

### **Item 3 - Continuation of Trans Fat Pledge Post 2011**

#### **Issue**

The RD Food Network pledge to remove artificial trans fats required that signatories implement the pledge by the end of 2011. As this deadline has now passed we need to make arrangements to continue to secure action by companies whose products still contain artificial trans fats.

#### **Background**

The artificial trans fat pledge has received an exceptionally high response with 86 partners so far and continues to attract a steady stream of signatories. This accounts for 69% of the retail market and 49% of the catering market. Although the end of 2011 implementation date was an appropriate deadline for businesses to meet the removal of artificial trans fat, it is essential that new businesses (especially smaller businesses), who are only now becoming engaged with the RD, are able to publicly commit to removing trans fats. Leaving the pledge as currently presented may be confusing to businesses and deter them from signing up. We have also been approached by businesses who have never used artificial trans fats and who would like to sign up to the existing pledge.

We are therefore proposing to amend the pledge so that it is presented in two parts:

1A We do not use ingredients that contain artificial trans fats

1B We are working towards removing artificial trans fats from our products within the next 12 months

#### **How this pledge will work**

All existing signatories to the current trans fats pledge will be moved under 1A. Any businesses who have never used artificial trans fats can also be listed under 1A. Businesses who are working to remove artificial trans fats will be listed under 1B. When they have successfully removed artificial trans fats their names can be listed under 1A.

Further to our discussion in November, we have disseminated the guidance discussed at the November HLSG to Local Authorities to discuss with businesses. We will continue to engage with those businesses who have not signed this pledge to date and encourage them to do so. The guidance has also been published on the DH web site.

#### **Action required**

HLSG is asked for its views on amending the current trans fats pledge and agreement to the new pledge