

NHL Heart Savers
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National Heart Savers Association

4601 South 76th Street
Omaha, Nebraska 68127
(402) 339-3813

April 24, 1986

Dr. Henry Blackburn
University of Minnesota
Division of Epidemiology
Minneapolis, MN 55455

done
4-29-86
PC RM

Dear Dr. Blackburn,

The National Heart Savers Association (NHS), a non-profit health organization, applauds your support of fast food labeling regulations. Your endorsement of the Center for Science in the Public Interest's petition urging restaurant chains to stop frying foods in heavily saturated fats, and to start labeling their product's ingredients, lends great credence to this important issue.

It is our sincere hope that a collaborative effort between our nation's academic institutions, voluntary health organizations, and other groups interested in reducing the level of coronary heart disease will be able to exert enough pressure to legislate new labeling laws.

As you may know, we now have an ally in the fast food industry. Burger King has taken the lead in offering healthier fast foods to its customers. In our discussions with them, they seem very conscious of the problem. They now use a vegetable oil mixture (80% soybean - 20% peanut oil; 81% unsaturated / 19% saturated fat) to prepare their fish sandwiches, chicken sandwiches, onion rings, and chicken tenders. Company sources say they are working toward a mixture containing a high percentage of vegetable oil in thier french fries.

We are sure you will agree that Burger King's ingredient modification is a major breakthrough in the fast food industry. To recognize this constructive change we placed ads in 175 newspapers on 4/22/86 to publically thank them for their efforts to provide healthier fast food alternatives.

Burger King's actions will hopefully swing the pendulum toward the use of vegetable oils by the fast food chains. It is a great beginning!! A 4,600 restaurant organization can have a huge impact.

We have enclosed a copy of the ad we ran, the press release, and a backgrounder on the NHSA for your edification. Again, thank you for your support and approbation of public education regarding the dangers of the American, high cholesterol, high fat diet. We are receptive to any thoughts or ideas you may have on spreading the message.

Sincerely,

A handwritten signature in cursive script that reads "Phil Sokolof".

Phil Sokolof
President

PS:nlt
enclosures: