

meadowpure<sup>TM</sup>  
FLAX

for  
Bakery  
Products



## Flaxseed Fortifies Bakery & More

Packed with Omega-3s, fiber, protein and antioxidants, flax has earned a reputation as a superfood. So how do you put the superfood to work in your foods?

Just 2 or 3% flaxseed adds nutty flavor and soft texture to baked goods, and just a little more—**only 1.3 g per serving**—can qualify your product for a nutrient content claim such as a rich/high/**excellent source of Omega-3**. In addition, its soluble fiber content helps balance moisture, soften textures and delay staling in storage.

Only 3.2 grams of Select**Grad** per serving of bread adds one incremental gram of fiber and .64 incremental grams of protein.



**3.2g**  
of Pizzey's  
milled flaxseed in a  
**2 oz.** serving  
of bread



**50%**  
of ALA Omega-3 RDA

## Whole Grain Appeal

Flaxseed can even raise consumer interest by contributing to a whole grain health claim. How? Use it to replace the fat content in a bakery product, for example—Pizzey's flaxseed contains the bran, endosperm and germ.

## Key Benefits

- Rich in Omega-3, fiber, protein for consumer appeal
- Soft texture & light, nutty flavor ideal for bakery
- Extremely stable in bakery applications
- Granulations to suit many applications



## Health & Wellness

For a rich source of Omega-3 fatty acids, dietary fiber, antioxidants and lignans, choose flaxseed.

Nature's best source of the Omega-3 fatty acid alpha-linolenic acid (ALA), flaxseed offers a wide range of health benefits, particularly for cardiovascular, immune system and bone health.

In addition, flaxseed's lignans—which are strong antioxidants and phytoestrogens—can enhance women's and men's health.

And flaxseed is low in carbohydrates, high in protein and rich in dietary fiber (an amazing 27%), which offers cardiovascular benefits and helps with weight maintenance.



### Milled Flaxseed Composition

Carbohydrate	30%	Less than 3% net carbs
Dietary Fiber	27%	Whole Grain
Protein	20%	Comparable quality to soy
Fat	37%	
ALA	22%	Omega-3
Moisture	7%	

## Label & Claims

Adding Pizzey's flaxseed ingredients to your foods can strengthen your nutrition label. Research supports nutrient content, structure function and qualified heart health claims:

CLAIM	REQUIREMENTS	USAGE LEVEL	SAMPLES
Nutrient Content	Just 260 mg of Omega-3 per serving for "rich," "high" or "excellent" source of Omega-3 claim.	1.3 g SelectGrad per serving	Rich source of ALA Omega-3
		0.65 g SelectGrad per serving	Good source of ALA Omega-3
Structure Function	Just 130 mg of Omega-3 per serving for "good" source of Omega-3 claim.	0.65 g SelectGrad per serving	Omega-3 fatty acids support cardiovascular health.  Omega-3 fatty acids support overall health.
Qualified Heart Health	Must be based on scientific research, must be truthful and not misleading. Can only refer to affect substance may have on normal structure or function of body, cannot refer to disease.	1.8 g UltraGrad (flaxseed with fish oil) per serving (260 mg of ALA and 36 mg of EPA and DHA combined)	Supportive but not conclusive research shows that consumption of EPA and DHA Omega-3 fatty acids may reduce the risk of coronary heart disease. One serving of [name of food] provides [x] grams of EPA and DHA Omega-3 fatty acids. [See nutrition information for total fat, saturated fat and cholesterol content.]

# MeadowPure™ BevGrad™

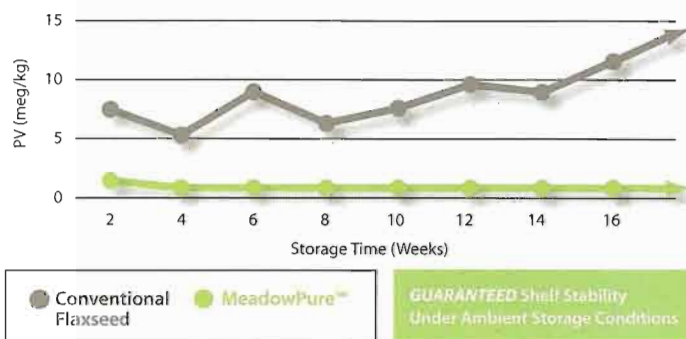
## Ideal Innovation

From dairy to soy, juice to smoothie, BevGrad flaxseed adds to your products' appeal. Designed specifically for beverages' unique formulation needs, this golden flaxseed ingredient offers an exceptional nutritional profile in a variety of forms for many applications.

**Plus,** BevGrad is an amazingly cost-effective Omega-3 source and offers the easy handling of a dry ingredient.

<b>Regular</b>	Smooth texture and low microbial levels for any beverage
<b>Organic</b>	Excellent stability with extended shelf life

Changes in Peroxide Values During Storage



## The MeadowPure™ Difference

MeadowPure's patented process takes innovation beyond your expectations. Using the most advanced, proprietary technology, we've refined our system to deliver naturally stable ingredients with flaxseed's full nutritional value and flavor. And, the MeadowPure process helps protect flaxseed's natural components from oxidation, letting us guarantee our ingredients' shelf life for two years.

BevGrad can strengthen your nutrition label. Research supports nutrient content and structure function claims:

CLAIM	REQUIREMENTS	USAGE LEVEL	SAMPLES
Nutrient Content	Just 260 mg of Omega-3 per serving for "rich," "high" or "excellent" source of Omega-3 claim.	1.3 g BevGrad per serving	Rich source of ALA Omega-3
	Just 130 mg of Omega-3 per serving for "good" source of Omega-3 claim.	0.65 g BevGrad per serving	Good source of ALA Omega-3
Structure Function	Must be based on scientific research, must be truthful and not misleading. Can only refer to affect substance may have on normal structure or function of body, cannot refer to disease.	0.65 g BevGrad per serving	Omega-3 fatty acids support cardiovascular health. Omega-3 fatty acids support overall health.

## Flax & Health

For a rich source of Omega-3 fatty acids, dietary fiber, antioxidants and lignans, choose flaxseed like Select Grad. Nature's best source of the omega-3 fatty acid alpha-linolenic acid (ALA), flaxseed offers a wide range of health benefits, particularly for cardiovascular, immune system and general health. In addition, flaxseed's lignans—which are strong antioxidants and phytoestrogens—can enhance women's and men's health. And flaxseed is low in carbohydrates, high in protein and rich in dietary fiber (an amazing 27%), which offers cardiovascular benefits and helps with weight maintenance.



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