

AMERIFLAX 2006



Energizing the
Flax Message

2006 Crop Overview



2005

- 955,000 Harvested Acres in U.S.
- 20.6 Bu./Acre; 19,695,000 Bu.
- 551,460 T

2006

- 640,00 Harvested (est.) Acres in ND
- 704,000 Harvested (est.) Acres in the U.S.

2006 Marketing Program



Food Industry



Flax Facts Brochure



- Updated brochure with Kelley Fitzpatrick – Canada Flax 2015
- Added trans fats to nutritional label
- Changed parts of text
- Printed 3,000 copies

Baker's Kit



- Developed 5 new formulas with NCI
- Coordinated photography
- Developed kit with health and use info, recipes, photos and nutritional labels
- Developed file for website with 20 formulas and nutritional labels
- Posted new information on website

Baker's Kit



Baker's Kit





*Just the
flax...*

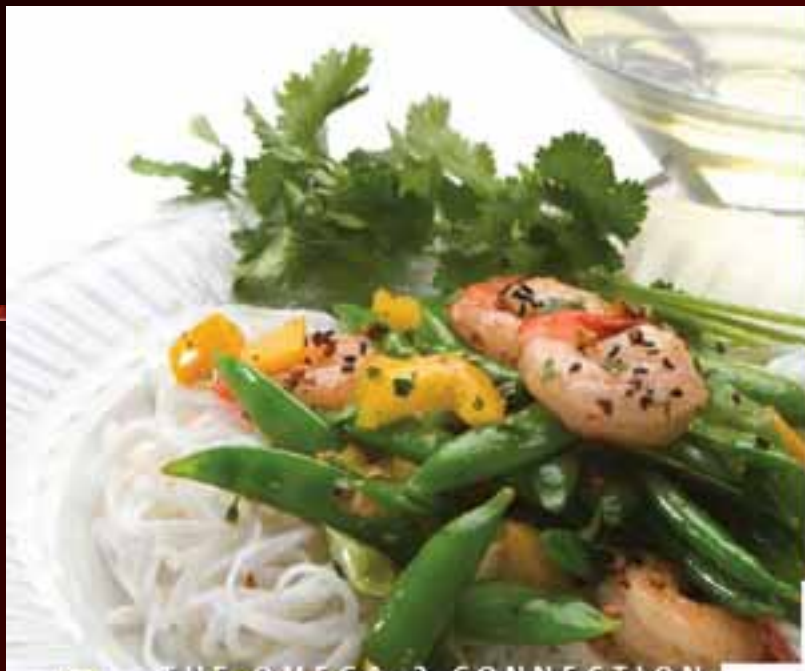
For the Baking Industry

*Amer's
Flax*

CIA Initiative

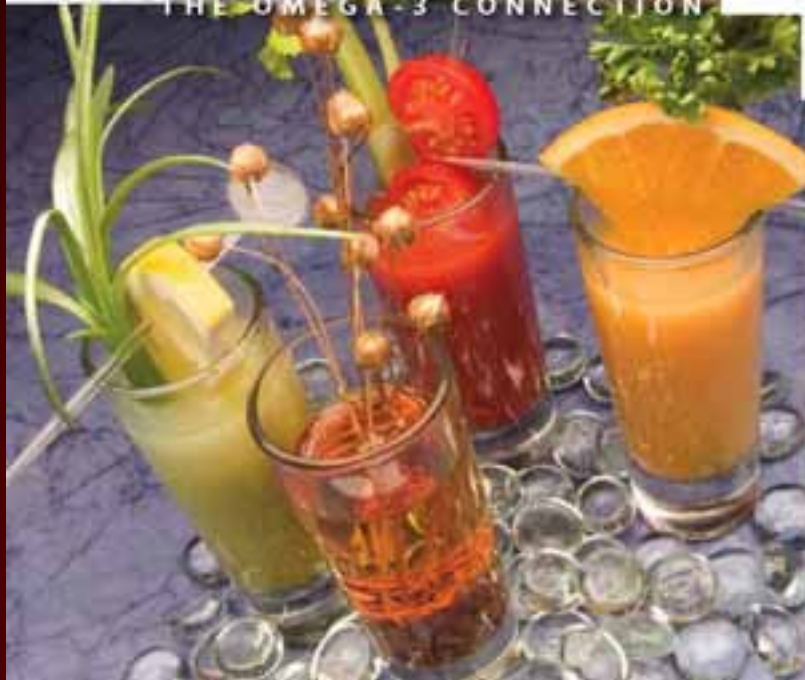


- Coordinated Initiative with CIA and Harvard School of Public Health
- Teamed with NCGA and SaskFlax
- Theme – “The Omega 3 Connection”
- Website Initiative will be launched in December 2006 and will be featured for one year



Canola
CONNECTION

THE OMEGA-3 CONNECTION



Flax

THE OMEGA-3



Flax + Canola
The Omega-3
Connection

CIA Initiative



Food Expos



- **American Society of Baking (ASB) – Chicago, IL**
- **Institute of Food Technology (IFT) – Orlando, FL**
- **American Bakery Expo (ABE) – Atlantic City, NJ**

ABS – Chicago



IFT – Orlando



IFT – Orlando



ABE – Atlantic City



Magazine Promo



- Teamed with Flax Council of CA/CA Government
- Advertised benefits of flaxseed in 2 major trade magazines
- Prepared Foods – 4 months
- Bakery Management – 2 months

Food Newsletter



- Created two 4 page newsletters
- “Just the Flax—For the Food Industry”
- Sent to media before IFT Expo
- Featured Dr. Cliff Hall, Kelley Fitzpatrick, CIA link, bakery kit, etc.
- Post on AmeriFlax website

just the flax

FOR THE FOOD INDUSTRY

volume 1
number 1

Flaxseed: A Sum Greater Than Its Parts

Food-makers have fussed with flaxseed flaxseed since ever since the tiny seed found its way into Uncle Sam's™ cereal in 1938. But only for a little more than a decade have food-makers recognized the way flaxseed functions in food. Leading the way is North Dakota State University, an institution in the name of U.S. flax production country. There, cereal and food scientist Dr. Clifford Hall leads a team of talented researchers who are at the forefront of efforts to reap the many food applications and aspects of flaxseed. "As flaxseed production has grown, we've made a concerted effort to look at the seed holistically," Hall says.

And that means they've spent plenty of time taking the seed apart to look at the functional aspects of each fraction. The beneficial omega-3 fatty acid of flaxseed is found in the oil. It's classifiable as whole as milled flaxseed - which is over 40% oil. "The oil fraction is also an excellent way to enhance a product like ice cream with omega-3 fatty acids," says Hall. The oil is flaxseed is more sensitive to oxidation when fractionated than when added as whole milled flaxseed.

"When whole milled flaxseed is added to bread, it has good stability and normal shelf life," says Hall. Formulators can make a big difference in stability factors, according to the scientist. He encourages manufacturers



Dr. Cliff Hall, North Dakota State University

to try flaxseed in their specific formulation rather than rely on general information.

Pan whole flaxseed through hot water and the process naturally separates the soluble mucilage or gum fraction from the seed. The fraction has all the beneficial dietary fiber and some of the fat component. "Using the gum fraction allows food-manufacturers to target the healthiest nutrient and it gives products a great texture. It also has a tendency to bind or hold water, giving high fiber products a moist, soft mouth feel," says Hall.

Hall believes the gum fraction has huge potential in dairy applications. "Its excellent water holding capacity helps prevent the ice crystal formation that can impact ice cream texture, for example," he says. Competing well with other low

viscosity gums, flaxseed gums could help suspend potatoes in continuously complete beverages.

The lignans in flaxseed are highly sought-after since they contain powerful phytoestrogens that inhibit tumor growth. If your mission is to put phytoestrogens in a health or beauty line, the hull fraction can provide adequate daily values without adding purified lignans. In general the flaxseed hull has all of the soluble fiber, most of the gums and lignans, while the embryo, or cotyledon, has most of the oil and the protein. Because the hull is still 13% oil, it also contains a healthy dose of the omega-3 fatty acids. Most commercial flaxseed hull concentrates contain part of the embryo fraction as well.

"You don't need a lot of these

page 2

AmeriFlax
North Dakota Flax Products

The oil fraction is an excellent way to enhance a product like ice cream with omega-3 fatty acids

www.ameriflax.com



- Revamped entire site – new text, subtitles, charts, research and design
- Added new consumer section – nutritional labels, Q&A section, new health/nutrition info
- Added newsletters, new bakers kit, link to CIA site, NA research to dairy section, etc.

- FLAX FOR CONSUMERS
- FOOD INDUSTRY
- ANIMAL FEED
- PRODUCERS & HANDLERS
- INDUSTRIAL USE
- RELATED LINK / RELATED COMPANIES
- RESEARCH

[HOME](#)

[MEDIA](#)

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AMERIFLAX



*Flaxseed:
High in Omega 3*



[FLAXHANDLERS DATABASE](#)

[TASTY RECIPES](#)

[FLAX FACTS BROCHURE](#)

Welcome to Ameriflax

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[▶ enter our site](#)

Animal Feed Industry

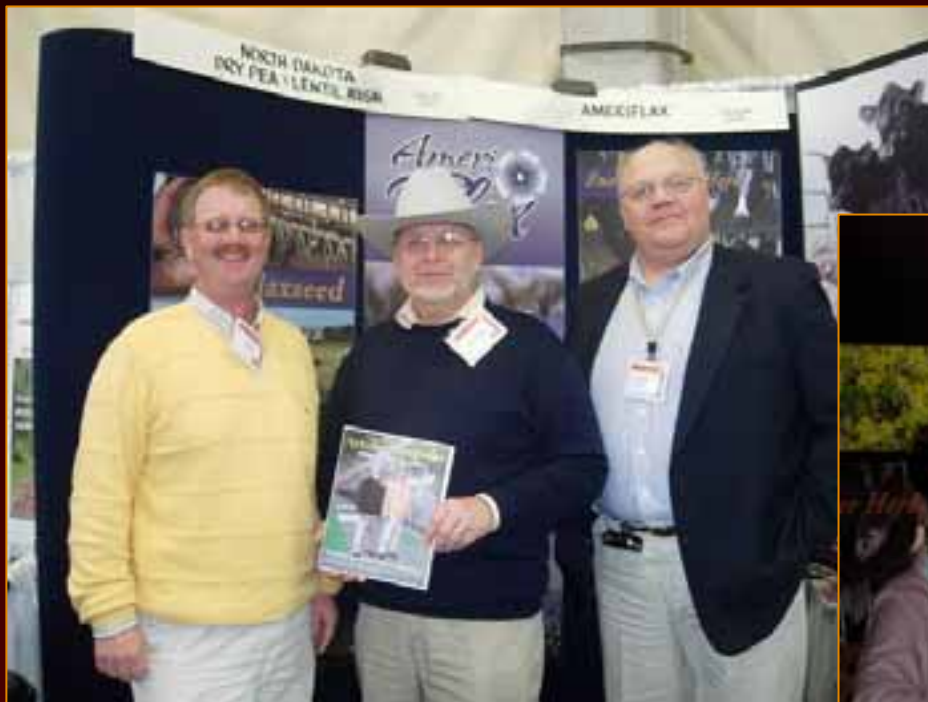


Livestock Expos



- National Cattlemen's Beef Association - Denver, Co
- World Ag Expo – Tulare, CA
- Central Plains Dairy Expo -
Sioux Falls, SD
- World Dairy Expo – Madison, WI

Livestock Expos



Dairy Newsletter



- Created two newsletters
- “Just the Flax-For the Dairy Industry”
- Featured nutritionists, dairies and millers from the United States
- Posted on AmeriFlax website

just the flax

FOR THE DAIRY INDUSTRY

Volume 2
Number 3



Flaxseed: The Omega 3 Powerhouse!

A growing number of dairies are turning to an newly discovered benefit of feeding flaxseed. Flaxseed is one of the highest natural sources of omega-3 fatty acid and contains about 41% oil and over 20% protein. Dairies which have added this nutrient-dense feed to their rations report improved conception rates and higher milk components.

Consulting dairy nutritionist Steve Woodford has reviewed much of the omega-3 fatty acid research and believe results support his inclusion of flaxseed in many of his clients' dairy rations today. More than 20% of them, say they with problems including or milk component problems, feed ground

flaxseed as pre-mixed supplements.

Compared with other omega-3 sources on the market, flaxseed is an economical bargain.

A Great Value

Switching your fat source to flaxseed can alter rations costs. Fat from flaxseed is about half the cost of other fat sources such as Mingle®. Wisconsin consulting nutritionist Steve Woodford, DVM/MSD, Professional, formulates supplements containing flaxseed to provide about one pound of flaxseed oil per lactating cow daily (about 2.5 lb. of ground flaxseed). "The oil from flaxseed costs about 25 cents per lb. of fat after processing fat a 75-mer protein credit - comparing well

with fat sources costing 50 cents a pound with no protein credit," says Woodford.

"We know we need the omega-3's to maintain reproduction and milk protein levels - but our previous source is just too expensive," says Kevin Juhan, independent nutritionist in the Twin Falls, Idaho, area. He recently switched 50,000 cows in 15 dairies from fish meal to a mixed mix containing flaxseed. "We use enough flaxseed to replace the fat in the fish meal," he says. One pound of product, flaxseed has about five times the fat of fish meal. Replacing fish meal with flaxseed, blood meal and synthetic antibiotics to balance amino acids is saving these dairies about \$250 per cow

*America's
Flax*

Dairies which have added this nutrient-dense feed to their rations report improved conception rates and higher milk components.

Producer Activities



- Ag Expo – Minot
- Pesticide Meetings – ND Ag Dept.



Other Activities



- SaskFlax Days – Saskatoon, CA
- GRAS Status Meeting – Winnipeg
- Flax Institute Meeting – NDSU
- Meeting with USDA Grand Forks Human Nutrition Center
- Meetings with USDA Northern Plains Research Center – Mandan
- Assisted with Research Activities – NDOC

SaskFlax Days



Flax Institute '06



AMERIFLAX 2007



Flaxseed:
The Nutritional
Powerhouse

2007 Marketing Program



Consumers



- Flax Facts Brochure
 - Website Maintenance
 - Link to www.prochef.com
 - Consumer Media Campaign
-

Consumer Media



- Showcase health/economic benefits of eating and cooking with flaxseed
- Develop press kit targeted at consumer magazines. Hand out kit during the IACP Show in Chicago. Focus on key media representatives that attend the show.
- Conduct follow up campaign

Consumer Media



- **Magazines/Media**

Good Housekeeping, Family Circle, Fine Cooking, Sunset, Southern Living, Vegetarian Times, Taste of Home, Women's World, Food Network, Food and Wine Magazine, Vogue, etc.

Food Industry



Food Expos



- International Assoc. of Culinary Professionals (IACP) – Chicago, IL
- Institute of Food Technology (IFT) – Chicago, IL

Flaxseed R&D Seminar



- Coordinate “how to” event to educate food & beverage formulators on specific applications using flaxseed (whole, milled and oil)
- Team with Northern Crops Institute to sponsor and promote the event

www.ameriflax.com



- Add new bakery formulas, photographs, etc. to the “Food Industry” section of the website
- Promote the new bakery kit and the CIA website initiative

Animal Feed Industry



Livestock Expos



- National Cattlemen's Beef Association Expo – Nashville, TN
- World Agriculture Expo – Tulare, CA
- World Dairy Expo – Madison, WI

Dairy Newsletter



- Create one 4 page newsletter
 - “Just the Flax-For the Dairy Industry”
 - Feature nutritionist, dairies and millers from the United States
 - Post on AmeriFlax website
-

Beef Research Media



- Develop media materials to highlight the health benefits of feeding flaxseed to beef cattle.
- Feature new research from KSU and NDSU

Dairy Research Media



- Develop media materials to highlight the benefits of feeding flaxseed to dairy cattle
- Feature new research from NDSU and University of Wisconsin
- Release in December 2007

Communication Consultant

- Hire Nita Cordill to:
 - Create consumer media information
 - Write IFT flax seminar press release; assist w/
placement
with placement
 - Write 1 dairy industry newsletter
 - Write KSU research press release; assist w/
placement
 - Write NDSU research press release; assist w/
placement
 - Assist with local and regional media
-

Producer Events



- **SaskFlax Days – Saskatoon**
January
 - **Ag Expo - Minot**
January
 - **Intern. Crops Expo – Grand Forks**
February
-

Flaxseed: A Sum Greater than it's Parts

