

Well-known margarine  
Is Food Bluff of the Year  
**The winner of the 2018 Swedish anti-prize Food Bluff  
of the Year is Lätta, a low-fat margarine**



**More palm oil than rape**

In many places on the Lätta box of margarine, both in text and picture, the producer is highlighting rape. In fact, Lätta has more palm oil than rapeseed oil. Palm oil is only mentioned once, in very small letters in the contents list on the back of the box.

“It is obvious that the producers are aware that consumers, for various reasons, don’t want to buy palm oil and therefore the mentioning of it is avoided as much as possible”, says Björn Bernhardson, Deputy Chairman and Executive Member at the Swedish consumers’ organisation Äkta Vara, who have started the anti-prize “Årets matbluff”, meaning “Food Bluff of the Year”.

Buttermilk, which is only 5 per cent of the content, is also disproportionately highlighted on the box.

**Citation from Äkta Vara**

In several places on its box, the classical low-fat margarine Lätta prides itself on containing rapeseed oil and buttermilk: “Made with Swedish rape oil and tasty buttermilk.” The box is also decorated with rape flowers. It is stressed that the margarine is made in Sweden. Only in the very small letters on the backside one can learn that the largest ingredient, apart from water, is the palm oil which has come travelling from far away. Palm oil has been called in question for both environmental and health reasons.

**The palm oil bluff with the margarine received more than 50 per cent of the votes, which is unusually many.**

Out of around 30,000 votes cast on the website of the non-profit consumers’ organisation Äkta Vara, 17,606 were for Lätta. That is a crushing result. The closest of the five contestants only had 5,000 votes.

“Lätta is a very well-known brand in Sweden and is also sold in Germany. Lots of people have an opinion of it”, says Björn Bernhardson, “It therefore hits you in the eye all the more when the producer is being caught bluffing in this way.”

Lätta is produced by Upfield, a company that was recently spun off from its previous owner Unilever. It also produces the margarine brands Flora, Stork, Rama, Becel and I Can't Believe It's Not Butter!.

### Broad interest for the anti-prize

The interest in this year's anti-prize has been significant. The number of votes, 30,680 was almost double last year's number; 15,514. Furthermore, the number of nominations, 120, beat last year's figure 65. The revealing of the "winner" was broadcast live in Sweden's second largest TV channel, TV4, on 23 January 2019. The award has also caught the attention of a number of other media. Here are [some media appearances >>](#) during the week.

### The other finalists

The winner was chosen among four other finalists:

- *Glacéau Smartwater*, an unnecessarily expensive bottled water produced by the Coca-Cola owned brand Glacéau using a nutritionally pointless distillation process.
- *Oatly havregurt*, an oat-based yoghurt substitute which despite its name and the bacterial fermentation process used contains no live bacteria due to undisclosed UHT pasteurization.
- *Garant ekologisk kallpressad grönsaksjuice*, an organic cold-pressed so called 'vegetable juice' with 'beetroot, celery and fennel' depicting a beetroot on the front of the bottle but containing more than 70 percent apple juice and only 0.08 percent fennel juice.
- *Festis guanabana pineapple*, a fruit drink containing extremely little, 0.003 percent or 15 milligrams per bottle, of the advertised tropical fruit guanábana/soursop/graviola.



### Contact information

e-mail [info@aktavara.org](mailto:info@aktavara.org)

[www.aktavara.org](http://www.aktavara.org)

Björn Bernhardson phone: +46 708 859 799

## **FACTS**

### **Lätta original, List of ingredients**

Water, palm oil\*, rapeseed oil (18 %), buttermilk (5%), modified starch, salt (1.5%), emulsifier (mono- and diglycerides of vegetable fatty acids, sun flower lecithin), preservatives (potassium sorbate), acid (lactic acid), natural flavouring vitamin A and D. \*= Traceable and sustainably certified

### **The vote**

Total votes cast: 30,680

1. Lätta original 17,606 votes
2. Glacéau (Coca Cola) Smartwater 5,338
3. Oatly havregurt 4,266
4. Garant ekologisk kallpressad grönsaksjuice 1,769
5. Festis guanabanana pineapple 1,701

The nomination of products has been open to everyone visiting the Äkta Vara website *aktavara.org* during the whole of 2018. This year there were 120 nominations. A jury, nominated by Äkta Vara, has chosen 5 finalists. The winner has then been selected by the general public on the Äkta Vara website in the week of January 14-21, 2019.

Food Bluff of the Year is awarded by Äkta Vara. It was awarded for the first time for the year 2015. Inspiration came from a similar anti-prize awarded by the German organisation Foodwatch.

### **About Äkta Vara**

- The Swedish non-profit and non-governmental food consumer organisation and pressure group Äkta Vara was founded in 2006. It runs the site [www.aktavara.org](http://www.aktavara.org) with news, guides and blogs. Äkta Vara has also created and launched a labelling scheme for food products providing guidance for customers wanting to avoid additives and industrial ingredients.
- The name Äkta Vara literally means “Genuine (food) Product” in Swedish, but can also be translated as “Real McCoy” or “Real stuff”.