

The Sunflower Oil Report

Sunflower oil is the optimal trans fat free oil available in two premium oil choices. Due to its high oleic content, it gives products a longer shelf life and also lasts longer in a fryer than other oils. Its neutral taste is ideal for allowing the true flavours in your products to come through. Mid and high oleic sunflower oil can also easily be blended with other fats or oils.

Research Highlights

Healthy brands taste better

According to researchers at the College of William and Mary in the USA, a new study, published in the journal Food Quality and Preference¹, indicates that foods that are marketed with a "healthy" brand message are perceived to be tastier and more satisfying to consumers, than foods associated with an "unhealthy" brand message.

The study tested the taste preference and food consumption rates of female consumers classified as either "restrained" or "unrestrained" eaters. "Restrained" eaters were defined as those who cognitively restrict their intake of certain foods in order to maintain or control their weight. "Unrestrained" eaters were defined as those who eat without limitations.

Both groups of consumers were presented with cookies branded either with healthy or unhealthy images and messages. The researchers found that the cookies that were accompanied by healthful messages were rated as more satisfying and better tasting by all of the consumers, and those who were restrained eaters actually consumed more of the healthful product.

As a result, the researchers indicated that food related beliefs, often enhanced by marketing, do influence consumers' intake.

Today's Question and Answer

Q. What is the difference in the fry life between canola oil and sunflower oil?

A. Both mid oleic and high oleic sunflower oil contain only a trace of linolenic fatty acid (Omega-3) and they have a substantial monounsaturated fatty acid (Omega-9) content. As a result, when these two sunflower oils have been tested in fry life studies done by a variety of oil suppliers and independent researchers, the results have shown that sunflower oil has a longer fry life than both regular and high-oleic canola oils. For more details on fry life data visit: <http://www.sunflowernsa.com/oil/nusun/performance-research/>

If you have a question about how sunflower oil might perform in your product formulations, please send an email to:
sunoilreport@harbingerideas.com

Product Profile

SLIMS dessert crackers bring sweet innovation to the cracker category

A pleasant change from savory crackers, new SLIMS dessert crackers are delicious eaten on their own and also provide a whole new taste sensation when eaten with a piece of cheese or fruit. They are also a tasty accompaniment to yogurt, ice cream or chocolate fondue and a convenient snack for Canadians on-the-go lifestyles.

Manufactured in Vancouver by Trumps Fine Food Merchants, a purveyor of innovative quality desserts for more than 25 years, new dessert SLIMS come in three tasty flavours including: Banana, Cocoa (gluten free) and Cranberry-Orange.

Conveniently portioned in 100 calorie packets, this product contains no MSG or trans fat and is made with all natural ingredients including sunflower oil.

We use "Sunflower oil because it is non-GMO which our customers now require, we are committed to creating delectable, quality products for our customers." says Heather Angel, Managing Director at Trumps.

SLIMS are available at gourmet and fine food stores across the country and also at select grocery retail chains. SLIMS are sold in retail boxes that contain eight individual packages of dessert crackers and pop boxes that contain 18 packages.

For more information about SLIMS dessert crackers and other quality products made by Trumps Fine Food Merchants visit: www.trumpsfood.com



In this issue...

Learn more about consumers thoughts on healthy brands

Read about Canada's Top 10 Food Trends

Did you know...

Since sunflowers are a crop that do well when seeded later, this year's late spring planting season could lead to additional acres of sunflowers being planted in the USA. Sunflowers can have a later start, as they are less susceptible to frost damage in the fall.

Canada's Top 10 Food Trends

According to the Canadian Restaurant and Foodservices Association², Canadian chefs have identified their top 10 food trends for 2013. These trends reflect what chefs are creating for their menus, and also have an impact on what food manufacturers are considering for future product innovations.

- Locally-produced foods
- Gluten-free foods
- Sustainable foods and seafood
- Farm-branded ingredients
- Food truck street food
- Ethnic-inspired appetizers
- Greek yogurt
- Back-to-basics food ie: mac & cheese, meatloaf
- Non-wheat noodles/pasta
- Ancient grains

Suppliers:

Sunflower oil creates products that stand out from your competition. Contact one of the suppliers listed below to determine which type of sun oil is right for your application:

Ontario

C.P. Vegetable Oil Inc.
800-431-3731

Hubbert's Industries Ltd.
905-791-0101

Saporito Foods
905-944-0505

Québec

TAKTIK Marketing
514-389-2553

Saporito Foods
905-944-0505

Western Canada

Fazio Foods International Ltd.
604-253-2668

National

ADM
800-637-5843

Brenntag Canada Inc.
866-516-9707

Bunge Oils (Canada)
800-361-3043

Cargill
800-263-5573

LV Lomas Ltd.
905-458-1555

Nealanders International Inc.*
800-263-1939

Sager Food Products Inc.*
514-643-4887

Organic and Conventional Expeller-Pressed

SunOpta Grains & Foods Group*
888-210-2599

Wilbur-Ellis Company*
888-522-6652

*Also sell Organic or conventional Expeller-Pressed Sun Oil

1. Published online ahead of print in Food Quality and Preference, doi:10.1016/j.foodqual.2012.12.004, "The Effect of Brand Names on Flavor Perception and Consumption in Restrained and Unrestrained Eaters" Authors: Kevin V. Cavanagh, Catherine A. Forestell
2. http://www.crfa.ca/pdf/chefsurvey_2013_english.pdf



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