

Authors are encouraged to submit new papers to INFORMS journals by means of a style file template, which includes the journal title. However, use of a template does not certify that the paper has been accepted for publication in the named journal. INFORMS journal templates are for the exclusive purpose of submitting to an INFORMS journal and should not be used to distribute the papers in print or online or to submit the papers to another publication.

Tis a Far, Far Butter Place

Snidely Slippery

Department of Bread Spread Engineering, Dairy University, Cowtown, IL 60208, slippery@dairy.edu

Marg Arinella

Institute for Food Adulteration, University of Food Plains, Food Plains, MN 55599, m.arinella@adult.ufp.edu

This paper gives an unbelievably detailed history of margarine in America. Why then, do you ask, is the title about butter? Well, who ever heard of a far, far margarine place? I mean, come on; you have to give the author some poetic license. Otherwise every paper would read like stereo instructions. And who ever reads stereo instructions? Anyway, the paper is about butter...I mean margarine!

Key words: butter, margarine, silliness

History: This paper was first submitted on April 12, 1922 and has been with the authors for 83 years for 65 revisions.

1. Introduction

Although it has been around for over a century, margarine was not always the preferred tablespread in the United States. In 1930, per capita consumption of margarine was only 2.6 pounds (vs. 17.6 pounds of butter). Times have changed for the better, though (if you're a margarine manufacturer, that is). Today, per capita consumption of margarine in the United States is 8.3 pounds (including vegetable oil spreads) whereas butter consumption is down to about 4.2 pounds. Furthermore, as shown in Figure ??, it is always butter, not margarine, that is traded off against guns. This leads to the announcement of our result.

THEOREM 1. *In a reverse dictionary, ($\mathbf{marg} \succ \mathbf{butt} \wedge \mathbf{arine} \succ \mathbf{er}$). Moreover, continuous reading of a compact subset of the dictionary attains the minimum of patience at the moment of giving up.*

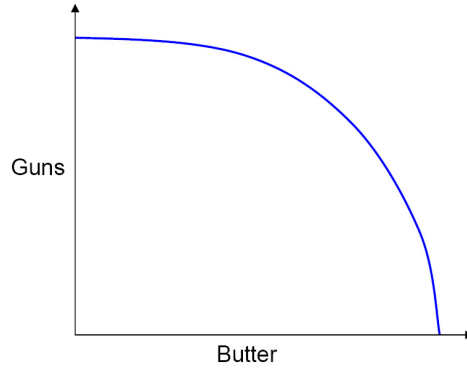


Figure 1 Production Possibilities Frontier.

The proof will be given in the e-companion to this paper.

2. Motivation

Margarine or butter? According to the website of the *?*, “Despite the recommendations of health professionals and leading health organizations to choose margarine, many consumers are confused.” But whether or not they are confused, consumers are voting with their pocketbooks. The *?*, whose slogan is “Things are better with butter!”, presents many tempting recipes on its website, but also reports declining sales in its marketing releases.

HYPOTHESIS 1. *Things are better with butter.*

Indeed, even though a reputed chain email letter claims that margarine is “but one molecule from being plastic” (*?*), American consumers appear to be sliding away from butter. Given this trend, a historical review of margarine is in order.

LEMMA 1. *Many consumers are confused.*

LEMMA 2. *Whether or not the consumers are confused, they are voting with their pocketbooks.*

PROPOSITION 1. *American consumers are sliding away from butter.*

3. Historical Timeline

The following are milestones in the history of margarine as reported by the *?*. Note that they have been transcribed verbatim here, which is generally bad practice. Even if the material is explicitly

indicated as a quotation, having this much content from another source will almost certainly result in rejection of the paper for lack of originality.

But if not called out *as a quotation*, lifting even a single sentence (or less) from another source is plagiarism, even if the source is cited. Plagiarism is a very serious offense, which will not only lead to rejection of a paper, but will also bring more serious sanctions, such as being banned from the journal, notification of your dean or department chair, etc. So don't do it!

There are many on-line resources to help determine what constitutes plagiarism and how to avoid (see, e.g., CollegeBoard.com). But the simplest rule to follow is "when in doubt, call it out." That is, make very plain what comes from other sources, in properly cited word-for-word quotations or paraphrases.

4. 1800s

1870 Margarine was created by a Frenchman from Provence, France – Hippolyte Mège-Mouriez – in response to an offer by the Emperor Louis Napoleon III for the production of a satisfactory substitute for butter. To formulate his entry, Mège-Mouriez used margaric acid, a fatty acid component isolated in 1813 by Michael Chevreul and named because of the lustrous pearly drops that reminded him of the Greek word for pearl – margarites. From this word, Mège-Mouriez coined the name margarine for his invention that claimed the Emperor's prize.

1873 An American patent was granted to Mège-Mouriez who intended to expand his French margarine factory and production to the United States. While demand for margarine was strong in northern Europe and the potential equally as promising in the U.S., Mège-Mouriez's operations nevertheless failed and he died obscurely.

1878 Unilever began manufacturing margarine in Europe.

1871-73 The U. S. Dairy Company in New York City began production of "artificial butter."

1877 State laws requiring identification of margarine were passed in New York and Maryland as the dairy industry began to feel the impact of this rapidly growing product

1881 Improvements to Mège-Mouriez's formulation were made; U.S. Dairy created a subsidiary, the Commercial Manufacturing Company, to produce several million pounds annually of this new product.

1885 When a court voided a ban on margarine in New York, dairy militants turned their attention to Washington, resulting in Congressional passage of the Margarine Act of 1886. The Act imposed a tax of two cents per pound on margarine and required expensive licenses for manufacturers, wholesalers and retailers of margarine. President Grover Cleveland, from the dairy state of New York, signed the law, describing it as a revenue measure. However, the 1886 law failed to slow the sale of margarine principally because it did not require identification of margarine at the point of sale and margarine adversaries turned their attention back to the states.

1886 More than 30 manufacturing facilities were reported to be engaged in the production of margarine. Among them were Armour and Company of Chicago and Lever Brothers of New York. Seventeen states required the product to be specifically identified as margarine. Various state laws to control margarine were passed in a number of states, but were not enforced. Later that year, New York and New Jersey prohibited the manufacture and sale of yellow-colored margarine.

5. 1900s

5.1. Before the End of WWII

1902 32 states and 80% of the U.S. population lived under margarine color bans. While the Supreme Court upheld such bans, it did strike down forced coloration (pink) which had begun in an effort to get around the ban on yellow coloring. During this period coloring in the home began, with purveyors providing capsules of food coloring to be kneaded into the margarine. This practice continued through World War II.

1902 Amendments to the Federal Margarine Act raised the tax on colored margarine five-fold, but decreased licensing fees for white margarine. But demand for colored margarine remained so strong, that bootleg colored margarine flourished.

1904 Margarine production suffered and consumption dropped from 120 million pounds in 1902 to 48 million.

1910 Intense pressure by competitors to keep prices low and new product innovations, as well as dairy price increases, returned production levels of margarine back to 130 million pounds. The Federal tax remained despite many efforts to repeal it, but consumption grew gradually in spite of it.

1920 With America's entry into World War I, the country began to experience a fat shortage and a sharp increase in the cost of living, both factors in driving margarine consumption to an annual per capita level of 3.5 pounds.

1930 The Margarine Act was again amended to place the Federal tax on naturally-colored (darkened with the use of palm oil) as well as artificially-colored margarine. During the Depression dairy interests again prevailed upon the states to enact legislation equalizing butter and margarine prices. Consumers reacted and consumption of margarine dropped to an annual per capita level of 1.6 pounds.

1932 Besides Federal taxes and licenses, 27 states prohibited the manufacture or sale of colored margarine, 24 imposed some kind of consumer tax and 26 required licenses or otherwise restricted margarine sales. The Army, Navy and other Federal agencies were barred from using margarine for other than cooking purposes.

1941 Through production innovations, advertising and improved packaging, margarine consumption regained lost ground. A Federal standard was established recognizing margarine as a spread of its own kind. With raised awareness of margarine's health benefits from a 1941 National Nutrition Conference, consumers began to take notice of restrictions on margarine that were keeping the product from them and artificially inflating the price.

1943 State taxes on margarine were repealed in Oklahoma. The courts removed color barriers in other states shortly after World War II (see ?).

5.2. After the End of WWII

1947 Residual war shortages of butter sent it to a dollar a pound and Margarine Act repeal legislation was offered from many politicians.

1950 Some of the more popular brands prior up until now were Cloverbloom, Mayflower, Mazola, Nucoa, Blue Plate, Mrs. Filbert's, Parkay, Imperial, Good Luck, Nu-Maid, Farmbelle, Shedd's Safflower, Churngold, Blue Bonnet, Fleischmann's, Sunnyland and Table Maid.

1950 Margarine taxes and restrictions became the talk of the country. Finally, following a significant effort by the National Association of Margarine Manufacturers, President Truman signed the Margarine Act of 1950 on March 23 of that year.

1951 The Federal margarine tax system came to an end. Pre-colored margarine was enjoyed by a consumer also pleased with lower prices. Consumption almost doubled in the next twenty years. State color bans, taxes, licenses and other restrictions began to fall.

1960s The first tub margarine and vegetable oil spreads were introduced to the American public.

1967 Wisconsin became the last state to repeal restrictions on margarine (?).

1996 A bill introduced by Rep. Ed Whitfield would signal an end to the last piece of legislation that adversely affects the sale of margarine. Currently, federal law prohibits the retail sale of margarine in packages larger than one pound, as well as detailed requirements regarding the size and types of labeling of margarine and a color requirement. This new legislation would remove these restrictions from the Federal Food, Drug, and Cosmetic Act (FFDCA). Rep. Whitfield's bill, the Margarine Equity Act, is part of HR 3200, the Food and Drug Administration (FDA) reform package and addresses dated requirements that are not applicable to the marketplace.

1998 125th anniversary of the U.S. patent for margarine

Source: ?.

References

American Butter Institute (2005) Dairy market report. Retrieved June 14, 2005, www.butterinstitute.org.

BreakTheChain.org (2005) Is butter better? Retrieved June 14, 2005, <http://www.breakthechain.org/exclusives/margarine.html>.

- CollegeBoard.com (2005) How to avoid plagiarism. Retrieved June 14, 2005, <http://www.collegeboard.com/article/0,3868,2-10-0-10314,00.html>.
- Feldman D, Schwan K (1990) *Who Put the Butter in Butterfly and Other Fearless Investigations into Our Illogical Language* (HarperPerennial, New York).
- Fontecha J, Mayo I, Toledano G, Juarez M (2006) Triacylglycerol composition of projected designation of origin cheeses during ripening. *J. Dairy Sci.* 89:882–887.
- Geisel TS (1984) *The Butter Battle Book* (Random House, New York).
- Hodson L, Skeaff CM, Chisholm W-AH (2001) The effect of replacing dietary saturated fat with polyunsaturated or monounsaturated fat on plasma lipids in free-living young adults. *Eur. J. Clinical Nutrition* 55(10):908–915.
- National Association of Margarine Manufacturers (2005a) Margarine in the news. Retrieved June 14, 2005, www.margarine.org.
- National Association of Margarine Manufacturers (2005b) Margarine in the news. Retrieved Termidor 1, 1790, www.margarine.org.
- The History of Margarine (2005) www.margarine.org/historyofmargarine.html. Retrieved June 14.
- Tholstrup T, Raff M, Basu S, Nonboe P, Sejrsen K, Staarup EM (2006) Effects of butter and monounsaturated fatty acids into lipid classes, plasma C-reactive protein, oxidative stress, hemostatic variables, and insulin in healthy young men. *Amer. J. Clinical Nutrition* 83:237–243.
- Torbica A, Jovanovic O, Pajin B (2006) The advantages of solid fat content determination in cocoa butter and cocoa butter equivalents by the Karlshamns method. *Eur. Food Res. Techn.* 222:385–391.
- Williams BR (1994) *The Best Butter in the World: A History of Sainsbury's* (Ebury Press, London).

Proofs of Statements

A general heading for the whole e-companion should be provided here as in the example above this paragraph.

EC.1. Proof of Theorem ??.

To avoid confusion, theorems that we repeat for readers' convenience will have the same appearance as when they were mentioned for the first time. However, here they should be coded by `repeattheorem` instead of `theorem` to keep labels/pointers uniquely resolvable. Other predefined theorem-like environments work similarly if they need to be repeated in what becomes the e-companion.

THEOREM 1. *In a reverse dictionary, (**marg** \succ **butt** \wedge **arine** \succ **er**). Moreover, continuous reading of a compact subset of the dictionary attains the minimum of patience at the moment of giving up.*

EC.1.1. Preparatory Material

LEMMA EC.1. *In a reverse dictionary, **g** \succ **t**.*

LEMMA EC.2. *In a reverse dictionary, **e** \succ **r**.*

Proof of Lemmas ?? and ??. See the alphabet and the tebahpla. \square

REMARK EC.1. Note that the title of the proof should be keyed explicitly in each case. Authors can hardly agree on what would be the default proof title, so there is no default. Even `\proof{Proof.}` should be keyed out.

EC.1.2. Proof of the Main Result

Proof of Theorem 1. The first statement is a consequence of Lemmas ?? and ??. The rest relies on the fact that the continuous image of a compact set into the reals is a closed interval, thus having a minimum point. \square

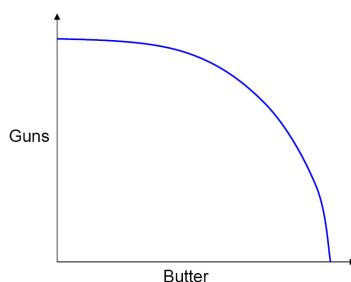


Figure EC.1 Production Possibilities Frontier Again.

EC.2. Conclusions

Since we didn't do anything original in this paper, we don't actually have any conclusions. But we have to have a conclusions section in here, so we're writing one. Don't the margins look good? How about those section headings? Pretty snappy, eh?

However, just because we didn't produce any results, doesn't mean that there isn't good butter re-search going on out there. Many researchers (e.g., ?, ?) continue to push out the envelope of our understanding of butter and its health effects. Others are focusing on related products, such as cheese (see, e.g., ?). Still others are investigating the linguistic (?) and sociopolitical (?) implications of butter. So butter remains a hot research area with lots of potential for the future.

All the potential in the world won't amount to much if research isn't cited correctly, though. Make sure you include complete citation information for your references, including publication or retrieval dates for website citations, publication year and volume and issue numbers for journal articles, publisher names and locations for books, reports, and conference proceedings, and page numbers for eve-rything, but especially for direct quotes. For citations of unpublished work, you need to include the date of update, as well as the name and address of the organization that sponsored the work. Take a look at the reference section below to see how references should be formatted.

Acknowledgments

The authors gratefully acknowledge the existence of the Journal of Irreproducible Results and the support of the Society for the Preservation of Inane Research.

References

- Feldman D, Schwan K (1990) *Who Put the Butter in Butterfly and Other Fearless Investigations into Our Illogical Language* (HarperPerennial, New York).
- Fontecha J, Mayo I, Toledano G, Juarez M (2006) Triacylglycerol composition of projected designation of origin cheeses during ripening. *J. Dairy Sci.* 89:882–887.
- Geisel TS (1984) *The Butter Battle Book* (Random House, New York).
- Hodson L, Skeaff CM, Chisholm W-AH (2001) The effect of replacing dietary saturated fat with polyunsaturated or monounsaturated fat on plasma lipids in free-living young adults. *Eur. J. Clinical Nutrition* 55(10):908–915.
- Tholstrup T, Raff M, Basu S, Nonboe P, Sejrnsen K, Staarup EM (2006) Effects of butter and monounsaturated fatty acids into lipid classes, plasma C-reactive protein, oxidative stress, hemostatic variables, and insulin in healthy young men. *Amer. J. Clinical Nutrition* 83:237–243.
- Torbica A, Jovanovic O, Pajin B (2006) The advantages of solid fat content determination in cocoa butter and cocoa butter equivalents by the Karlshamns method. *Eur. Food Res. Techn.* 222:385–391.