (pp. i-xi, 1–7, 196–198, 210–238, and 248–249).

118. "Discovery Health Pulse Top-Line Poll Results," Penn, Schoen & Berland Associates, Inc., Washington, DC, 1999.

119. Kim, S. Y., R. M. Nayga Jr., and O. Capps Jr., "The Effect of Label Use on Nutrient Intakes: An Endogenous Switching Regression Analysis," *Journal of Agricultural and Resource Economics*, 25:215–231, 2000.

120. Kochhar, S. P., "Stable and Healthful Frying Oils for the 21st Century," *Inform*, 11:642–647, 2000.

121. Haumann, B. F., "Fat Modification Tools: Hydrogenation, Interesterification," *Inform*, 5:668–678, 1994.

122. "Questions Remain Over Hydrogenated Fats," *Inform*, 5:358–363, 1994.

123. "Legal Sea Foods Leads the Way in Healthy Eating With Innovative All-Natural and Heart-Healthy Frying Oil," Legal Sea Foods, 1998, http://www.lsf.com/fresh/11_3_98.htm.

124. Bayard, C. C. and R. L. Wolff, "*Trans*-18:1 Acids in French Tub Margarines and Shortenings: Recent Trends," *Journal of the American Oil Chemists Society*, 72:1485–1489, 1995.

125. Becker, W., "Intake of *Trans* Fatty Acids in the Nordic Countries," *Scandinavian Journal of Nutrition/Nahrungsforkning*, 40:16–18, 1996."

126. Haumann, B. F., "Widening Array of Spreads Awaits Shoppers," *Inform*, 9:6–13, 1998.

127. Ovesen, L., T. Leth, and K. Hansen, "Fatty Acid Composition of Danish Margarines and Shortenings, With Special Emphasis on *Trans* Fatty Acids," *Lipids*, 31:971–975, 1996.

128. Ratnayake, W. M. N., G. Pelletier, R. Hollywood, et al., "*Trans* Fatty Acids in Canadian Margarines: Recent Trends," *Journal of the American Oil Chemists Society*, 75:1587–1594, 1998.

129. RTI International, FDA Labeling Cost Model, April 2002.

130. Muller, H., B. Kirkhus, and J. I. Pedersen, "Serum Cholesterol Predictive Equations With Special Emphasis on *Trans* and Saturated Fatty Acids: An Analysis From Designed Controlled Studies," *Lipids*, 36:783–791, 2001.

131. Stampfer, M. J., F. M. Sacks, S. Salvini, et al., "A Prospective Study of Cholesterol, Apolipoproteins, and the Risk of Myocardial Infarction," *New England Journal of Medicine*, 325:373–381, 1991.

132. "Decline in Deaths From Heart Disease and Stroke—United States, 1900–1999," *Morbidity and Mortality Weekly Report*, 48:649–656, 1999.

133. National Institutes of Health, National Heart Lung and Blood Institute, "Morbidity and Mortality: 1998 Chartbook on Cardiovascular, Lung and Blood Diseases,"