



Submission on A1134 – Increased Concentration of Plant Sterols in Breakfast Cereals

Dear Sir,

The International Plant Sterols and Stanols Association (IPSSA), the leading association in the sector of plant sterols and stanols comprised of the major international companies, fully supports the proposal A1134 - Increased Concentration of Plant Sterols in Breakfast Cereals.

Plant sterols and stanols are an effective way to reduce blood LDL-cholesterol levels. Approval of proposal A1134 will make it easier for consumers to implement healthy diet and lifestyle choices to reduce blood LDL-cholesterol.

Yours sincerely,

Geert Van Poppel

IPSSA Chairman

IPSSA Communications Manager

About the International Plant Sterols and Stanols Association:

We are an association of global companies in the sector of plant sterols and stanols and our members are: Arboris, BASF, Cargill, Raisio, and Unilever. Plant sterols and stanols are abundant in nature and provide cholesterol-lowering properties. It has been scientifically proven and recognized by regulatory authorities around the world that a daily consumption of foods and food supplements with 1.5 – 3.0g of added plant sterols or stanols can lower blood LDL-cholesterol dose-dependently by 7-12.5% in 2-3 weeks as part of the daily diet. Our mission is to educate media, policy makers and the public about the efficacy and safety of eating plant sterols and stanols as part of a balanced diet to lower raised cholesterol.