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To summarize my recommendations:

- Calories SHOULD be more prominent to help combat obesity
- Calories from general fat should NOT be listed
- Instead calories from fats known to increase LDL cholesterol should be listed

I believe that listing calories from fat in general is nearly useless. Unless I am misinformed, in terms of the fat produced by someone, it doesn't make a difference where the calories come from. Preventing heart disease and promoting general health is of course another issue. However, simply listing calories from fat does not help in this respect. It groups all fats, good and bad in to one category.

What *should* be listed is calories from fats that *raise LDL cholesterol*. This gets to the heart of the issue, essentially grouping together the "bad" fats, while leaving out healthy fats. I believe this would help to eliminate confusion for consumers, and also help avoid loop-holes for companies that try to advertise their product as being healthy when in fact it isn't. For example a company may advertise their product prominently as having no trans-fat, but replace this with tropical oils or other saturated fats. Displaying calories from LDL increasing fats would group these fats together and give a solid measurement. This system would simplify, and give much more meaningful information, as well as help quell unsubstantiated fears of fat.

Listing just calories from fat takes the focus off of healthy eating and contributes to the unsubstantiated fears of the generation that grew up in a "low-fat" diet fad, as opposed to today's "low-carb" fad. Listing calories from fat in general also takes the focus off the idea of healthy fats such as monounsaturated fatty acids like in olive oil which actually lower LDL cholesterol and have additional health benefits.

Feel free to contact me about these comments.