

Committed to the Standard

Each participating food facility receives an ATFR inspection once per year to assure compliance with the program's standards. The ATFR inspection is separate from a regular food facility inspection and there is no additional cost for the inspection.

By assuring that all participating food facilities continue to meet the standard, both program participants and consumers can be confident that the decal/placard is meaningful and that it is reflective of a commitment to providing healthier dining options.

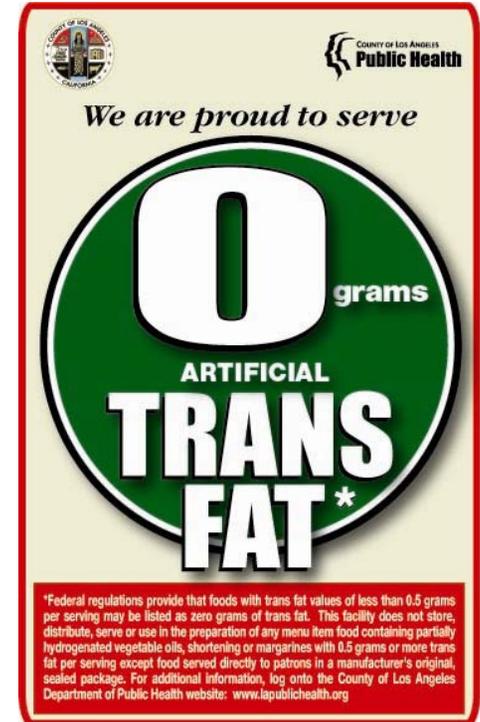
Getting Started

The County of Los Angeles Department of Public Health has brochures available to help you get started on the road to zero grams trans fat.

These brochures are available online at www.lapublichealth.org.



VOLUNTARY ARTIFICIAL TRANS FAT REDUCTION (ATFR) PROGRAM



For more information:

www.lapublichealth.org/eh

www.fda.gov/fdac/features/2003/503_fats.html



County of Los Angeles Department of Public Health,
Environmental Health

**County of Los Angeles
Environmental Health**
5050 Commerce Drive
Baldwin Park, CA 91706
(626) 430 – 5320

Food facilities that serve food with zero grams of trans fat help provide a healthier alternative to consumers.

These food facilities should stand up and be recognized.

The County of Los Angeles Department of Public Health has developed a program to help these food facilities get the recognition they deserve.

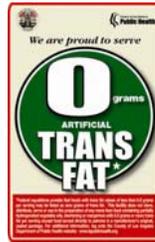
<p>Artificial Trans Fat Reduction Program</p> <ul style="list-style-type: none">✓ Zero Grams Trans Fat✓ Public Recognition
--

Although many food facilities have begun their effort to eliminate trans fat from their menus, a simple way for consumers to identify these facilities had never been developed until now!

The Voluntary ATFR Program

The ATFR Program recognizes food facilities that do not store, use, or serve food containing partially hydrogenated vegetable oils, shortening, or margarines with 0.5 grams or more trans fat per serving, except food that is being served directly to patrons in a manufacturer's original sealed package. (Foods with trans fat values of less than 0.5 grams per serving are listed as zero grams of trans fat).

Participating food facilities that meet this standard are recognized with the issuance of an official ATFR Program decal/placard to notify consumers that they serve zero grams of trans fat.



Additionally, these food facilities are listed on the Department of Public Health website as active participants in the ATFR Program.

Participating in the ATFR Program

Participation in the ATFR Program is strictly *voluntary*. Applications are available online at www.lapublichealth.org or at your local County of Los Angeles Environmental Health district office.

Familiarizing yourself with the nutritional facts panels of the foods in your food facility will help you in providing the necessary information detailed in the application.

A one-time fee of \$204.00 is required with the application. If you have several locations that meet the ATFR Program's conditions for a "chain," only one application fee of \$136.00 is required plus \$68.00 for each participating location in your food facility chain.

<p>Benefits of Participation</p> <p>By participating, you:</p> <ul style="list-style-type: none">▪ Will receive an official ATFR Program decal/placard that states that the food you serve contains zero grams of trans fat.▪ Will be recognized on the County of Los Angeles Department of Public Health website.▪ Show that you recognize consumers who are looking for healthier dining options.▪ Distinguish your food facility from other businesses that do not provide this healthier alternative.▪ Will be able to take advantage of a unique marketing opportunity.
