

Naturally Better.
Deliciously Healthy.

OMEGA-3 DAIRY

Product Labeling & Animal Health

POWERED BY:

linPRO™



OMEGA-3 HEALTH BENEFITS

Omega-3 fatty acids
have been proven
to help with:

High Blood Pressure
High Cholesterol
Heart Disease

Arthritis


Macular
Degeneration

Depression

Osteoporosis

Diabetes



A photograph of two women in a grocery store. An older woman with short grey hair, wearing a blue button-down shirt over a white top, is looking at a younger woman. The younger woman has dark hair in a braid and is wearing a yellow button-down shirt with a black backpack. They are both holding a white gallon jug of milk. In the foreground, a shopping cart is filled with several more gallon jugs of milk. The background shows grocery store shelves and other customers, slightly out of focus.

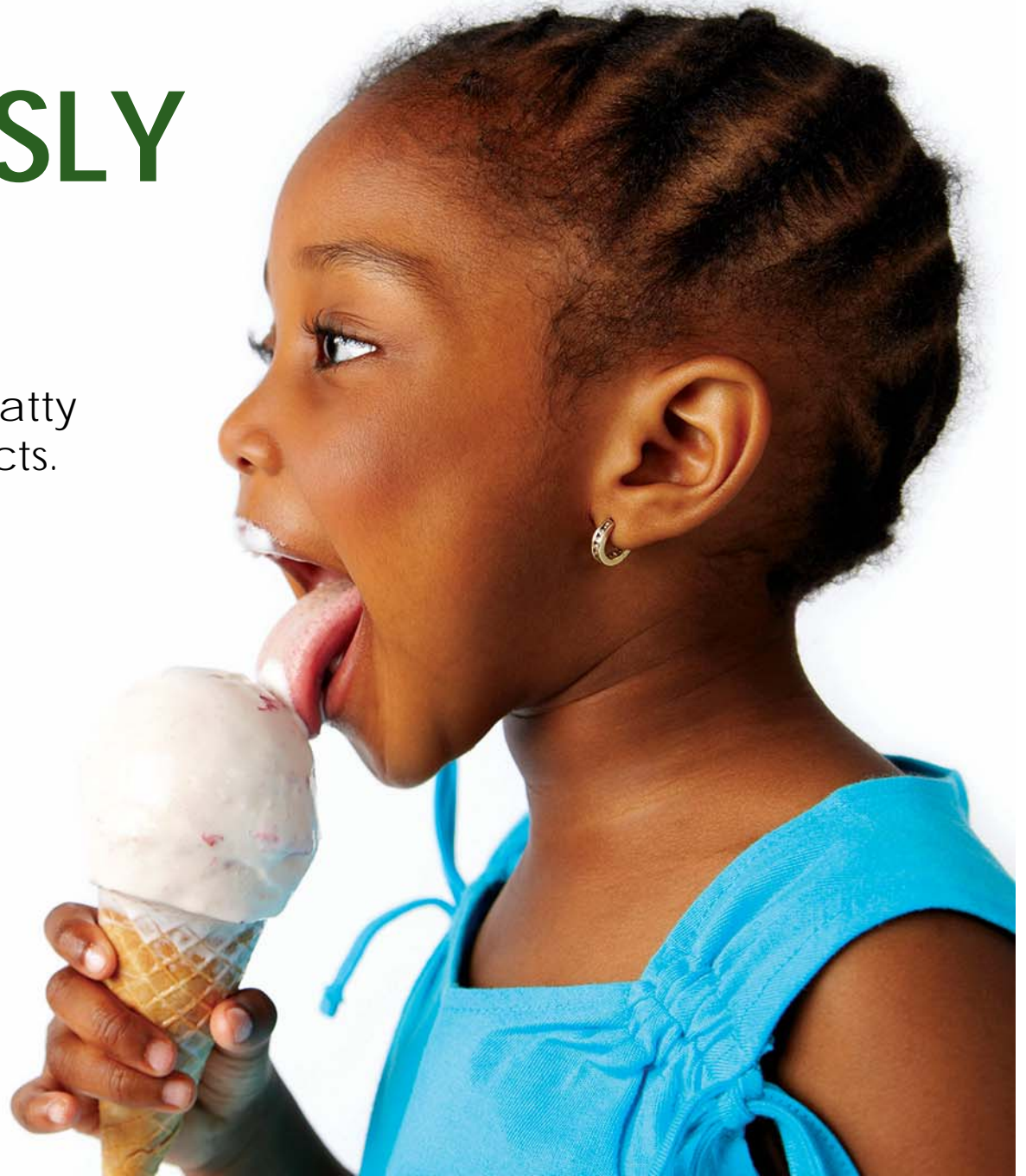
Consumers are becoming more accepting of dietary fats and dairy products.

DELICIOUSLY HEALTHY

Ability to increase omega-3 fatty acid content of dairy products.

- Cheese
- Butter
- Ice Cream

TESTS
PROVE IT
No difference
in taste or
appearance



CFIA Label Hierarchy

Claim Type

Health Claim

Nutrient Content
Claim

Quantitative
Statement

Example

Omega-3 Ice Cream May
help prevent heart
disease

Source of omega-3
polyunsaturated fatty
acids.
*- 300 mg per CFIA Reference
amount*

"Contains 100 mg
Omega-3
polyunsaturated fatty
acids per 60g"



Estimation of Required Omega-3 Levels in Dairy Products

		Whipping	Ice	18% fat	2%		
	Cheese	Butter	Yogurt	Cream	Cream	Cream	Milk
Product fat %	34	80	6	34	11	18	2
Fatty acid, % of fat	90.0	90.0	90	90	90.0	90.0	90.0
Fatty acid, % of product	30.6	72	5.4	30.6	9.8	16.2	1.8
CFIA Reference Amount, g	30	10	185	15	100	15.35	260
Serving, mg of Omega-3	300	300	300	300	300	300	300
Required Omega-3,% of FA in original Milk	3.27	4.17	3.00	6.54	3.03	12.07	6.41



UNIVERSITY OF
SASKATCHEWAN

College of Agriculture
and Bioresources



2012-2013 Research: Development of Dairy Products Enriched with healthy lipids



Agriculture and
Agri-Food Canada

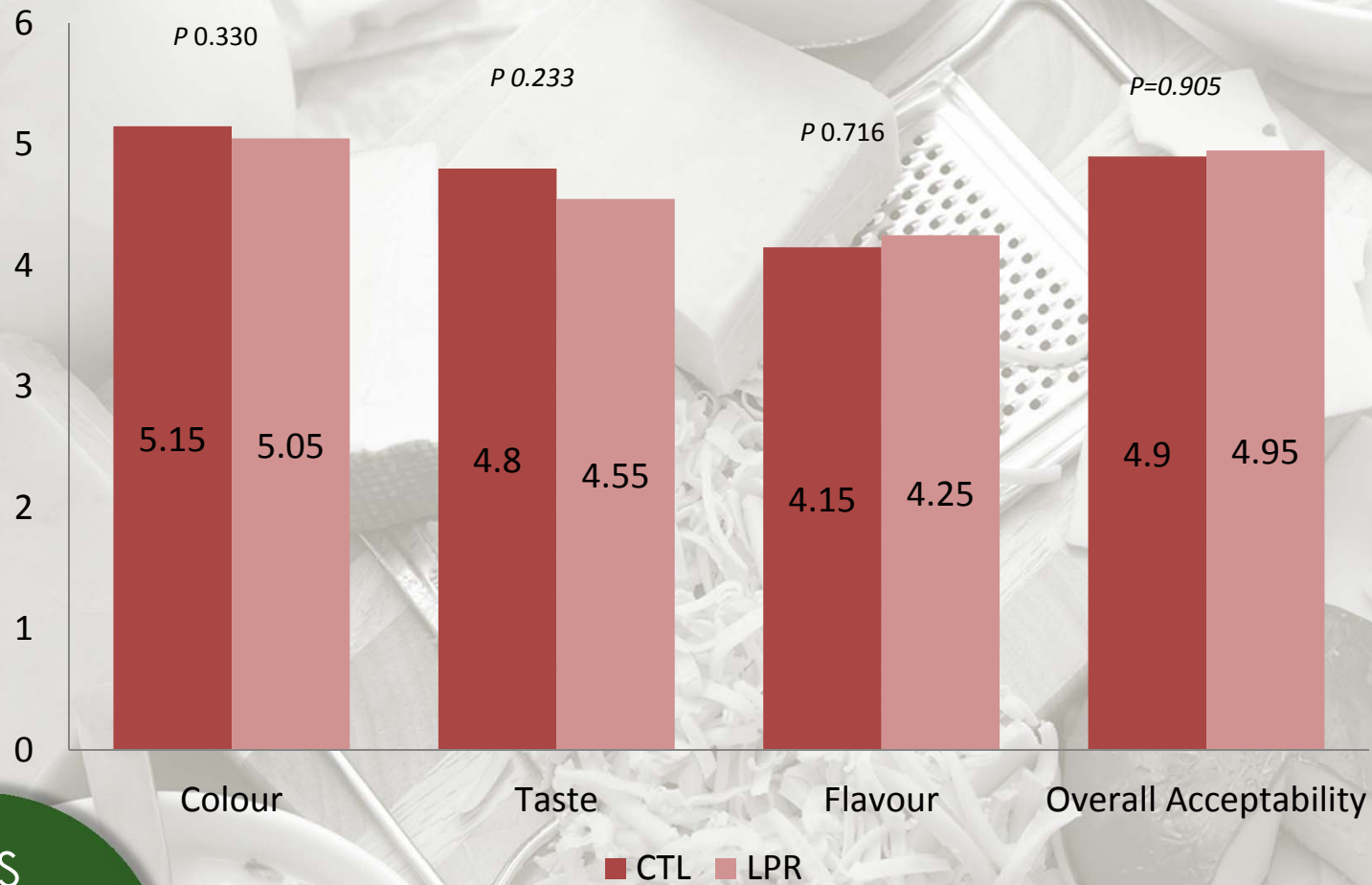
Agriculture et
Agroalimentaire Canada



AGRICULTURE COUNCIL
OF SASKATCHEWAN INC.

		Whipping	Ice	18% fat	2%		
	Cheese	Butter	Yogurt	Cream	Cream	Cream	Milk
Product fat %	34	80	6	34	11	18	2
Fatty acid, % of fat	90.0	90.0	90	90	90.0	90.0	90.0
Fatty acid, % of product	30.6	72	5.4	30.6	9.8	16.2	1.8
CFIA Reference Amount, g	30	10	185	15	100	15.35	260
Serving, mg of Omega-3	300	300	300	300	300	300	300
Required Omega-3,% of FA in original Milk	3.27	4.17	3.00	6.54	3.03	12.07	6.41
mg/R.A. at 1.68 O-3 % FA	154	121	168	77	166	42	79
mg/R.A. at 0.7 O-3 % FA	64	50	70	32	69	17	33

PRIMARY TECHNICAL RESEARCH



TESTS PROVE IT
No difference
in taste or
appearance

2012 unpublished Cheese Sensory data

Quantitative Statement Claim opportunities:

Food Product	Fat %	Reference Amount	Achievable through plant based feed
Whole Milk	3.25%	250 ml	Quantitative <i>'contains 100 mg Omega-3 PUFA per serving'</i>
Cheese	34%	30 gr	Quantitative <i>'contains 100 mg Omega-3 PUFA per serving'</i>
Butter	60%	10 gr	Quantitative <i>'contains 100 mg Omega-3 PUFA per serving'</i>
Ice Cream	11%	125 ml	Quantitative <i>'contains 100 mg Omega-3 PUFA per serving'</i>
Cream	24%	15 ml	Quantitative <i>'contains 200 mg Omega-3 PUFA per serving'</i>

Going Beyond the Label:

Strategic Marketing Messages

**Increased levels of
Omega-3 PUFA**

- Point of Sale
Placards
- Advertising in
Magazines
- Social Marketing

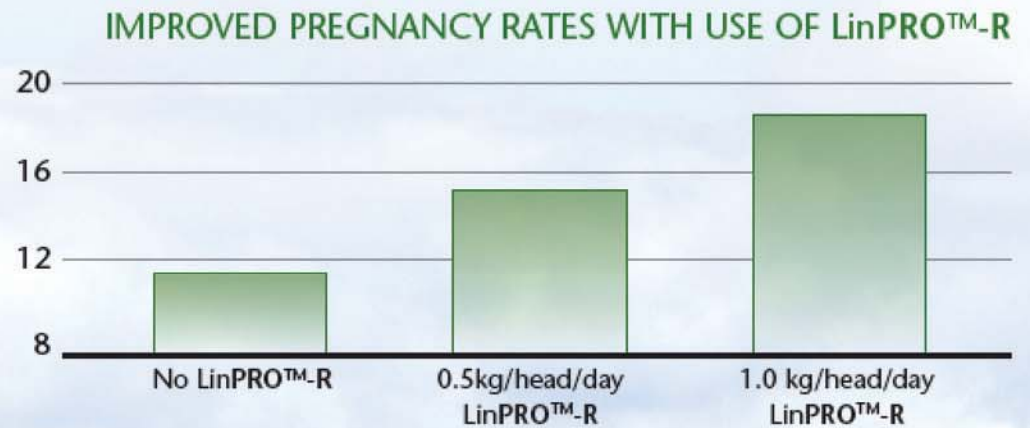


HEALTHY FEED
=
HEALTHY ANIMALS
=
PROFITABLE DAIRY

**Dietary omega-3s benefit animal health
and performance**

PRIMARY TECHNICAL RESEARCH

Improving Reproductive Performance

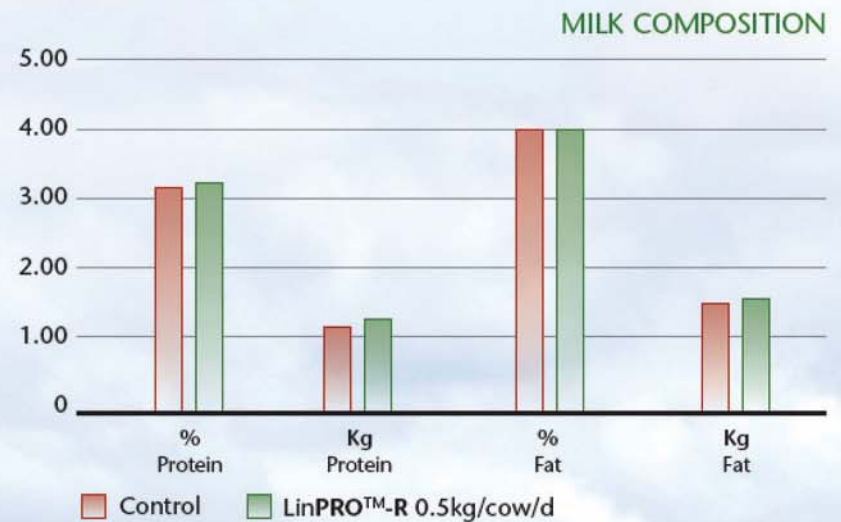
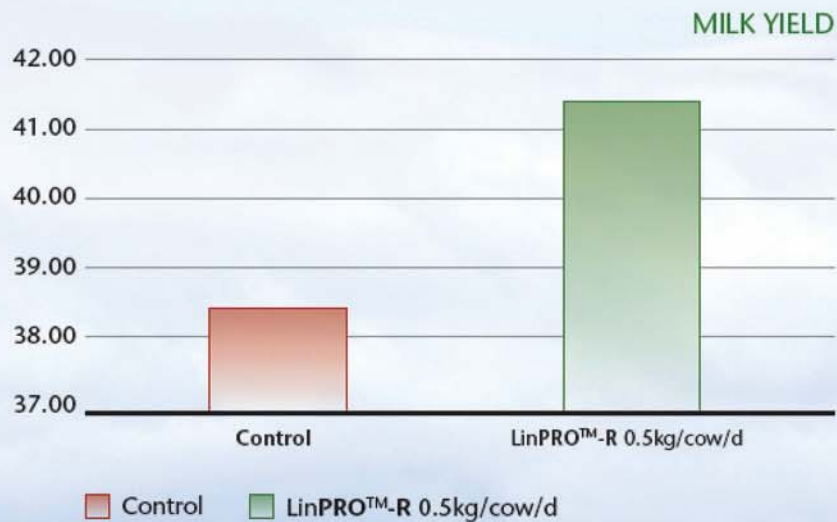


Source: LinPRO™-R demonstrational trial OT12-6B



PRIMARY TECHNICAL RESEARCH

Improving Herd Performance



Source: 2013 LinPRO™-R demonstrational trial OT12-6B



CURRENT RESEARCH

Evaluation of LinPRO-R on Rumen Fermentation,
Omasal Flow of Fatty Acids and Milk Fatty Acid
Composition in Dairy Cattle



College of Agriculture
and Bioresources



***NRC Industrial Research
Assistance Program***

**NATURALLY
BETTER**





OMEGA-3 DAIRY

POWERED BY: **linPRO™**



www.otfarms.ca



@OandTFarms



otfarms