

# 2011 Ingredients for Health REFERENCE



**A**s marketers of conventional foods, functional foods and dietary supplements pour over data looking for new product opportunities that answer consumer needs, foods and beverages that address health issues, often specific health conditions, come to the forefront.

For several years, NutraSolutions, part of the Prepared Foods' family of branded products, has offered an "Ingredients for Health Reference" that segments commercially available ingredients into various health conditions. Additionally, readers are offered updates and data on relevant research. The categories are as follows:

- Antioxidants for Health
- Bone and Joint Health
- Cancer: Reducing Risk
- Cardiovascular Health
- Cognitive Health
- Diabetic Benefits
- Digestive Health
- Energy and/or Sports Performance
- Eye Health
- Immunity Enhancement
- Weight Management and
- General Health.

## Antioxidants

Nearly three quarters of shoppers agree on the importance of antioxidant-rich foods for the reduction of disease risk, according to the "2009 HealthFocus International Trend Report." And, their actions support this belief, with 83% saying they use antioxidants and nearly a quarter admitting to increasing their intake in the past two years. These shoppers also look for labels claiming "good source of antioxidants."

While reported interest in antioxidants, in general, has remained fairly constant and high (~80%), focus on some specific antioxidant ingredients has jumped in the past two years. Both dark chocolate and green tea for antioxidant protection are generating more interest. High-antioxidant Superfruits, tomatoes and whole grains are on the radar for shoppers seeking out antioxidant benefits, as well. These foods are being consumed at increasing rates by consumers wanting specifically to reduce their risk of disease. Though less well-known, shoppers are aware of wine polyphenols/resveratrol and flavonoids.

— Barbara Davis, Ph.D., R.D., HealthFocus International,  
[www.healthfocus.com](http://www.healthfocus.com)

### ► Phytonutrients for Good Health

According to the National Cancer Institute, diets rich in fruits and vegetables can reduce the risk of many chronic diseases, including cardiovascular disease, obesity, diabetes, stroke and cancer. Scientists believe compounds found in fruits and vegetables, known as phytonutrients, may be responsible for these profound health benefits. GNT's NUTRIFOOD® fruit and vegetable extracts offer an easy way to incorporate the benefits of whole fruits and vegetables in a variety of applications. Manufactured from the highest quality raw materials, NUTRIFOOD extracts are conveniently offered in both liquid and powder form, are kosher-certified and completely additive- and preservative-free. GNT USA Inc., Jeannette O'Brien, 914-524-0600, jobrien@gntusa.com, www.gntusa.com

### ► Good-for-you Blues

Wild Blueberries are a powerful, anti-aging Superfruit with more antioxidant capacity per serving than most other fruit ingredients. Linked to a wide range of potential health benefits—from promoting brain and heart health to combating cancer and Alzheimer's disease—wild blueberries add health functionality and a distinctive appeal to new products. Wild blueberries are available year-round in a variety of forms, including frozen, dried, powder, extract or concentrate. Wild Blueberry Association of North America, 207-570-3535, wildblueberries@gwi.net, www.wildblueberries.com

### ► Chia Benefits

Benexia™ Omega-3 Chia is an organic, gluten-free, ancient grain, and it is one of the richest sources of omega-3 fatty acids. Seeds typically contain 20% protein, 34% oil and 25% dietary fiber. Benexia is also a super-antioxidant, delivering a high ORAC value. The health benefits include cardiovascular, brain and immune system support, as well as support of a healthy inflammatory response. Benexia Chia is the only ISO-certified source for highest purity and quality. It is available in bulk seed, sprouted seed, milled seed, flour and oil. It is ideal for drink mixes and bars and incorporates easily into other foods. Proprietary Nutritionals Inc., dean@pnibrands.com, www.pnibrands.com

### ► Blueberries' Bounty

With fruity, burst-in-the-mouth flavor and a healthy profile, blueberries give products lush taste, broad appeal and a clean label. Virtually fat-free and low in sodium, carbohydrates and cholesterol, blueberries are a delicious source of vitamin C and manganese. Fresh fruits, including blueberries, contain many naturally occurring antioxidants and, consequently, are a good choice for consumers looking to protect their bodies against the damag-

ing effects of free radicals and chronic diseases associated with the aging process. A wide range of formats allows formulators to incorporate blueberries in many ways, including healthy breads, beauty-from-within snacks, bars and pastries. U.S. Highbush Blueberry Council, www.blueberry.org, bberry@blueberry.org



### ► Red Wine Grapes for Protection

BioVin® is a full-spectrum grape extract manufactured from whole red wine grapes from France's Rhone Valley. By using the grape in its entirety, all beneficial phytochemicals can be extracted, including anthocyanidins, proanthocyanidins, trans-resveratrol and polyphenols. BioVin delivers powerful antioxidant content, which in turn provides cardiovascular protection and may also help poor capillary elasticity and structure, by inhibiting harmful enzymes. The branded ingredient is also available as BioVin 20, which contains no less than 20% polyphenols. Both offerings are GRAS for use in functional foods and beverages. Cyvex Nutrition, Matt Phillips, 949-622-9030, sales@cyvex.com, www.cyvex.com

### ► Tea Research

A. Holliday & Company carries a wide range of tea antioxidants, including the most potent antioxidant found in tea—EGCG—in a wide range of purities. EGCG's benefits have been associated with decreasing conditions, such as cardiovascular disease, diabetes, Parkinson's disease and some forms of cancer. The company's TEAWELL 50 (EGCG 50%) was part of a research study done at McGill University. Results showed TEAWELL 50 protects brain cells. EGCG can be used in a variety of formulations, such as yogurt, beverages, supplements, pet foods and beauty products. A. Holliday & Company Inc., 416-225-2217, www.teacoff.com

### ► Grape Seed Extracts as Antioxidants

Gravinol® is self-affirmed GRAS and can be used for the formulation of functional bars, cereals, beverages and pasta products. It is the only grape seed extract patented for use in protein-based food products. Three distinct levels of antioxidants are offered: Gravinol-N, Regular Grade (40% purity); Gravinol-T, Beverage Grade (28% purity); and Gravinol-S, Premium Grade (95% purity). Kikkoman Sales USA, www.kikkomanusa.com

### ► Natural Rosemary Extract

Slovenia-based Vitiva, represented by P.L. Thomas, manufactures an extensive line of high-performance rosemary extracts. Vitiva's rosemary extracts are powerful, natural antioxidants with a broad range of applications in the dietary supplement, food and beverage industries. Quantities are custom-manufactured for applications in aqueous and/or lipid systems. The Vitiva line has been developed to offer maximum advantages of natural antioxidants, while minimizing odor and taste issues. Benefits of the line include: prevents rancidity or lipid peroxidation of unsaturated fats and oils; stabilizes color in food and beverage products; non-GMO, kosher-certified and GRAS; and soluble in water, oil or alcohol. P.L. Thomas, 973-984-0900, ext. 214, plt@plthomas.com, www.plthomas.com



## Bone and Joint Health

Not surprisingly, older shoppers are clearly the most concerned about bone and joint health and are the most affected by related problems. But, it is the 18-29-year-olds, over one half of them, who report the highest interest in foods that offer the benefit of promoting healthier and stronger bones. Similarly, more of these younger shoppers are also interested in products that offer to support healthier and more flexible joints.

Interestingly, the youngest shoppers are almost as likely as those 65 and over to regularly choose foods because they are good sources of calcium. However, it

may be the oldest shoppers who are more knowledgeable about nutrient combinations for bone health, as it is this group that is most likely to also choose foods that are good sources of vitamin D.

In fact, the share of shoppers who report they are increasing their use of vitamin D doubled between 2004-2008. Fewer report increasing their use of calcium in 2008, but this is probably due to the large number of shoppers who reported doing so over the past decade. The use of specialty supplements, such as glucosamine, is at an all-time high, with 30% reporting usage of specialty supplements in 2008.

Knowledge is not limited to the oldest shoppers, when it comes to the relationship of inflammation and joint problems. All age groups similarly report agreement with the statement: "Certain foods can help reduce inflammation, the cause of heart and joint problems."

— Barbara Davis, Ph.D., R.D., HealthFocus International, www.healthfocus.com

### ► Mussel Powder for Joint Protection

Pernatec™ Greenshell Mussel powder, from Waitaki Biosciences, is harvested from only the highest quality Greenshell Mussels, ensuring that all active nutrients are preserved in their naturally occurring ratios. To protect these components from oxidation during processing—from the raw, frozen state through drying, packing and storage—a gentle freezing technique and premium stabilization technology are applied. In recent studies, Pernatec demonstrated 67% less oxidization compared to an untreated control, when tested in an accelerated shelflife environment. This ensures Pernatec delivers the powerful joint protection nature intended. Waitaki Biosciences, Sue FINDERUP, sue.finderup@waitakibio.co.nz, www.waitakibio.com

### ► Importance of Daily D

Recent scientific studies have raised greater public awareness and nutritional interest in vitamin D3. It is commonly known that vitamin D deficiency can lead to a range of health problems, including cardiovascular problems, convulsions, general ill health, poor tooth formation and stunted growth. With spray-dry and microencapsulated processes, PAT Vitamins offers both vitamin D2 and D3 with great stability. The company carries, as regular inventory, the CWD Powder, beadlets/granular and oil forms of vitamin D. Strong science supports these high-quality products. PAT Vitamins Inc., 626-810-8886, info@PATVitamins.com, www.PATVitamins.com

### ► Natural Mobility

InterHealth's UC-II® natural collagen concentrate helps improve joint mobility, flexibility and overall joint comfort. Just 40mg per day has been shown to be more than twice as effective as 1,500mg of glucosamine + 1,200mg of chondroitin, in a peer-reviewed, published, randomized double-blind study. UC-II has been granted GRAS designation for food and beverage formulations and is sourced and manufactured in the U.S. UC-II is the perfect joint-health ingredient for a variety of foods and beverages, as well as stick packs and shots. InterHealth Nutraceuticals, 707-751-2800, [www.interhealthusa.com](http://www.interhealthusa.com)

### ► Calcium for Every Need

Albion has developed a line of calcium compounds with the chemical, physical and sensory properties to fit specific fortification requirements. DimaCal® (dicalcium malate) is shown to be well-absorbed and well-tolerated in solid dosage formulations, such as tablets and capsules. When used to fortify baked goods, DimaCal demonstrates good organoleptic properties. Calcium Citrate Malate (CCM) is a multi-patented form that is well-suited as a fortificant in fruit juices, bottled water and other beverages. Lastly, Calci-K® complex is designed to fortify liquid food products, especially dairy or soy-based products, infant foods, margarine and other products of neutral pH. Albion Human Nutrition, 800-222-0733, [www.AlbionMinerals.com/calcium](http://www.AlbionMinerals.com/calcium)

### ► For Optimum Bone Health

U.S.-made OptiMSM® is a premium form of MSM (methylsulfonylmethane) trademarked and sold into the dietary supplement marketplace. OptiMSM is a naturally-occurring organic sulfur source, displaying

a variety of health-promoting benefits. Several pre-clinical and clinical studies support the efficacy of MSM in supporting joint health and range of motion. Research shows MSM down-regulates inflammatory markers that damage cartilage, as people age, and protects its integrity. Bergstrom Nutrition, 888-733-5676, [info@bergstromnutrition.com](mailto:info@bergstromnutrition.com), [www.bergstromnutrition.com](http://www.bergstromnutrition.com)

### ► Joint Precision Mixes

Watson's Custom Nutritional Premixes can be formulated with precise combinations of micro- and macronutrients shown to be beneficial for cardiovascular health and specifically designed to suit many unique food products. Each nutrient component is pre-scaled and precision-blended into a pre-mix. Specific product formulations include A acetate, A palmitate, ascorbic acid, beta-carotene, glucosamine potassium sulfate, glucosamine sulfate sodium, selenium amino acid chelate, vitamin E and many more. Watson Inc., 800-388-3481, [www.watson-inc.com](http://www.watson-inc.com)

### ► Salts for Bone Health

Jungbunzlauer Special Salts comprise a unique range of high-purity organic sources of calcium, magnesium, potassium and zinc derived from citric or gluconic acid. These organic mineral salts get support from health claims legislation worldwide. On top of their high bioavailability, they tout specific benefits, such as bone health. Tricalcium citrate has proven to be one of the most effective calcium salts supporting bone health and weight loss; calcium lactate gluconate is a highly absorbable salt that fights calcium deficiency and osteoporosis. Jungbunzlauer, [www.jungbunzlauer.com](http://www.jungbunzlauer.com)

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► **Protect and Rebuild**

Cynatine® FLX is a revolutionary joint-care ingredient comprised of solubilized keratin, a protein found naturally in the body. Cynatine FLX supplements the body with bioavailable keratin, which aids in protecting and rebuilding damaged joints. While other joint-care products require large dosages and multiple ingredients, Cynatine FLX is effective as a stand-alone product at 500mg per day. Roxlor International, 302-778-4166, info@roxlor.com, www.roxlor.com

PHOTO COURTESY OF COGENIS



**Cancer: Reducing Risk**

Now, more than ever, shoppers agree with the statement: "If I take the right actions, I have a very good chance of avoiding cancer." And, given that cancer, along with heart disease, has topped the list of health concerns over the years, this display of confidence is notable.

Again, it is the 18-29-year-old cohort who is most apt to look to diet as a means of treating or avoiding disease; in this case, 52% of them say so, when it comes to cancer. But, age is irrelevant for the health benefit, "Helps reduce risk of cancer." Just under half of all shoppers in the "2009 HealthFocus Trend Report" say they are extremely interested in foods that could offer this promise.

Shoppers do not seem to be too selective in choice of ingredient, when it comes to cancer prevention. More than a third of shoppers say they are extremely interested in the role of antioxidants, lycopene, whole grains, vitamin D and soy, with regard to cancer prevention. The percentage jumps to over three quarters, when those who are at least somewhat interested are included.

A recent report published in *Nutrition and Cancer* reviewed observational studies that examined the relationship between consumption of a Mediterranean diet and cancer risk. Ten out of the 12 studies examined showed a positive association, leading the authors to suggest a probable protective role of this diet in cancer prevention. Few shoppers report adherence to a Mediterranean diet. But, whereas only 18% say they do so on a regular basis, many more are saying they are increasing their intake of olive oil, nuts, fruits and vegetables, and whole grains. Additionally, 82% of shoppers are interested in the cancer-preventing chemicals in fruits, vegetables and grains.

**Reference:**

Verberne L, et al. Association between the Mediterranean diet and cancer risk: a review of observational studies. *Nutr Cancer*. 2010 Oct; 62(7):860-70.

—Barbara Davis, Ph.D., R.D., HealthFocus International, [www.healthfocus.com](http://www.healthfocus.com)

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See Food Master-**INGREDIENTS**, p. 10-11



### ► Fatty Fish and Cancer Protection

The heart-healthy omega-3 fatty acids abundant in fatty fish, like salmon and sardines, may help protect the kidneys against cancer, new research suggests. A 15-year Swedish study of women looked at fatty and lean fish consumption and the risk of kidney cancer. It found those who ate high amounts of fatty fish—more than one serving/week—had 44% less risk for developing renal cell carcinoma (the most common form of kidney cancer) than those who did not consume any fish. The findings were published in the Sept. 20, 2010, issue of the *Journal of the American Medical Association*.

The results seem to support the hypothesis that frequent consumption of fatty fish may lower the risk of renal cell cancer, possibly due to increased intake of fish rich in eicosapentaenoic acid and docosahexaenoic acid, as well as vitamin D.

From the October 4, 2010, Prepared Foods' E-edition; for the entire article, go to: <http://bit.ly/9Rpomv>.

### ► Grape Seed's Anti-cancer Benefits

In a newly published report in *Journal of Nutrition*, several epidemiological studies were cited, showing populations that consume diets rich in fruits and vegetables have an overall lower cancer incidence. Fruits and vegetables represent untapped reservoirs of various nutritive and non-nutritive phytochemicals with potential cancer chemopreventive activity. "Grapes and grape-based products are one such class of dietary products that have shown cancer chemopreventive potential and are also known to improve overall human health. This review focuses on recent advancements in cancer chemopreventive and anti-cancer efficacy of grape seed extract and other grape-based products," wrote M. Kaur and colleagues, University of Colorado, Department of Pharmaceutical Sciences.

From the October 4, 2010, Prepared Foods' E-edition. For the entire article, go to: <http://bit.ly/9prPQs>.

## Cardiovascular Disease

Heart disease remains at the top of the list of health concerns in the U.S. and globally, with 62% of shoppers in the "2009 HealthFocus International Trend Report" expressing high concern. It is no wonder concern is so intense when, according to the American Heart Association in their "2010 Heart Disease and Stroke Statistics," heart disease affects more than 1 in 3 Americans.

Diet is viewed by many as a means of maintaining cardiovascular health. But, while younger shoppers, aged 18-29, are much more inclined to believe dietary changes can help treat or reduce their risk for heart disease, they

are the least likely to report maintaining a heart-healthy diet or increasing their use of heart-healthy ingredients, such as olive oil, nuts, red wine and fish oil. This is probably because they are the least concerned about or affected by problems with heart health.

Overall interest in ingredients for heart health is high. Omega-3 fatty acids and plant sterols have risen to an all-time high this year—80 and 68% of shoppers, respectively, while the heart-health benefits of wine polyphenols/resveratrol and almonds are of interest to as many as 75% of shoppers.

Shoppers are being selective about the types of oils being consumed to reduce disease risk, with 60% saying they have increased use of olive oil in the past two years, but only 24% report increased intake of fish oil. A recent analysis in *Nutrition Research Reviews* (Bester, D, et al. 2010) describes the benefits of edible oils, such as olive and fish oil, on cardiovascular health, showing each has its own distinct protective properties. Recommendations for incorporating various types of beneficial oils into the diet may benefit shoppers seeking to protect cardiovascular health.

#### Reference:

Bester D, et al. Cardiovascular effects of edible oils: a comparison between four popular edible oils. *Nutr Res Rev*. 2010 Sep 20:1-15.

—Barbara Davis, Ph.D., R.D., HealthFocus International, [www.healthfocus.com](http://www.healthfocus.com)

### ► Reduced-sodium Cheese

Sargento's reduced-sodium cheese line is now available to food manufacturers. In a year-long process, Sargento has worked with consumer panels to develop a 25% reduced-sodium cheese that meets taste expectations. Along the way, when it was found they could not use salt replacers and flavor maskers to reduce the sodium and still pass stringent sensory standards, the company developed a cheese-making process that lets the sodium be reduced, without adversely affecting flavor. Cheese types with a 25% salt reduction include Sargento's Mild Cheddar, Colby Jack, Provolone and Whole Milk Mozzarella. Sargento Food Ingredients, [www.sargentofoodingredients.com](http://www.sargentofoodingredients.com)

### ► Effective, Tasty Salt Reduction

Overcome sodium-reduction challenges with Ajinomoto's Salt Answer™ RX-AX, which can help achieve effective sodium reduction, without compromising great taste; can be used in a wide range of savory applications; and is compatible with a variety of salt blends for custom optimization to meet targeted sodium-reduction levels. Low- and reduced-sodium label claims are able to be attained using Salt Answer RX-AX. Ajinomoto Food Ingredients LLC, 800-456-4666, [www.ajinusafood.com](http://www.ajinusafood.com)

### ► Rich Source of EPA and DHA

Long-chain fatty acids EPA and DHA from oily fish are recommended by the American Heart Association for their heart-health benefits. OmegaPure® ingredients are a rich source of long-chain omega-3s, EPA and DHA. OmegaPure ingredients are made from menhaden, a herring-like fish. Vertically integrated, OmegaPure manages the ingredients from harvest through processing. All ingredients are produced from highly refined menhaden fish oil, granted GRAS status as a food ingredient, meet CRN monograph standards and are kosher-certified. OmegaPure, inquire@omegapure.com, www.omegapure.com

### ► Highly Bioavailable CoQ10 Powders

Wacker Fine Chemicals, a division of Wacker Chemie AG, is the global leader in cyclodextrin technology. Cyclodextrins are increasingly used for stabilizing food ingredients against heat and oxidation; are used for taste-masking; and to increase bioavailability. For example, CAVAMAX® CoQ10 is a clinically proven, highly bioavailable Coenzyme Q10 powder. Wacker also introduces water-soluble CoQ10 and CAVAMAX® W6, which is a colorless, neutral-tasting soluble dietary fiber. Wacker Fine Chemicals, info.finechemicals@wacker.com, www.wacker.com



### ► Reduce Sodium, Not Flavor

David Michael has created a line of salt replacers to address the need for sodium reduction, without flavor reduction. DM Choice® Natural Flavor Salt Type allows up to a 30% reduction of sodium, but delivers the same amount of flavor impact, and is also free of HVP and added MSG, says the company. Available in powder form, the salt replacers can be used in any product that is formulated with salt. In addition, David Michael offers a line of DM Choice natural potassium blockers, which can be used to decrease the bitterness and metallic off-notes often associated with potassium salts. David Michael Inc., www.dmflavors.com

### ► No Trans Shortening

BBS® is a specially processed, unemulsified shortening used in numerous general baking applications, such as

pound cakes, pie doughs, cookies and donuts. BBS provides consistency and maximum performance in every batch. It is a highly versatile shortening for baking or frying applications, such as with pies, cookies, pound cakes and donut frying. It is available in a zero trans fat formula. Stratas Foods, www.stratasfoods.com

### ► Replace Trans Fats in Donuts

Loders Croklaan is launching a new line of donut fry products aimed at improving both eating quality and production efficiency. The SansTrans™ DF Select frying shortenings eliminate oil migration, a shortcoming in typical commodity donut frying shortenings, making these products ideal for coated donuts. Replacing trans fats in food preparation with palmitic acid or fully hydrogenated interesterified stearic acid is expected to reduce cardiovascular risk factors. Loders Croklaan, palmoil@croklaan.com, www.croklaan.com

### ► Lower Cholesterol, Keep Good Taste

The Centers for Disease Control and Prevention states more than 100 million adults in the U.S.—nearly one third of the population—have high cholesterol. By adding CardioAid™ plant sterols into foods and beverages, formulators can help them lower cholesterol without compromising taste. Now, food manufacturers can meet the needs of health-conscious consumers by helping them make those lifestyle changes, with ADM's line of CardioAid plant sterols. Food manufacturers have taken these sterols and added them to foods that would not normally contain them, such as vegetable oil spreads (margarine), mayonnaise, yogurt smoothies, orange juice, cereals and snack bars, to name a few. Archer Daniels Midland Company, 800-510-2178, nutrition@adm.com

### ► Oat-based Beta-glucan Launch

Biovelop AB is set to revolutionize the market for value-added foods and drinks with the international launch of PromOat™ oat beta-glucan. The new, revolutionary, oat-based soluble fiber ingredient, containing 35% beta-glucan, is neutral in both taste and color. PromOat is now set to open up opportunities for the wider application of oat-based beta-glucans in a range of food and drink products not usually associated with oats. PromOat differentiates itself from competitors by containing no insoluble oat fiber or oat protein, which can prejudice the flavor and aesthetics of finished products. PromOat is also gluten-free. Biovelop AB, Johan Bjurenvall, +46 42 341230, promoat@biovelop.com, www.promoat.com

### ► Salt Replacers and Substitutes

Salt replacers are used in place of salt to get a 50% reduction in sodium, with easy replacement ratio of 1:1. Salt substi-

tutes may replace 25-50% of sodium. Advanced Foods Systems' AFS Sea Salt Replacer T#2 is made with sea salt and potassium chloride, carefully formulated to provide a clean flavor and minimize the bitterness which is common to many sea salt replacers. Salt Substitute NTF-25 is trans fat-free, with excellent saltiness and minimum bitter flavor. The ingredients may replace 25-50% of salt in sauces, gravies, dressings, seasonings and spices. Advanced Foods Systems Inc., www.afsnj.com

► **Grape Seed Extract Award**  
Polyphenolics, a division of Constellation Wines U.S. Inc., has earned the 2010 North American Product Differentiation Excellence of the Year Award in the Grape Seed Extracts market. The award is presented by Frost & Sullivan, a global research organization. The company obtains 90-95% polyphenols in grape seeds through its unique, patented, hot-water-based extraction process, as opposed to using chemicals and solvents, such as acetone. This unique process also ensures MegaNatural-BP has no bitter aftertaste. Polyphenolics, a division of Constellation Brands Inc., 219-243-9825, www.polyphenolics.com

► **Omega-3 Delivers**  
Coenzyme Q10 (CoQ10) is enjoying continued growth, due to its important role in the mitochondrial energy production cycle and as a promoter of cardiovascular health. Hormel Foods offers a CoQ10/omega-3 combination ingredient for food and beverages, via a patent-pending delivery system that protects the lipids from breakdown and oxidation. One gram of the ingredient contains 100mg of EPA/DHA omega-3 and 50mg of CoQ10. It is available for juices, ready-to-drink beverages, smoothies, sauces and low-fat foods. Hormel Specialty Products, Dr. Chet Rao, 507-434-6891, csrao@hormel.com, www.hormelingredients.com


► **Heart-healthy Benefits**  
California Almonds do not just add flavor and crunch to products; they also add heart-healthy benefits millions of consumers are seeking. California Almonds are cholesterol-free and low

in saturated fat—just 1oz (about 23 almonds) contains 13g of good unsaturated fat and only 1g of saturated fat. Scientific evidence suggests, but does not prove, that eating 1.5oz per day of most nuts, such as almonds, as part

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of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Almond Board of California, Harbinder Maan, 209-343-3214, hmaan@almondboard.com, www.almondboard.com

#### ► Reducing Saturates and Cholesterol

Bunge's proprietary, vegetable-based, plastic shortening, PhytoBake, allows for replacement of traditional shortening saturates with phytosterol-containing shortening. Phytosterols have been well-documented to provide cardio benefits by lowering LDL (bad cholesterol), while not affecting HDL (good cholesterol). They serve to confer structure to the shortening, which is translated to the finished application. In addition, the shortening provides a vehicle for the introduction of nutritionally beneficial phytosterols into a finished bakery product. This innovation adds to Bunge's product offerings with a healthier, reduced-saturates plastic shortening that food processors utilize in baked products to replace less-healthy shortenings. Bunge Oils, www.transfatsolutions.com

#### ► "A" for Avocados

Commercial Creamery offers a natural avocado powder made from delicious avocados, which have a beneficial effect on cholesterol levels. They contain beta-sitosterol, which helps maintain good cholesterol levels. The mono and polyunsaturated fats present in avocados can help reduce blood cholesterol levels and lower the risk of heart disease. Avocados also contain a large variety of vitamins, minerals and phytonutrients. They are an excellent way to improve skin and hair, and they can promote strong bones and teeth for humans, as well as animals. Commercial Creamery Co., 509-747-4131, info@cheesepowder.com, www.commercialcreamery.com

#### ► Keeping Taste Alive

Looking for ways to produce healthier products in response to consumer demand? Innophos is focused on responding to the industry challenge to reduce sodium, while maintaining product flavor and texture characteristics—all while keeping costs down. CAL-RISE® is a sodium-free, easy-to-formulate, calcium-based leavening acid for baking applications. CURAVIS® So-Lo 93 enhances processed meats and poultry without compromising taste, with 93% less sodium than standard sodium phosphate. Textur-Melt™ LS-Cheese 40 is a specialty phosphate blend developed to achieve excellent emulsifying, melt properties and appearance in processed cheese, dips, sauces and dairy applications, with 40% less sodium than standard sodium phosphates. Innophos Inc., John Brodie, 866-631-7394, john.brodie@innophos.com, www.innophos.com

#### ► Barley for Better Health

Barliv™ barley betafiber is a concentrate of barley beta-glucan that contains a minimum of 70% barley beta-glucan soluble fiber. It is derived from specially-selected varieties of barley and is the end-result of an extraction process developed by Cargill. The optimized viscosity of Barliv barley betafiber is unique to Barliv and is the basis for its superior sensory properties and performance in beverages and foods. In addition to the heart-healthy benefits of lowering LDL cholesterol in the blood, emerging research suggests Barliv barley betafiber may offer other health benefits related to blood glucose and satiety. Cargill Health & Nutrition, 866-456-8872, www.barliv.com, www.cargill.com

#### ► Magnificent Magnesium

Magnesium is an essential mineral, playing an important role in several biochemical reactions in the body: energy, metabolism, synthesis of nucleic acids and proteins, cell reproduction and transmission of nerve impulses. Deficiencies in dietary magnesium can lead to heart disease, bone diseases, hypertension and atherosclerosis. Brenntag's Magnesium Salts are chosen for use in a wide variety of applications based on solubility, physical form (powder, granular, liquid), magnesium content, taste, regulation and price. All exhibit good bioavailability upon consumption. Brenntag North America, 610-926-6100, brenntag@brenntag.com, www.brenntag.com

#### ► Pure Phytosterol

Vegapure®, from Cognis, is a phytosterol ingredient that is clinically proven to lower cholesterol by up to 15% and has a powerful FDA-approved health claim. It is synergistic and compatible with statin drug therapy, and it has potential consumer label claims, such as "proven to help reduce cholesterol," "proven to help reduce LDL cholesterol," "may help to lower cholesterol naturally" and more. Cognis has a broad portfolio of sterols and sterol esters available. Cognis, 800-673-3702, cognis.custserv@cognis-us.com, www.cognis.com

#### ► Grain that Sustains

ConAgra Mills® Sustagrain Barley is a proprietary, identity-preserved barley variety that offers flexibility, functionality and special nutritional benefits for product developers formulating to meet pressing health and wellness concerns. With dietary fiber making up more than 50% of its carbohydrates—and 40% of that in the form of cholesterol-lowering soluble fiber—Sustagrain can be a potent tool for heart health. Sustagrain is a superior choice for whole-grain and high-fiber applications and is available as fine flour and flakes. ConAgra Mills, 800-851-9618, www.conagramills.com

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