



NATIONAL COOKING OIL MANAGEMENT
ASSOCIATION

TIME TO LEAD

VS.

GETTING LED

Why our industry must get ahead of the degraded cooking oil crisis - before regulators and headlines do it for us.



WHO WE ARE

Educate. Not regulate.



MISSION

Educate - not regulate. Empower the hospitality industry with science-based guidance on the handling of cooking oils, and protect our nation's consumers from the health hazards of degraded oil.



VISION

Partner with the hospitality industry through hands-on education and coaching of best practices - training that elevates the safe, healthy handling of cooking oils.



POSITION

NCOMA supports the industry across the full menu life cycle, from sourcing to service - protecting consumers' health while upholding the integrity of the restaurant industry and the trust placed in it.

FOUR PILLARS, ONE FOUNDATION

What NCOMA represents



The Non-Regulatory Educator

We teach, coach, and certify - we don't police. Science-based standards adopted willingly, not imposed.



The Partner to Hospitality

We work alongside operators, from quick service to fine dining, as an ally invested in their success.



The Proctor of Consumer Health

Every standard we set exists to protect the people eating the food - the consumer comes first.



The Guardian of Menu Integrity

We preserve consumer trust and raise health standards in every operation that serves fried foods.



***“This is not just a food quality issue.
It is a public health crisis.”***

WHAT HAPPENS IN THE FRYER

The key facts every operator should know



Repeated heating transforms oil

Edible oils don't just “wear out” when reheated for frying. They transform into complex molecules that are toxic to humans.



TPMs - Total Polar Materials

Degradation produces lipid-oxidation compounds: toxic aldehydes, epoxy fatty acids, and other reactive particles, measured as TPM.



It ends up on the plate

This sticky matter clings to every food cooked in the fryer - so consumers unknowingly ingest carcinogens with their meal.

AMERICA, WE HAVE A PROBLEM

Fried food has never been bigger business

\$80-100B

U.S. quick-service restaurant sales, 1990

\$447B

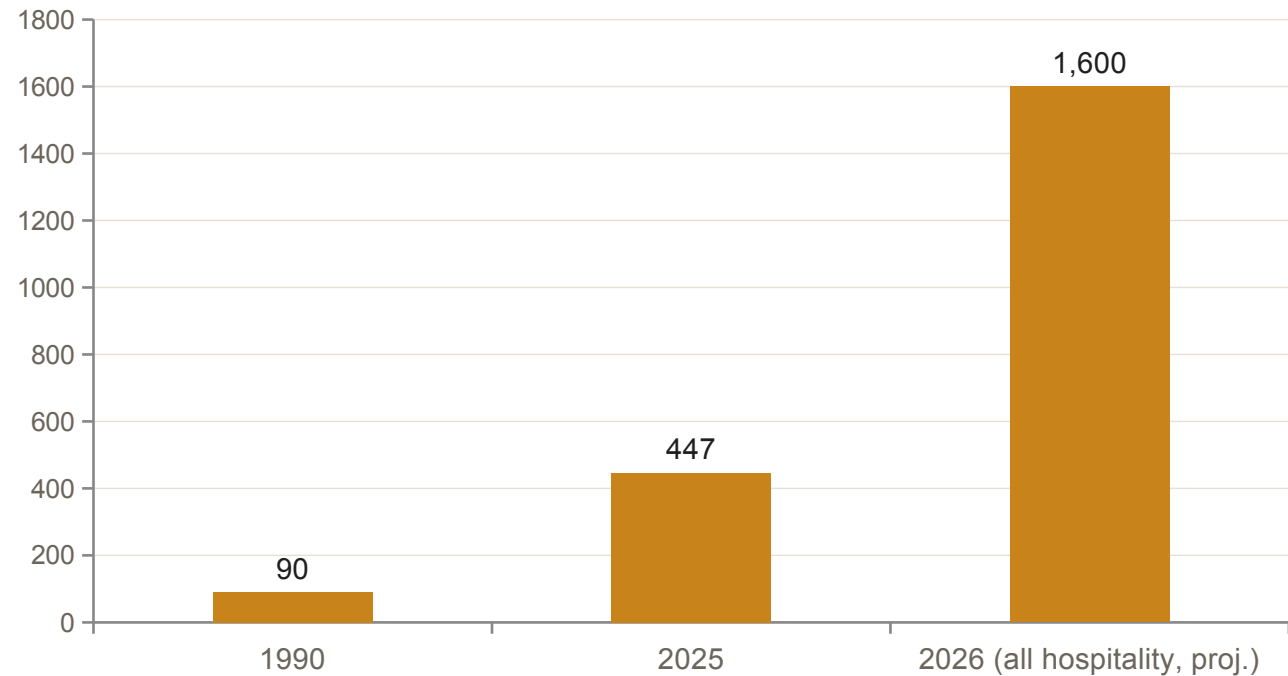
QSR sales in 2025 - roughly a 400% increase

\$1.6T

Projected total hospitality industry sales, 2026

What do QSR and full-service restaurants sell a lot of? Fried food.

Restaurant industry sales, then vs. now (\$ billions)



OVER THE SAME 35 YEARS...

While fried-food sales quadrupled, look what else climbed

1 in 31

children diagnosed with autism
today - up from 1 in 3,000

+83%

increase in liver cancer deaths

+75%

increase in kidney cancer deaths

Rising liver and kidney cancers are strongly associated with inflammation and metabolic stress caused by exposure to toxic aldehydes and degraded lipid particles - the very compounds found in overused cooking oils.

WE'VE SEEN THIS MOVIE BEFORE

How the Surgeon General's cigarette warnings evolved - and what happened next

1966-1970

"Cigarettes may be hazardous to your health."

1970-1984

"The Surgeon General has determined that cigarette smoking is dangerous to your health."

1985-2024

Rotating warnings - most defining: "Smoking causes lung cancer, heart disease, and birth defects."

2025

Lung cancer deaths have dropped 59% compared to 1990.

Warnings worked - but they took 60 years and millions of lives. The tobacco industry ignored the signs until regulation and public backlash forced its hand.

THE WARNING SIGNS ARE HERE

Ignore them, and hospitality becomes the next tobacco



Penalized - or worse, boycotted

If we ignore the warning signs around us, just as tobacco companies did in the '80s and '90s, our industry could face penalties, lawsuits, and consumer boycotts.



A media frenzy waiting to happen

When this story breaks nationally, it could polarize the restaurant industry - closing businesses and costing employees their jobs.



Consumers are getting educated

As people see poor standards driven by profit and loss, they will grow distrustful of our industry - and trust is our most valuable ingredient.



The world is already acting

25 countries regulate cooking oil quality, allowing a maximum of 24-27% TPM - some since the 1990s. The U.S. has no federal standard.

EDUCATION GETS US IN FRONT OF IT

The path NCOMA is building

1

Educate operators

Science-based training on oil degradation, TPM, and safe handling - delivered as coaching, not policing.

2

Adopt best practices

Hands-on standards for filtration, monitoring, and oil change-out across the full menu life cycle.

3

Protect consumers

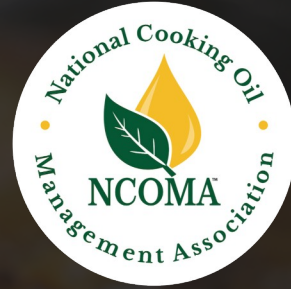
Lower TPM in every fryer means fewer toxic compounds on every plate - and healthier guests.

4

Preserve trust

An industry that leads on health keeps consumer trust - and keeps regulators at the table, not at the door.

Education can and will get us in front of this health issue - before it becomes a national story.



IT'S TIME TO LEAD
before we get led by regulations.

NCOMA · National Cooking Oil Management Association · Educate, Not Regulate