

## DELIVERING FUNCTIONALITY AND PERFORMANCE

Enhancing the health profile of food products should not come at the expense of taste, shelf life or functionality. Omega-9 shortening not only delivers cleaner labels and ingredient panels, but it is naturally stable and can provide equal or longer shelf life compared to products containing traditional, high saturated fat shortenings. This can be achieved without the use of antioxidants or tertiary butylhydroquinone (TBHQ). In addition, Omega-9 shortening maintains important functional product qualities, including flavor, texture and mouth-feel.

## CUSTOMIZED PRODUCT DEVELOPMENT

The Omega-9 Solutions Team of food scientists and marketing specialists understands that the oil and shortening needs of each food manufacturer are often unique, with specific application requirements. To meet this need, the Omega-9 Solutions Team has the resources and technology available, and the technical and product formulation expertise, to provide the best solution for food manufacturers.

This group of specialists leverages Dow AgroSciences' technical knowledge to offer a superior product and solution. The team provides application development and analytical support, including nutrition analyses and sophisticated equipment for chemical analyses, to assist manufacturers in developing the right product formulations.

In addition, the Omega-9 Solutions Team also can offer commercial expertise to support food manufacturers and processors as they position products in the market.



## RELY ON CANOLA

Canola is now the second most widely used oil in the North American food industry. In the evolution of the food industry requiring healthier ingredients, canola has become a key solution to deliver health without compromising food taste or oil functionality. To respond to this growing demand, Omega-9 Oils has doubled production capacity to more than a billion pounds — and plans to more than double again to 2.5 billion pounds by 2012.

The Omega-9 Solutions Team supports manufacturing companies to develop customized oil and ingredient solutions which are sourced from a reliable, experienced supply chain. Because Dow AgroSciences developed the NEXERA™ canola and sunflower seeds that are used to produce Omega-9 Oils Ingredient Solutions, it has the unique position to understand and engage the entire value chain, from seed to shelf.

By partnering with the leading oilseed processors representing more than three quarters of the North American canola processing capacity, the Omega-9 Solutions Team can help food manufacturers optimize their sourcing and supply.

## MAKE THE SWITCH

For more information about Omega-9 Oils Ingredient Solutions or how the Omega-9 Solutions Team can help your business deliver healthier food products without compromise, visit [www.Omega9Oils.com](http://www.Omega9Oils.com) or please call 1-800-678-2388.

<sup>1</sup> International Food Information Council Foundation 2009 Food & Health Survey

<sup>2</sup> The 2008 Gallop Study of Healthy Fat & Oils

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Omega-9 Shortening

The **HEALTHIER**  
Ingredient Solution  
for Food Manufacturers





**Dow AgroSciences** has developed Omega-9 Oils Ingredient Solutions to help the consumer packaged food industry produce healthier offerings. Derived from the same Omega-9 Canola Oil used in the foodservice industry around the world, Omega-9 Oils Ingredient Solutions have evolved to include new shortening and spray-oil options. Omega-9 Oils Ingredient Solutions are ideal for food manufacturers looking to eliminate trans fat and reduce saturated fat without compromising food quality, functionality or performance.

Food companies looking for healthier ingredient applications can partner with the Omega-9 Solutions Team. In addition to providing the next generation in healthier ingredients, the Omega-9 Solutions Team has the product development and supply expertise to deliver custom solutions for “cleaner” ingredient labels and the healthier nutrition panels today’s consumer is looking for.

## OMEGA-9 SHORTENING — HEALTHIER BAKING

Omega-9 shortening provides a healthier shortening alternative without compromising food product functionality or sensory characteristics. Omega-9 shortening can:

- Lower saturated fat content on the nutrition panel
- Improve ingredient label (no hydrogenation, interesterification or additives)
- Maintain or extend shelf life, due to natural stability
- Provide a neutral product flavor
- Prevent off-flavors due to longer shelf life

## EXPERTISE OF THE OMEGA-9 SOLUTIONS TEAM

The Omega-9 Solutions Team at Dow AgroSciences delivers an innovative approach to custom oil and shortening solutions for the food manufacturing industry. This group of food scientists and marketing specialists provides application development, analytical support and commercial expertise to food manufacturers around the world.

The Omega-9 Solutions Team works with four of the leading oilseed processors, representing 80 percent of the North American canola processing capacity. These relationships allow the team to support food manufacturers and optimize domestic sourcing through a broad supply chain.



## CONSUMERS DEMAND HEALTHIER OPTIONS

Consumer awareness of good (monounsaturated and polyunsaturated) and bad (trans and saturated) fats continues to increase as more and more consumers make purchasing decisions based on the health profile of their food. According to an industry study, Americans are just as concerned about the type of fat they consume (69 percent) as the amount of fat (67 percent).<sup>1</sup> In a Gallup Study of healthy fats and oils, 42 percent of American consumers expressed belief they consumed too much saturated fat, while 36 percent believed they consumed too much trans fat.<sup>2</sup> Additionally, consumers perceive canola oil as one of the healthiest oils available.

One of the most commonly used packaging elements impacting a food purchase is the ingredient list — with 66 percent of consumers using this list specifically looking for the type of fat or oil the product contains.

## HEALTHIER NUTRITION FACTS

Omega-9 shortening can help food companies give consumers what they are looking for supporting packaging claims and providing nutrition facts panel data:

- Zero trans fat
- Low (or significant reduction in) saturated fat
- High heart-healthy monounsaturated (omega-9) fat





## HEALTHIER LABELS AND CLEANER INGREDIENT PANELS

Unlike typical high saturated fat shortenings, Omega-9 shortening can offer zero trans fat, significantly reduce the amount of saturated fat and add more heart-healthy monounsaturated fats to recipes, resulting in healthier nutrition labels and cleaner ingredient panels.

### Microwave Popcorn Comparison:

#### Palm Oil



Nutrition Facts	
Serving Size: 1 Bag (12 cups)	
Servings Per Container: 1	
Amount per serving	
Calories	Calories from Fat
%DailyValue *	
<b>Total Fat</b> 25 g	<b>38%</b>
Saturated Fat 12 g	<b>55%</b>
Trans Fat 0 g	

Nutrition Facts	
Serving Size: 1 Bag (12 cups)	
Servings Per Container: 1	
Amount per serving	
Calories	Calories from Fat
%DailyValue *	
<b>Total Fat</b> 11 g	<b>17%</b>
Saturated Fat 2 g	<b>9%</b>
Trans Fat 0 g	

Today, the ingredient list is one of the most commonly used packaging elements influencing the purchase decision. According to the International Food Information Council (IFIC), 66 percent of consumers use this list to specifically look at the type of fat or oil the product contains.

