Omega 3, 6, 9: What the RD Needs to Know

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Today’s Presenters

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This program has been approved by the Commission on Dietetic Registration for 1 CPEU
Objectives

- Highlight existing perceptions of fatty acids
- Identify fatty acid consumption patterns
- Review fatty acid forms (Omega 3, 6, 9) and importance of including all three in the diet
- Identify food sources of omega fatty acids
- Provide tools and resources to facilitate consumer education on fatty acids
- Discuss 2010 Dietary Guidelines for Americans recommendations related to fat consumption
- Review the applications and benefits of using Omega-9 Oils in food industries
Today’s Agenda

• Consumer perception of fatty acids
• Communicating fats to the consumer
  – Fatty acid 101
  – Foods high in omega fatty acids
• Overview of Omega-9 Oils
“It Is All About Food”
Mission:

To effectively communicate science-based information on health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage and agricultural industries.
2011 Food & Health Survey

2006 2007 2008 2009 2010

2011 FOOD & HEALTH SURVEY
Consumer Attitudes Toward Food Safety, Nutrition & Health

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

FOOD INFORMATION COUNCIL FOUNDATION
## Methodology

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Web Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conducted By</td>
<td>Cogent Research (Cambridge, MA)</td>
</tr>
<tr>
<td>Population*</td>
<td>Representative Sample of U.S. Adult Population (18+) on Age, Socioeconomic Profile, Race/Ethnicity, Region and Gender</td>
</tr>
<tr>
<td>Data Collection Period</td>
<td>March 28-April 10, 2011</td>
</tr>
<tr>
<td>Sample Size (Error)</td>
<td>n=1,000 (± 3.10 for 2011)</td>
</tr>
</tbody>
</table>

*Weighting is a widely accepted statistical technique that is used to ensure that the distribution of the sample reflects that of the population on key demographics. With any data collection method, even when the outgoing sample is balanced to the Census, some populations are more likely than others to respond.

**NOTES:**

1. Statistical significant differences from previous years are noted in the report with up or down arrow keys: ▲ / ▼ Significant increase/decrease from year indicated.
2. Top 2 refers to the top two answers, 4 or 5 on a 5-point scale; Bottom 2 refers to the bottom two answers 1 or 2 on a 5-point scale.
3. Rounding: Due to rounding conventions, please note that Top 2 and Bottom 2 may not add to 100% or respective composite score. In addition, statistical comparisons and totals on charts may not add to 100%. The discrepancy should be no more than +/- 1%.
More than 60 percent of Americans would rather hear positive messages about what to eat than negative messages regarding what not to eat.

To what extent do you agree or disagree with the following statement regarding food and health information?

I am more interested in hearing about what TO eat, rather than what NOT to eat

- Strongly disagree: 6% (↑ '09)
- Somewhat disagree: 4% (↓ '09)
- Neither disagree nor agree: 28%
- Somewhat agree: 36%
- Strongly agree: 27% (↑ '09)

62% (↑ '09) Agree

*Question last asked in survey in 2009.
** Due to rounding, chart does not equal 100%.
▲ / ▼ Significant increase/decrease from year indicated
Sources of Food Information

Americans most often cite the nutrition facts panel as the primary source for food and nutrition information. However, when media sources are considered together, two-thirds of Americans look to media sources for food and nutrition information.

<table>
<thead>
<tr>
<th>Sources of Food Information</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet article</td>
<td>19%</td>
</tr>
<tr>
<td>Cooking shows/hosts</td>
<td>18%</td>
</tr>
<tr>
<td>TV or radio news program</td>
<td>18%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>17%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>10%</td>
</tr>
<tr>
<td>Talk shows</td>
<td>7%</td>
</tr>
<tr>
<td>Public service announcement or ad campaign on TV or radio</td>
<td>4%</td>
</tr>
<tr>
<td>Blog or social networking site (e.g., Twitter, Facebook, etc.)</td>
<td>3%</td>
</tr>
<tr>
<td>Food label</td>
<td>59%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>38%</td>
</tr>
<tr>
<td>Medical professional (e.g., doctor, nurse, physician assistant, pharmacist, etc.)</td>
<td>28%</td>
</tr>
<tr>
<td>Grocery store, drug store or specialty store</td>
<td>28%</td>
</tr>
<tr>
<td>Health association</td>
<td>11%</td>
</tr>
<tr>
<td>Registered dietitian</td>
<td>9%</td>
</tr>
<tr>
<td>Product or manufacturer communications (i.e., websites, advertising, etc.)</td>
<td>8%</td>
</tr>
<tr>
<td>Government official/agency</td>
<td>4%</td>
</tr>
<tr>
<td>At/from schools</td>
<td>3%</td>
</tr>
<tr>
<td>Church/faith based group</td>
<td>3%</td>
</tr>
<tr>
<td>Consumer advocacy groups</td>
<td>3%</td>
</tr>
<tr>
<td>Cooperative extension service agent</td>
<td>2%</td>
</tr>
<tr>
<td>Community leader</td>
<td>1%</td>
</tr>
<tr>
<td>Livestock veterinarian</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

68% cite at least one media source

What three sources of information do you use most often to guide your food and nutrition practices?* [Select three] (n=1000)

*Question changed in 2011.
Factors Influencing Purchasing Decision

Taste continues to be the main driver of purchasing foods and beverages, but price continues to rise as a significant factor, followed by healthfulness and convenience. Sustainability, added in 2011, is important to about half of Americans.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Impact</th>
<th>Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>79%</td>
<td>▲’06-‘10</td>
</tr>
<tr>
<td>Healthfulness</td>
<td>66%</td>
<td>▲’06, ’09, ‘10</td>
</tr>
<tr>
<td>Convenience</td>
<td>58%</td>
<td>▲’07, ‘09</td>
</tr>
<tr>
<td>Sustainability</td>
<td>52%</td>
<td></td>
</tr>
</tbody>
</table>

How much of an impact do the following have on your decision to buy foods and beverages?*

[Scale: 1="No impact at all" 5="A great impact"] (n=1000)

*Question asked since 2006.
** Sustainability added in 2011.
▲/▼ Significant increase/decrease from year indicated
The majority of Americans are concerned about the type of fats they consume.

How concerned are you about the type of fats you consume?* [Select one] (n=1000)

- Extremely concerned: 20%
- Not very concerned: 11%
- Not at all concerned: 8%
- Neither concerned nor unconcerned: 22%
- Somewhat concerned: 40%

*Question added in 2011.

60% of Americans are concerned about the type of fats consumed
Among the 71% of Americans trying to limit fat consumption, the majority are focused on saturated fats.

Which of the following are you trying to limit?* [Select all that apply] (n=1000)

- Saturated fats: 56%
- Trans fats: 49%
- Polyunsaturated fats: 19%
- Monounsaturated fats: 17%
- Omega 6 fatty acids: 8%
- Omega 3 fatty acids: 6%
- None of the above: 29%

*Question added in 2011.
While nearly one in five Americans say they do not consider any fats to be healthful, at least half consider fish oils and omega-3 fatty acids healthful. Very few name the healthful poly- and monounsaturated fats.

<table>
<thead>
<tr>
<th>Fats Considered Healthful</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fish oils</td>
<td>62%</td>
</tr>
<tr>
<td>Omega-3 fatty acids</td>
<td>50%</td>
</tr>
<tr>
<td>Vegetable oils</td>
<td>32%</td>
</tr>
<tr>
<td>Omega-6 fatty acids</td>
<td>30%</td>
</tr>
<tr>
<td>Polyunsaturated fats</td>
<td>12%</td>
</tr>
<tr>
<td>Monounsaturated fats</td>
<td>11%</td>
</tr>
<tr>
<td>Tropical oils</td>
<td>9%</td>
</tr>
<tr>
<td>Hydrogenated oils</td>
<td>5%</td>
</tr>
<tr>
<td>Animal fats</td>
<td>5%</td>
</tr>
<tr>
<td>Trans fats</td>
<td>5%</td>
</tr>
<tr>
<td>Partially hydrogenated oils</td>
<td>4%</td>
</tr>
<tr>
<td>Saturated fats</td>
<td>4%</td>
</tr>
<tr>
<td>None of the above</td>
<td>17%</td>
</tr>
</tbody>
</table>

Which of the following types of fat or fatty acids do you consider to be healthful?*
[Select all that apply] (n=1000)

*Question added in 2011.
Less than 1% of Americans correctly named the six fats considered to be solid according to the 2010 Dietary Guidelines for Americans; nearly half are not willing to venture a guess.

Which of the following is a solid fat?* [Select all that apply] (n=1000)

- Animal fats: 34%
- Saturated fats: 23%
- Trans fats: 17%
- Hydrogenated oils: 11%
- Partially hydrogenated oils: 8%
- Polyunsaturated fats: 7%
- Vegetable oils: 6%
- Monounsaturated fats: 6%
- Fish oils: 3%
- Tropical oils: 3%
- Omega-3 fatty acids: 3%
- Omega-6 fatty acids: 3%

Don’t know enough to provide an answer: 46%

Selected at least one correct and no incorrect: 37%

Selected 1+ incorrect/Don’t know enough: 63%

✓ = correct answer

*Question added in 2011.
Key Takeaways

- Consumers are both concerned and confused when it comes to dietary fats.
- Advice should emphasize the right types of fats in building a healthful diet.
- Spread science-based information and pair it with positive and actionable messages.
For More Information

Please visit us on the web @ www.foodinsight.org

- View the full report of IFIC Foundation’s 2011 Food & Health Survey
- Take our **NEW** and **FREE** Dietary Fats CPE Module
Supermarket RD Perspective

• Trends: Consumer Interest in Health
• U.S. Dietary Recommendations for Fat
• Knowledge of Fats and Sources
• Understanding of Omega 3-6-9 Fatty Acids for Health — Shopping Tips
A Push for Healthy Fats

Trend in Overall Perceptions of Fats & Oils (Among total adults)

- Some fats and oils are good for you and can provide important health benefits
  - 88% in 2008
  - 82% in 2009

- All fats and oils are unhealthy, but some are more unhealthy than others
  - 15% in 2008
  - 10% in 2009

- All dietary fats and oils are unhealthy and should be avoided whenever possible
  - 3% in 2008
  - 2% in 2009

Specific Fats & Oils Making Effort to Consume* (Among total adults)

- Olive oil: 58%
- Omega-3 oils: 43%
- Fish oil: 34%
- Canola oil: 25%
- Vegetable oil: 20%
- Flaxseed oil: 18%
- Omega-6 oils: 14%
- Butter: 14%
- Omega-9 oils: 11%
- Soybean oil: 10%

*2010 Gallup Study of Healthy Fats & Oils
Consumer Awareness of Fats in Foods

- Consumers have knowledge of sources of omega-3s in fish oil found in salmon, mackerel/sardines, tuna and shellfish.
- Identify foods high in sat. fat such as breakfast meats, butter/dairy products, beef and pork.
- Some knowledge that oils (canola, olive, vegetable and peanut) are a source of PUFAs and MUFAs — but most admit they don’t know.

2010 Gallup Study of Healthy Fats & Oils
But There’s a Disconnect

“Don’t Know” Which Foods or Ingredients Are High In …

- Omega-9 oils: 69%
- Omega-6 oils: 63%
- Omega-3 oils: 26%
- Fish oil: 19%
- Poly-unsaturated fat: 62%
- Mono-unsaturated fat: 61%
- Saturated fat: 21%

2010 Gallup Study of Healthy Fats & Oils
• Oils are not a food group, but they do provide essential nutrients and are therefore included in USDA recommendations for what to eat.
• Most of the fats you eat should be polyunsaturated (PUFA) or monounsaturated (MUFA) fats. Oils are the major source of MUFAs and PUFAs in the diet. PUFAs contain some fatty acids that are necessary for health — called “essential fatty acids.”
• Because oils contain these essential fatty acids, there is an allowance for oils in the food guide.
How Much Healthy Fat?

22-55 grams* MUFA/PUFA daily

*Based on 2,000 calorie diet
Fatty Acid 101

• **Omega-3**: cannot be produced by body (essential); the least naturally abundant in the diet; brain development, roles in cognition and mood and heart disease risk reduction (lower LDL).

• **Omega-6**: essential; contribute primarily to heart health and cholesterol reduction.

• **Omega-9**: monounsaturated; non-essential; heart health benefits and assistance in blood sugar control.
# Fatty Acid 101

<table>
<thead>
<tr>
<th>Omega-3 fatty acids (polyunsaturated)</th>
<th>Omega-6 fatty acids (polyunsaturated)</th>
<th>Omega-9 fatty acids (monounsaturated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpha-linolenic acid (ALA)</td>
<td>Linoleic acid (LA)</td>
<td>Oleic acid</td>
</tr>
<tr>
<td>Eicosapentaenoic acid (EPA)</td>
<td>Arachidonic acid (AA)</td>
<td></td>
</tr>
<tr>
<td>Docosahexaenoic acid (DHA)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Diagram:**

- Alpha-linolenic acid (ALA)
- Linoleic acid (LA)
- Oleic acid
- Eicosapentaenoic acid (EPA)
- Arachidonic acid (AA)
- Docosahexaenoic acid (DHA)
1,2,3 - Forms of Omega-3
Striking the Balance

Omega-3

Omega-6

Omega-9
Shopping Tips

Nutrition Facts

Serving Size 1 piece (219g)
Servings Per Container 6

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories 520</th>
<th>Calories from Fat 240</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Daily Value*</td>
<td>41%</td>
<td>61%</td>
</tr>
<tr>
<td>Total Fat 27g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturated Fat 12g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cholesterol 255mg</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>Sodium 1110mg</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Total Carbohydrate 29g</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Dietary Fiber 1g</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Sugars 1g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protein 39g</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Vitamin A 20%
Vitamin C 4%
Calcium 15%
Iron 25%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Calories:
- 2,000: 2,000
- 2,500: 2,500

Total Fat:
- Less than 65g
- 80g
Saturated Fat:
- Less than 20g
- 25g
Cholesterol:
- Less than 300mg
- 300mg
Sodium:
- Less than 2,400mg
- 2,400mg
Total Carbohydrate:
- 300g
- 375g
Dietary Fiber:
- 25g
- 30g

Calories per gram:
- Fat 9
- Carbohydrate 4
- Protein 4

MUFA/PUFA

Omega claim
## People Eat Food, Not Nutrients

<table>
<thead>
<tr>
<th></th>
<th>Omega-3s</th>
<th>Omega-6s</th>
<th>Omega-9s</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Oils</strong></td>
<td>Canola and Soybean <em>(ALA)</em></td>
<td>Corn, Canola, Olive, Peanut Safflower, Soybean, Sunflower</td>
<td>Canola, Corn, Soybean, Olive, Peanut, Sunflower, Safflower</td>
</tr>
<tr>
<td><strong>Nuts</strong></td>
<td>Walnuts <em>(ALA)</em></td>
<td>Almonds, Cashews, Hazelnuts, Peanuts, Pecans, Pistachios, Pumpkin seeds, Walnuts</td>
<td>Almonds, Cashews, Macadamias, Peanuts, Pecans, Pistachios, Hazelnuts, Walnuts</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>Flaxseed <em>(ALA)</em>, Oily fishes (salmon, tuna) EPA, DHA, Soybeans <em>(ALA)</em></td>
<td>Eggs, Dairy, Meat, Poultry</td>
<td>Avocado, Eggs, Dairy</td>
</tr>
</tbody>
</table>

Source: USDA Nutrient Database

*Oils and nut sources highlighted to reflect the fatty acid present in the highest percentage*
2010 Dietary Guidelines
Zero in on Fat Consumption

- Significantly reduce intake of foods containing solid fats
- Replace some current solid fat consumption with oils
- Reduce saturated fat and replace with heart-healthy monounsaturated and polyunsaturated fats
# Omega-9 Canola Oil Fits With New Dietary Guidelines Recommendations

<table>
<thead>
<tr>
<th></th>
<th>Total Fat</th>
<th>TFA</th>
<th>SFA</th>
<th>PUFA</th>
<th>MUFA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommended</td>
<td>20-35%</td>
<td>&lt;1%</td>
<td>&lt;10%</td>
<td>5-10%</td>
<td>15-25%</td>
</tr>
<tr>
<td>Omega-9 Oil</td>
<td>33%</td>
<td>&lt;1%</td>
<td>2.3%</td>
<td>5.6%</td>
<td>23.8%</td>
</tr>
</tbody>
</table>

- **TFA (Trans Fatty Acids)**: 0%
- **SFA (Saturated Fatty Acids)**: 2.3%
- **PUFA (Polyunsaturated Fatty Acids)**: 5.6%
- **MUFA (Monounsaturated Fatty Acids)**: 23.8%

Omega-9 Canola Oil
Not All Oils Are Created Equal

<table>
<thead>
<tr>
<th>Oil</th>
<th>Hrs. Stability</th>
<th>Fatty Acid Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omega-9 Canola Oil</td>
<td>OSI 17</td>
<td>7</td>
</tr>
<tr>
<td>Omega-9 Sunflower Oil*</td>
<td>OSI 23</td>
<td>3</td>
</tr>
<tr>
<td>Palm</td>
<td>OSI 20</td>
<td>51</td>
</tr>
<tr>
<td>Cotton</td>
<td>OSI 10</td>
<td>27</td>
</tr>
<tr>
<td>Soybean</td>
<td>OSI 6</td>
<td>15</td>
</tr>
<tr>
<td>Low Linolenic Soybean</td>
<td>OSI 8</td>
<td>16</td>
</tr>
<tr>
<td>Corn</td>
<td>OSI 10</td>
<td>14</td>
</tr>
<tr>
<td>Canola</td>
<td>OSI 7</td>
<td>7</td>
</tr>
<tr>
<td>Low Linolenic Canola</td>
<td>OSI 12</td>
<td>7</td>
</tr>
<tr>
<td>Olive Oil</td>
<td>OSI 12</td>
<td>15</td>
</tr>
</tbody>
</table>

*Available in 2013

- Sats
- Oleic 18:1
- Linoleic 18:2
- Linolenic 18:3
Clinical Research With Omega-9 Canola Oil

High-oleic rapeseed (canola) and flaxseed oils modulate serum lipids and inflammatory biomarkers in hypercholesterolaemic subjects

Leah G. Gillingham¹, Jennifer A. Gustafson¹, Song-Yee Han², Davinder S. Jassal² and Peter J. H. Jones¹*

¹Department of Human Nutritional Sciences, Richardson Centre for Functional Foods and Nutraceuticals, 196 Innovation Drive, University of Manitoba, Winnipeg, MB, Canada R3T 6C5
²Section of Cardiology, Department of Internal Medicine, University of Manitoba, St Boniface General Hospital, Winnipeg, MB, Canada

(Received 27 April 2010 – Revised 23 August 2010 – Accepted 24 August 2010)

In conclusion, the present study is the first human clinical trial to investigate effects of HOCO on serum lipids and other markers of CVD risk. HOCO alone or when blended with flaxseed oil effectively reduced serum TC and LDL-cholesterol compared with a WD. Moreover, the

Omega-9 canola oil was shown to be as effective as a high alpha-linoleinc oil in reducing LDL cholesterol. Omega-9 also preserved HDL, improving the HDL:LDL ratio.
The addition of MUFA increased (HDL) and may further enhance the cardioprotective effect of the cholesterol-lowering dietary portfolio without diminishing its cholesterol-lowering effect.
Omega-9 Oils Can Positively Impact Nutritionals

Omega-9 Oils/Palm Blend vs Palm Stearine (Chocolate Chip Cookie)

Nutrition Facts
Serving Size: 1 Cookie (16g)
Servings Per Container: 1

Amount Per Serving
%Daily Value
Total Fat 4g 6%
Saturated Fat 1.5g 7%
Trans Fat 0g
Monounsaturated Fat 2g

Nutrition Facts
Serving Size: 1 Cookie (16g)
Servings Per Container: 1

Amount Per Serving
%Daily Value
Total Fat 4g 6%
Saturated Fat 2.5g 11%
Trans Fat 0g
Monounsaturated Fat 1g

PER SERVING

450 CALORIES
5g SAT FAT
360mg SODIUM
14g SUGARS
500mg POTASSIUM
3g FIBER

WE USE NORTH PACIFIC HALIBUT AND SOLE IN OUR FISH & CHIPS.

FISH

<table>
<thead>
<tr>
<th>Description</th>
<th>Nutrition</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALIBUT FISH &amp; CHIPS (3 PIECES)</td>
<td>calories fat g sat fat g trans fat g carb g fiber protein chol mg sodium mg</td>
</tr>
<tr>
<td>670</td>
<td>31</td>
</tr>
</tbody>
</table>

Dow AgroSciences
Omega-9 Oils Can Positively Impact Nutritionals

Reduces “Bad Fat” Content By Up To 80%

<table>
<thead>
<tr>
<th></th>
<th>Omega-9 Canola Oil</th>
<th>Partially Hydrogenated Soybean Oil</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sat Fat</strong></td>
<td>1.8</td>
<td>7</td>
</tr>
<tr>
<td><strong>Trans Fat</strong></td>
<td>0.25</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Pop Weaver “Extra Butter” With Omega-9 Oils</th>
<th>Leading Competitor “Movie Theater Butter”</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sat Fat</strong></td>
<td>2.0</td>
<td>12</td>
</tr>
<tr>
<td><strong>Trans Fat</strong></td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

- Omega-9 Canola Oil
- Partially Hydrogenated Soybean Oil
Omega-9 Oils Are Better for Business

<table>
<thead>
<tr>
<th>Oil Cost Reduction (per week)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>OMEGA-9 CANOLA OIL COST SAVINGS VS PREVIOUS OIL</td>
<td></td>
</tr>
<tr>
<td>FRY LIFE OF OMEGA-9 CANOLA OIL</td>
<td>INCREASED 57%</td>
</tr>
<tr>
<td>NUMBER OF CHANGES PER WEEK</td>
<td>DECREASED 63%</td>
</tr>
<tr>
<td>LABOR IN OIL CHANGES (NOT INCLUDING REMOVAL)</td>
<td>DECREASED 15%</td>
</tr>
<tr>
<td>TOTAL SAVINGS PER WEEK</td>
<td>INCREASED 15 - 17%</td>
</tr>
</tbody>
</table>

Figures are based on TRC’s in-store results, where fry life increased from seven days to 11 days
Chefs Prefer Omega-9 Oils

Omega-9 Oils offer the same great taste consumers demand.
Bye, Bye Billion Pounds

Dow AgroSciences has helped remove 1 billion pounds of saturated and trans fats from the North American diet.

Stuff the bean full ... more than 190 times

Round the bases 25,000 times with square foot bricks
Thank you!

For more information, please contact:
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Learn more:
http://www.omega-9oils.com