



# ***FLAX CANADA 2015***

**Kelley C. Fitzpatrick**  
**Director Health and Nutrition**  
**[kelleymf@shaw.ca](mailto:kelleymf@shaw.ca)**



# **FLAX CANADA 2015 Inc.**

*July 1, 2006*

- **Federal not for profit Corporation**
- **Wholly owned subsidiary of the Flax Council of Canada**
- **Headquartered in Winnipeg**
- **Independent Board, Management, Strategies, Budgets**



# FLAX CANADA 2015

## *VISION*

In 2015, Canada is recognized as the global leader in the development and commercialization of flax products for human and animal health and industrial feed stocks



# FLAX CANADA 2015

## *GOAL*

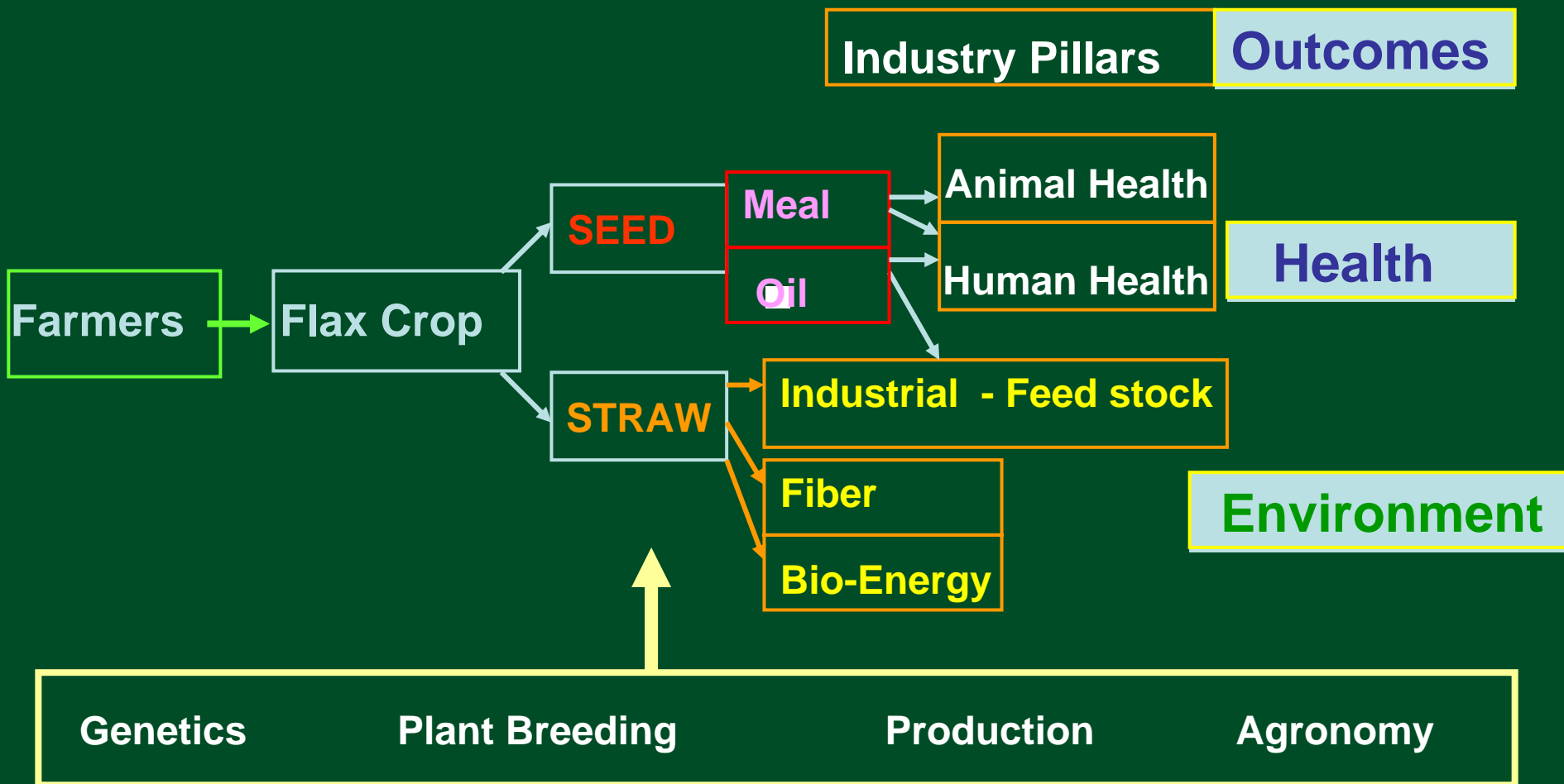
To develop flax into a crop with a farm gate value of \$1.5B (current \$300 Million)

FLAX CANADA 2015 will deliver a societal benefit to Canadians of \$15.0 B through health, wellness and environmental sustainability



# Flax - Canada's Bio-Economy Crop

## Total Flax Crop Utilization



# HUMAN HEALTH

1. Target = Reduce burden of disease.
2. Emphasis unique nutritional properties of whole flaxseed = significant potential.
3. Must be built on solid science.
4. Multi-national food companies access to Qualified health claims and confirmation of Safety (GRAS)



## Focus on Research

1. Dietary studies
2. CVD and Diabetic risk factors
3. Glycemic Index assessment
4. High Oleic Canola – Flax oil blend
5. Functional food development

## Focus on Health Care Costs

- \$250.1 M (dietary changes small)  
to \$4.0 B  
(dietary changes large)



## Focus on Regulations

1. GRAS (Generally Recognized as safe)
  - Food and Drug Administration
  - Required for health claims
2. Qualified Health Claims
  - Flaxseed and reduction in CVD

## Focus on Communications

- WorldNutra Conference Symposium
  - November 2006
- Prepared Foods 2007
  - Web casts
  - Exhibits





# ANIMAL HEALTH & PRODUCTIVITY

1. Establishing feed ingredient parameters:
  - Flax oil for Aquaculture
  - Rumen Bypass
2. Quality parameters for new healthy food products:
  - Omega-3 enriched fish, pork and chicken
3. Market development and Commercial partnering.
4. Communications and Promotion.





BalanceWise



<b>Nutrition Facts</b>	
<b>Valeur nutritive</b>	
Serving Size (100 g) / Portion (100 g)	
Servings Per Container	
Portions par contenant	
Amount	% Daily Value
Teneur	% valeur quotidienne
<b>Calories / Calories</b> 160	
<b>Fat / Lipides</b> 5 g	8 %
Saturated / saturés 0.5 g	3 %
+ Trans / trans 0 g	
Omega-3 / oméga-3 0.9 g	
<b>Cholesterol / Cholestérol</b> 30 mg	10 %
<b>Sodium / Sodium</b> 440 mg	18 %
<b>Carbohydrate / Glucides</b> 12 g	4 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 1 g	
<b>Protein / Protéines</b> 16 g	
<b>Vitamin A / Vitamine A</b>	0 %
<b>Vitamin C / Vitamine C</b>	2 %
<b>Calcium / Calcium</b>	4 %
<b>Iron / Fer</b>	10 %

# FIBER

## New Director –

## Ms. Christine Paquette

1. Develop economically commercially viable processes to make Canadian flax fiber globally competitive
2. Management of Flax Straw at the field level.
3. Pilot Plant processing flax straw into flax fiber.
4. Standards and Grading Systems Development



# INDUSTRIAL



1. Assist in an expansion of the current linoleum market
2. Communication and Market focus
3. Develop new markets for linoleum – "Green Building" opportunities
4. Assess the potential for a flax Biorefinery

# BREEDING & PRODUCTION

1. **Flax 'Top Managers' Grower Survey**
  - Refine and repeat 2006 survey
  - Inshintrix Research, Inc., Saskatoon, SK
2. **Flax – Back to the Basics' Extension Series**
  - Repeat 2006 meetings aimed at CCA
3. **Website development**



*Excellent source of Fiber - including 1.5g of soluble fiber from oats to help remove cholesterol.*

*Low in sodium plus a good source of potassium - to help maintain healthy blood pressure.*

*Good source of Omega-3 ALA - now with 130mg per serving which is 10% of the daily value for ALA (1.3g).*

*With added antioxidant vitamins C & E, plus B vitamins - to help protect cells.*





*Now with Omega-3  
ALA To help  
Support a Healthy  
Heart*







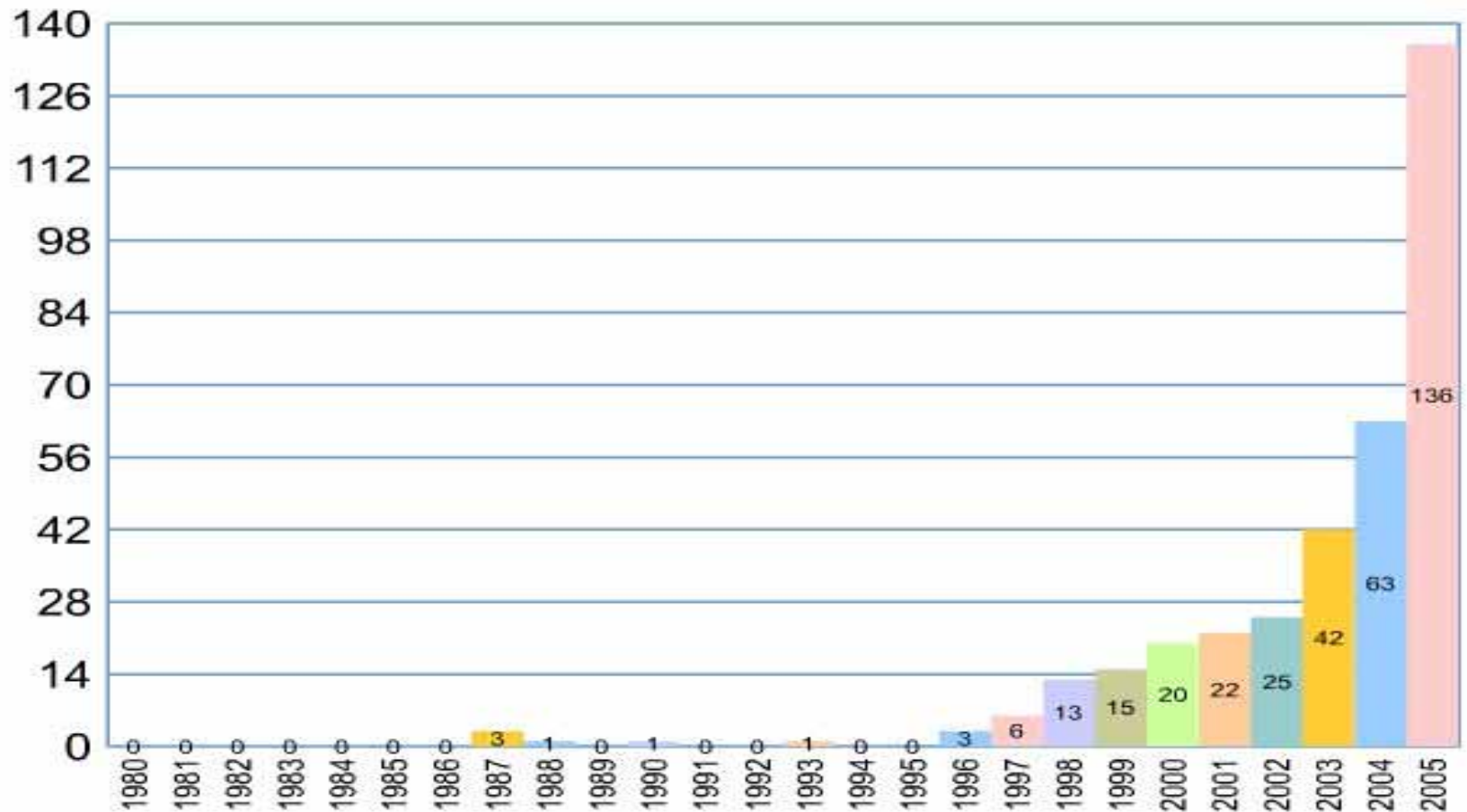
January 2, 2007

*It's barely January, but there's no doubt what one of 2007's hottest food additives will be:  
omega-3.*

*The name may sound like a sci-fi film, but omega-3 fatty acids found, for example, in fish and some nuts and oils are increasingly being added to other foods, often via fish oil or flax seeds.*

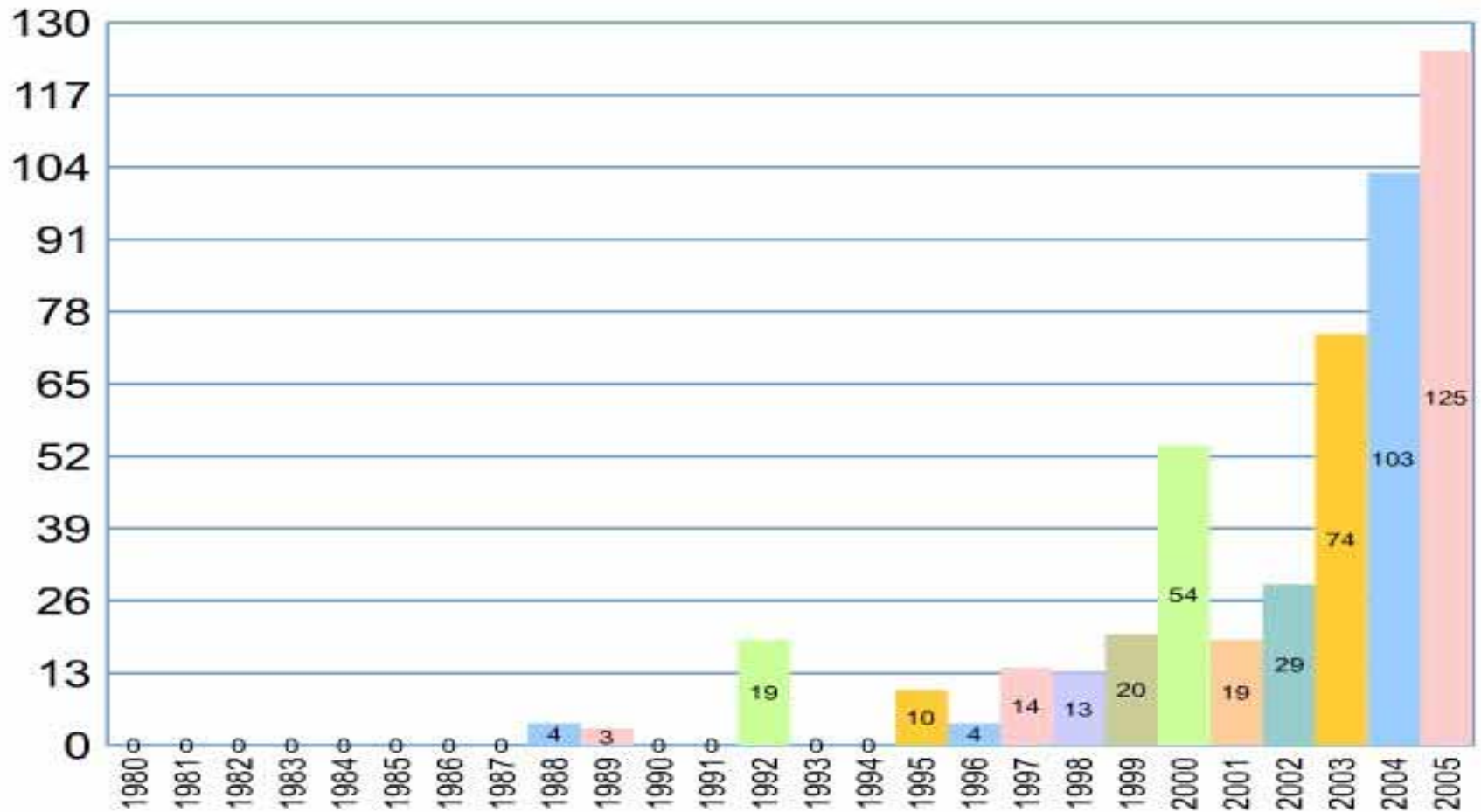


# New Food and Beverage Products with *Omega3 Label*, Containing *Flaxseed, Milled Flaxseed, Flaxseed Oil* In North America - 1980 to 2005



Source: Datamonitor Online December 2005

# New Bread Products, Crackers and Cereals with *Flaxseed ingredients* In North America 1980 to 2005



Source: Datamonitor Online December 2005