



PRESS STATEMENT

The Asian and Pacific Coconut Community (APCC) is an intergovernmental organization established in 1969 under the auspices of the UNESCAP (United Nations Economic and Social Commission for Asia and the Pacific) with current membership of 18 countries and growing. It is charged with the responsibility over the welfare of coconut farmers who in most countries are 90% small holder family units numbering up to 30 million households dependent on the coconut sector.

This APCC statement is in relation to the recent media release of the Presidential Advisory by American Heart Association (AHA) on saturated fat and cardiovascular disease pointing out that coconut oil is not healthy for human consumption.

APCC finds this AHA report totally false and misleading whilst allegedly to be representing the commercial vested interest of its sponsors who are telling the same old story that Saturated Fats contribute to high cholesterol levels which is misleading information. The myths by the same people have since been 'busted' therefore there is no longer basis to continue such falsified misleading statements.

In simple language explanation as in the words of Dr. Bruce Fife, a USA Certified Nutritionist and Doctor of Naturopathy Medicine, "*You cannot say LDL is bad and HDL is good. It is more complex than that. There are actually two types of LDL: one small and dense the other large and soft. The large LDL is a good cholesterol the type used to make bile, hormones, and vitamin D—it is essential to life! The small dense LDL is the type that becomes oxidized and can be harmful, as all oxidized lipids can be. Eating coconut oil (and other saturated fats) increases both HDL and the "good" LDL, thus lowering the risk of heart disease. This is one of the reasons why populations that eat a lot of coconut oil have the lowest heart disease rates in the world.*"

As a result of reputable research work concluded and other ongoing studies by credible and eminent nutritionists and clinical scientists world over, the coconut industry is making the best ever comeback that is termed as the 'coconut revolution' and product wise the 'coconut craze' in many countries and consumer destinations.

Higher value products are experiencing unprecedeted growth in volume of export and value especially in the last 5-7 years. This magnitude of growth would obviously be taking market share away from some of competitor vegetable oils products. APCC is convinced that this good news for the coconut growers is causing old stories to reappear from its critics with its bad science.



Asian and Pacific Coconut Community

Jakarta - Indonesia

The traditional consumer of coconut will not be deterred whilst the recently introduced consumers would by now be convinced of the true nutritional and health benefits of coconut to also not be deterred.

APCC has also written to the Director General of WHO in April 2017 stating its strong opposition to the misleading and incorrect statement of the WHO Healthy Diet Fact Sheet No. 394 that wrongfully discourages use of coconut oil. The APCC position request WHO to immediately withdraw and correct the misstatement.

APCC has been also this week preparing a set of three (3) articles as a direct rebuttal to AHA Presidential Advisory released this week.

APCC reassures the consumer of healthy coconut products such as Coconut Oil, Virgin Coconut Oil, Coconut Water, Coconut Sugar, and many more that these products are safe and healthy for human consumption.

The Coconut Community condemns the highly unethical and unprofessional attempt by the American Heart Association to discredit and damage the coconut industry. On behalf of 18 member countries of APCC the Secretariat calls on AHA to immediately cease any further false and misleading claims.

Jakarta, 20 June 2017

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APCC Executive Director