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# Nutritional trends driving consumer demand for sunflower oil

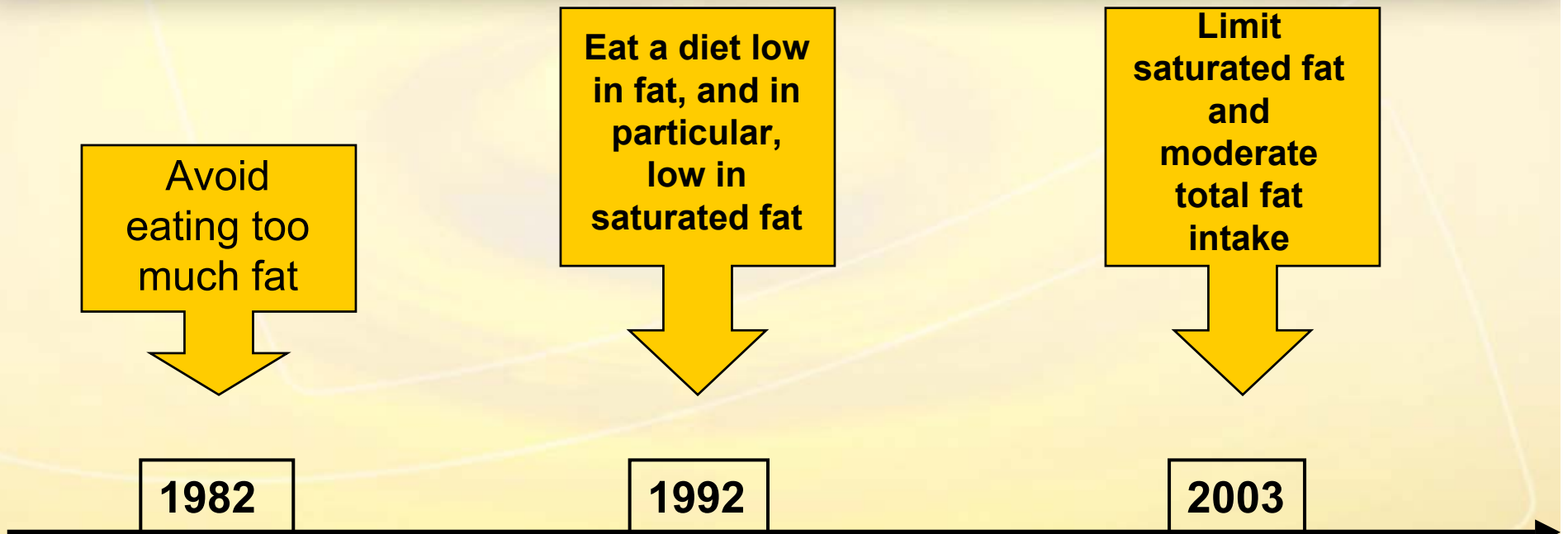
Jade Ng

Nutrition Manager – Goodman Fielder Commercial

# Overview

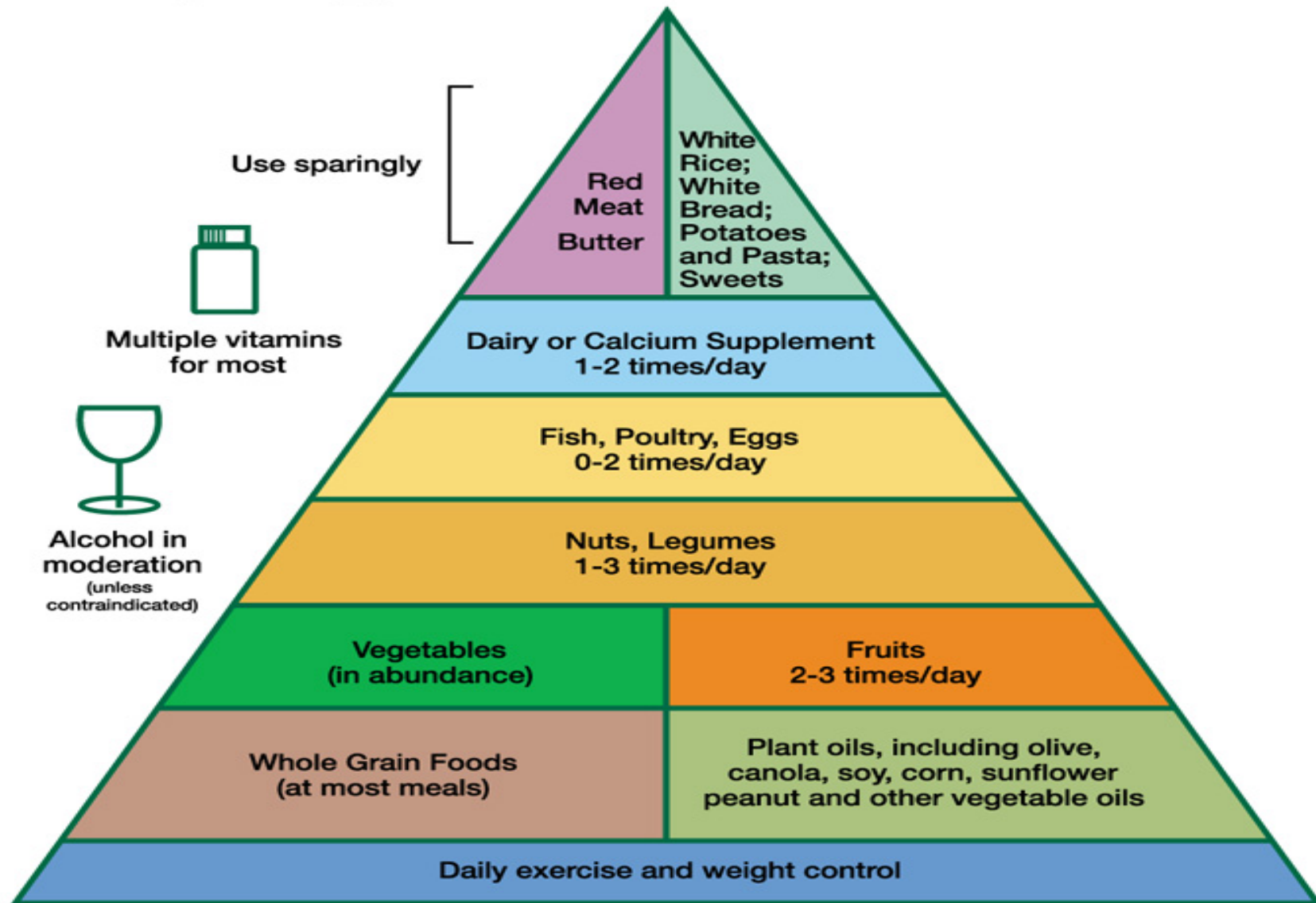
- **Evolving dietary recommendations**
- **Fats and oils in the diet**
- **Health statistics**
- **Changing consumer preferences**
- **The Healthy Oils Platform**

# Evolving Australian Dietary Guidelines



# Harvard Healthy Eating Pyramid

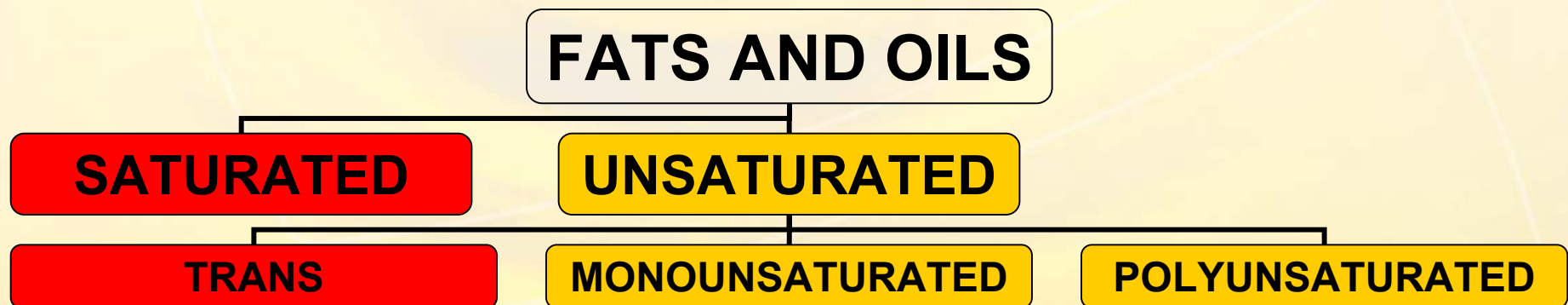
## Healthy diet pyramid



Source: Harvard School of Public Health

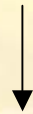
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# Nutritional classification of fats and oils



# Effect of fats on cholesterol levels

Diet high in  
**saturated** and  
**trans** fats



*Increases* total and  
'bad' LDL-  
cholesterol levels

Diet high in  
**unsaturated** fats



*Decreases* total and  
'bad' LDL-  
cholesterol levels

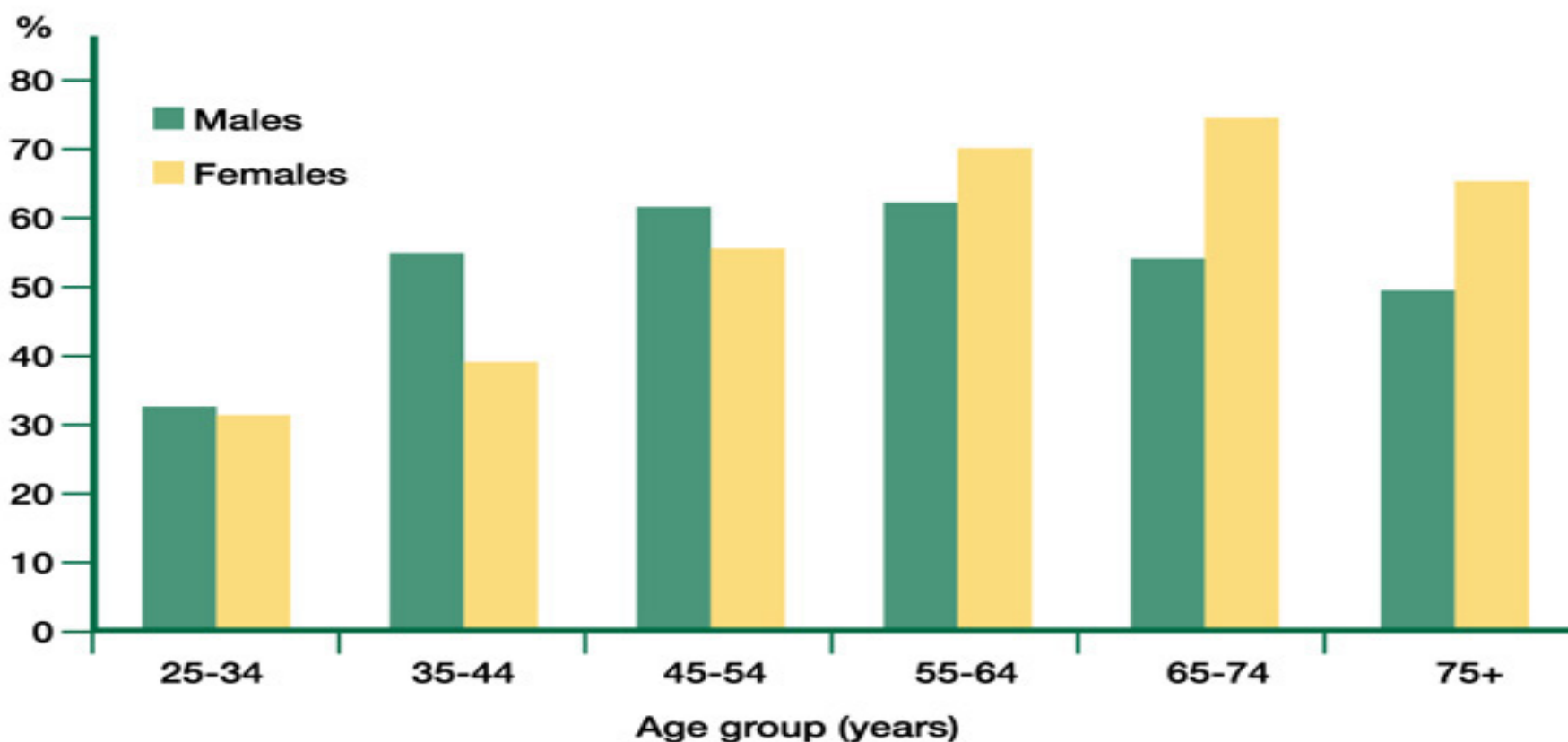
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# Blood cholesterol levels in Australian adults

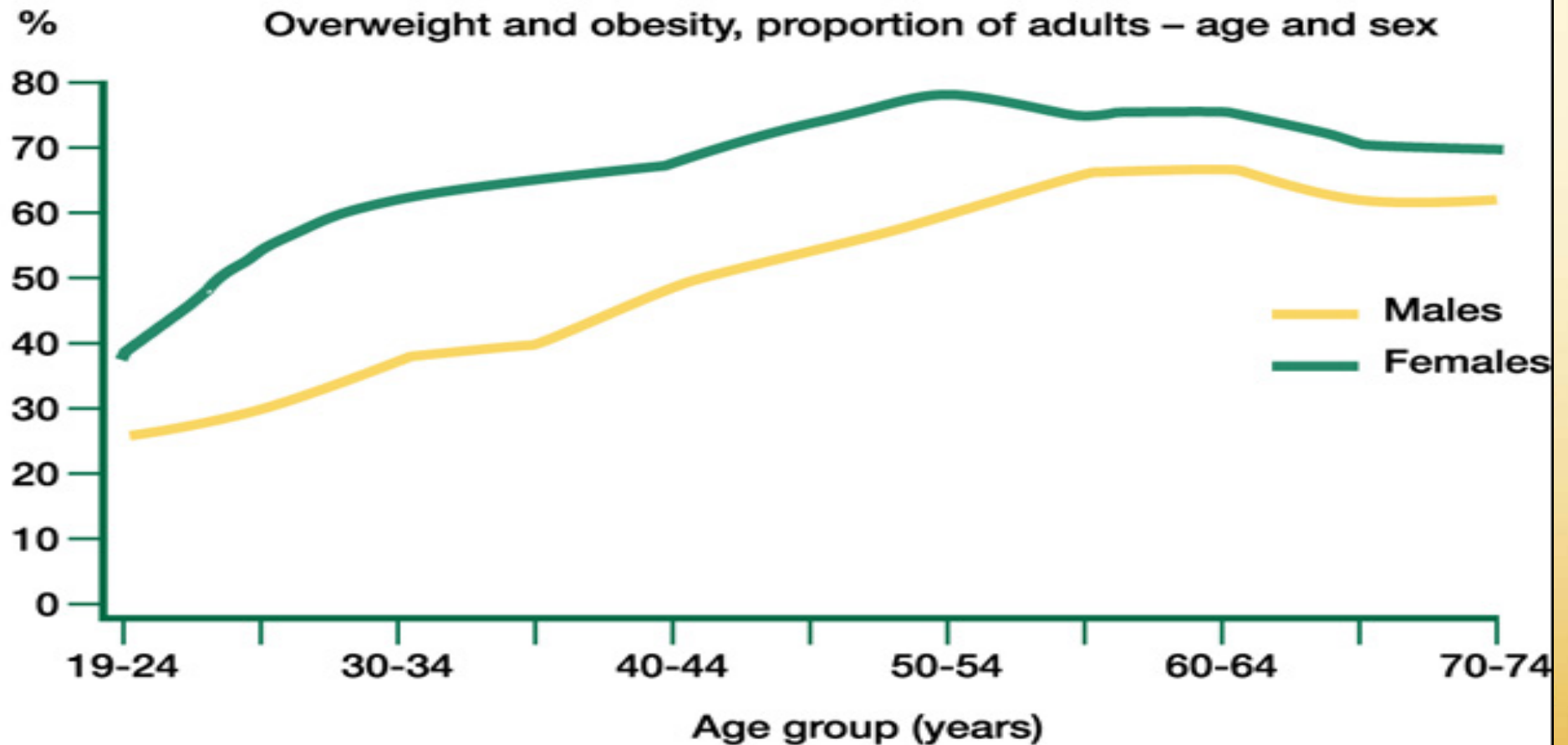
## Proportion of Australian adults with high blood cholesterol (>5.5mmol/L)



Source: AIHW analysis of 1999-2000 AusDiab Study

# Overweight and Obesity in Australian adults

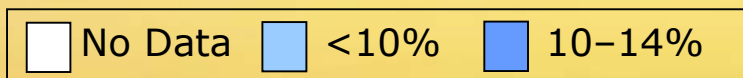
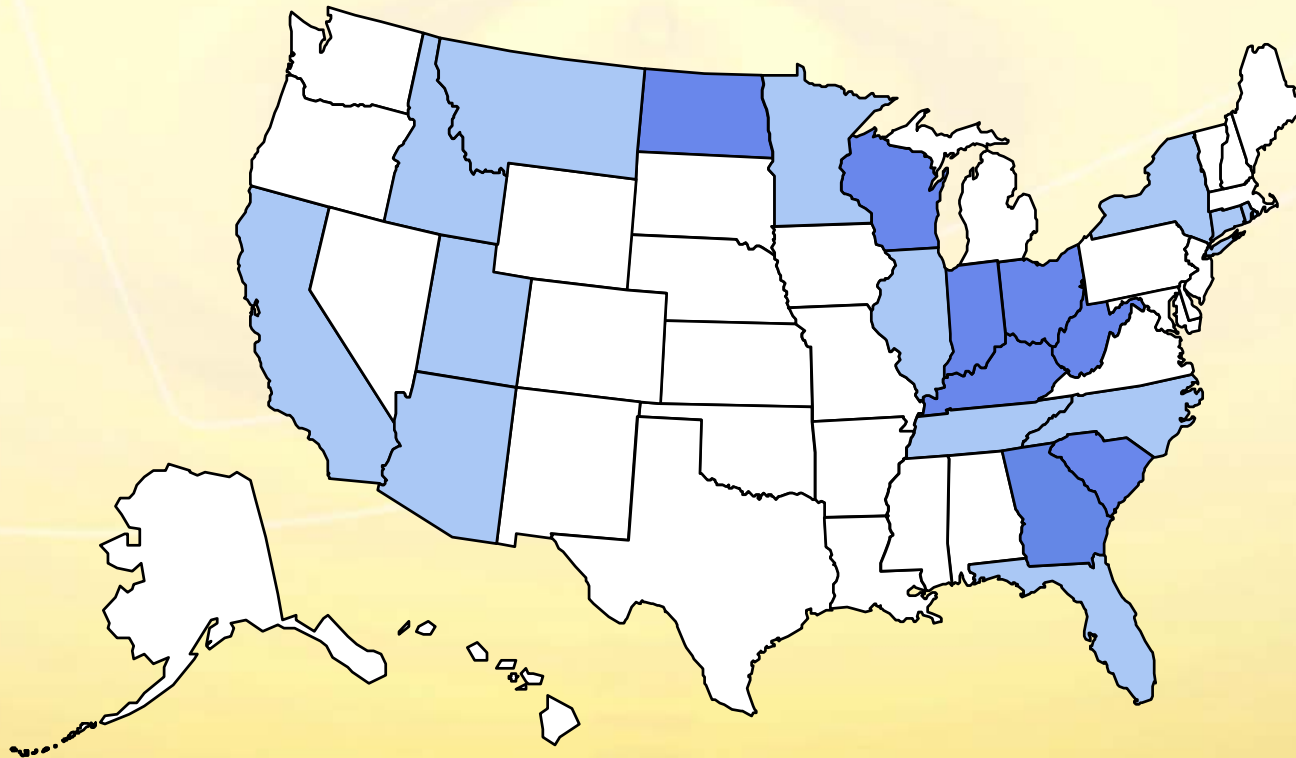
## Overweight and obesity in Australian adults



Source: AIHW analysis of 1999-2000 AusDiab Study

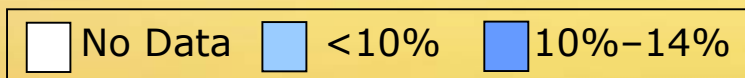
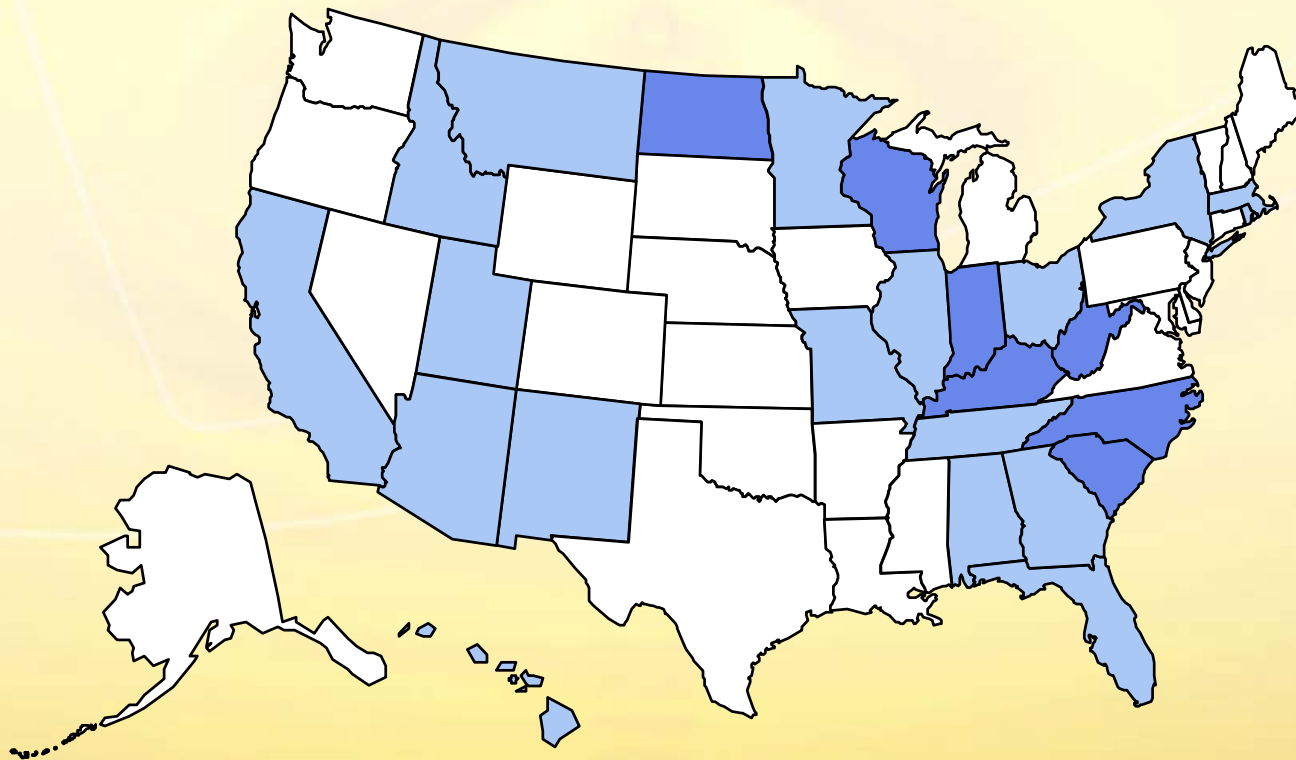
# Obesity Trends Among American Adults

## 1985



# Obesity Trends Among American Adults

## 1986



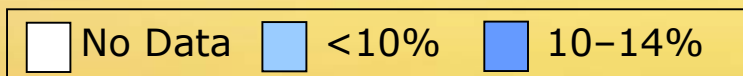
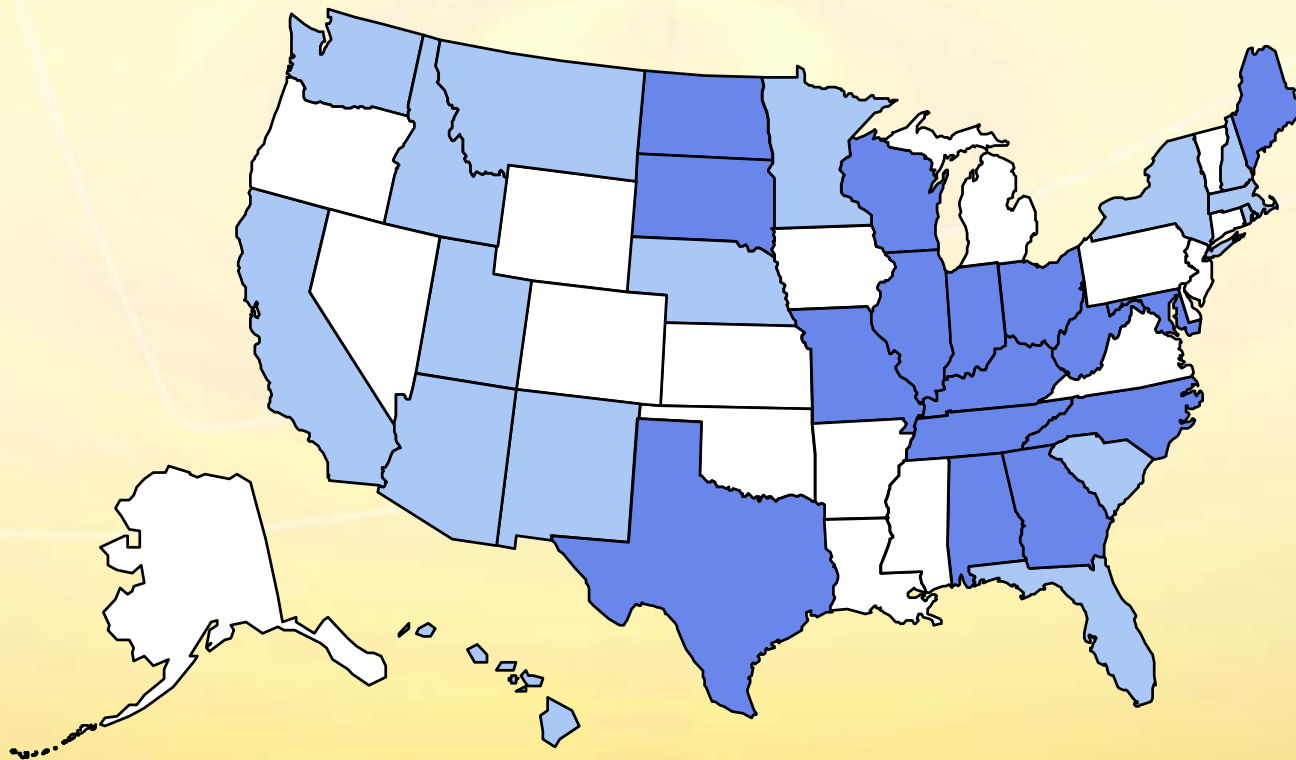
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# Obesity Trends Among American Adults

## 1987



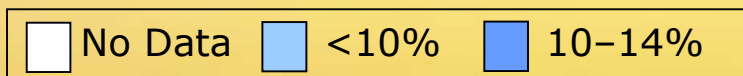
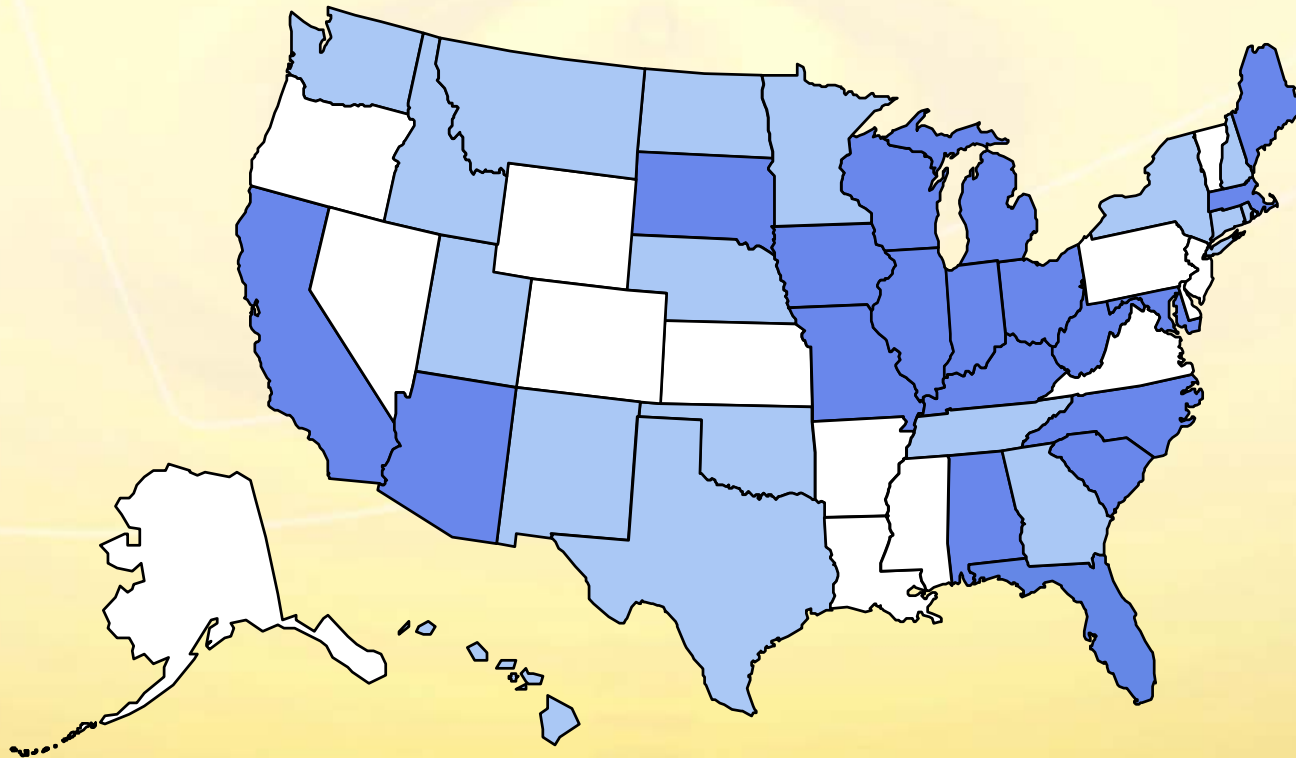
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# Obesity Trends Among American Adults

## 1988



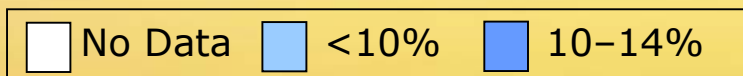
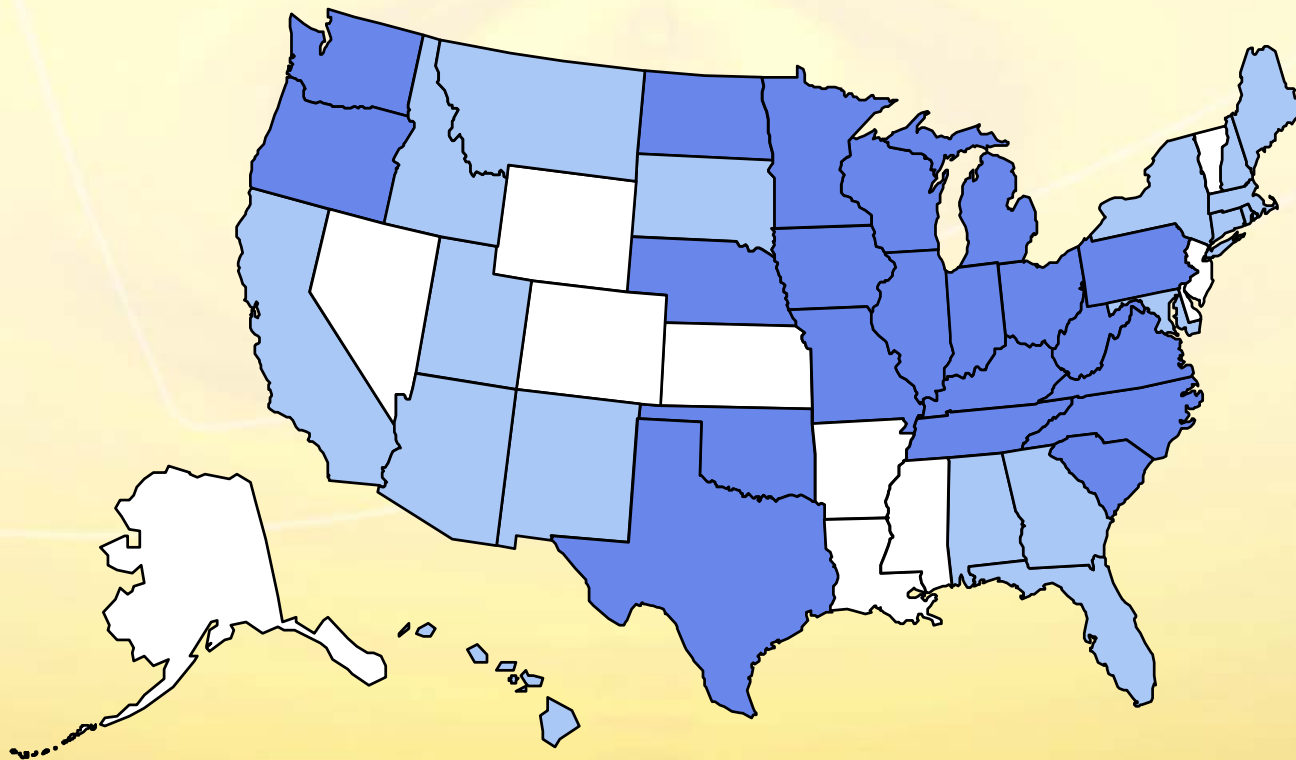
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# Obesity Trends Among American Adults

## 1989



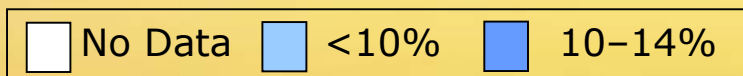
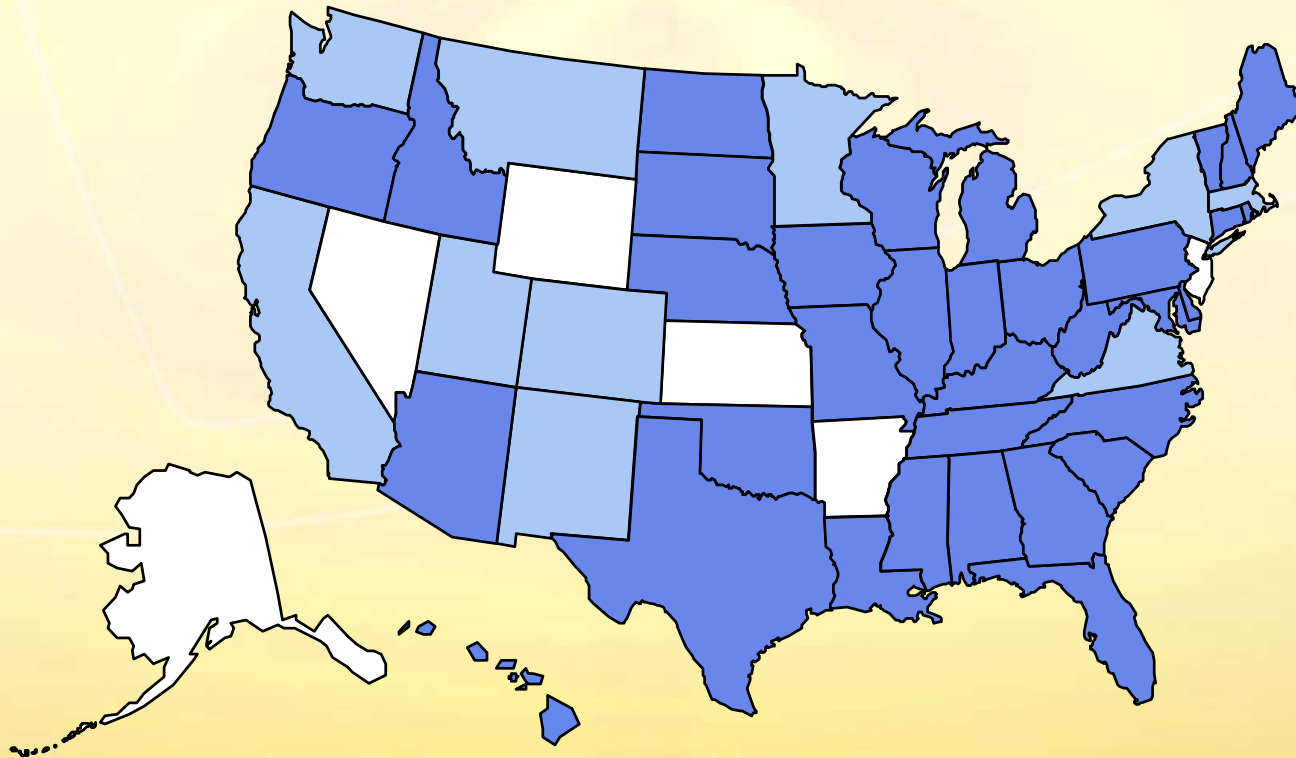
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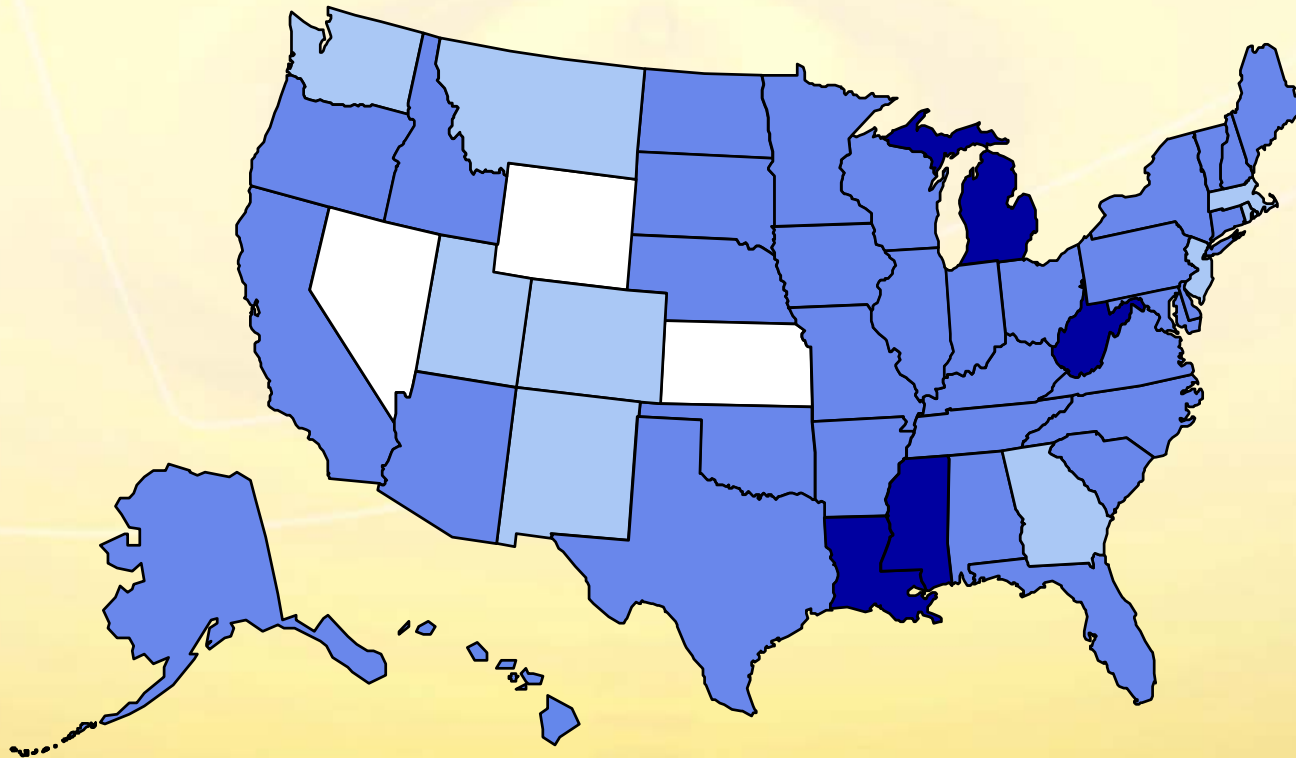
# Obesity Trends Among American Adults

## 1990



# Obesity Trends Among American Adults

## 1991



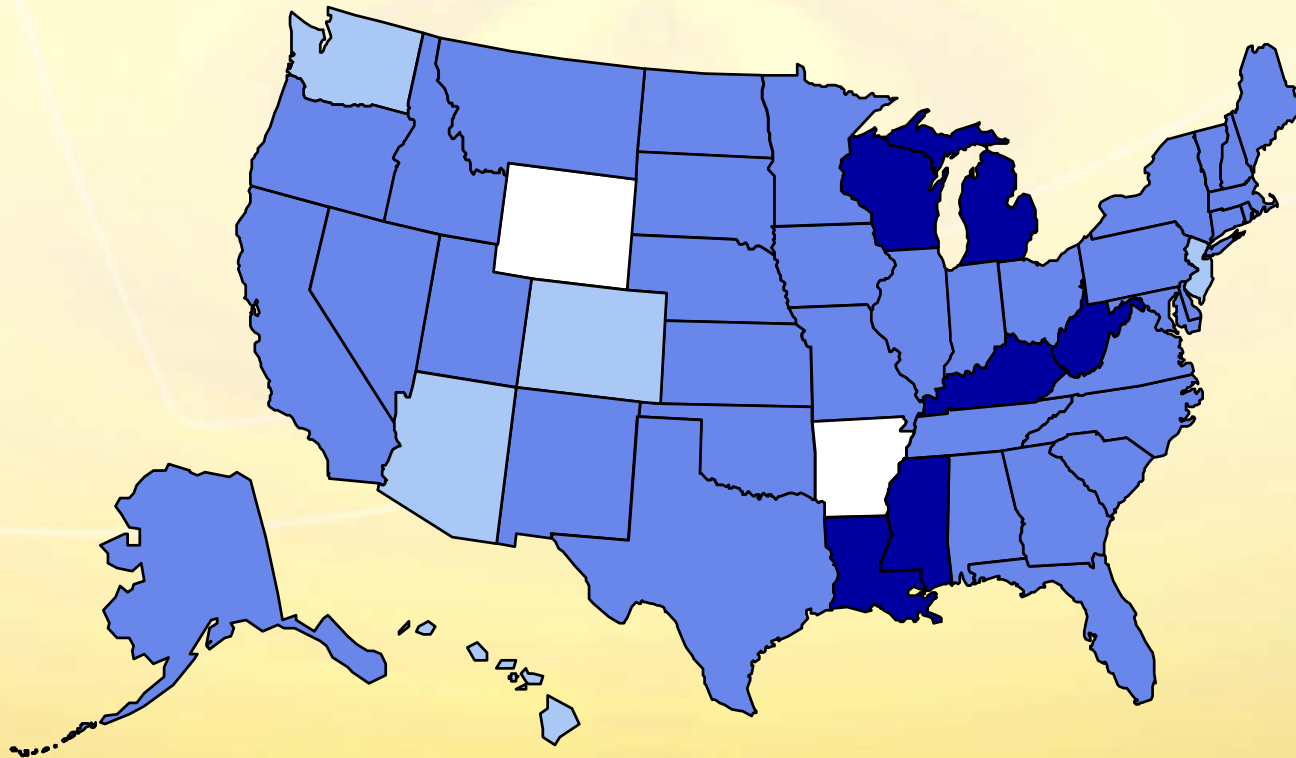
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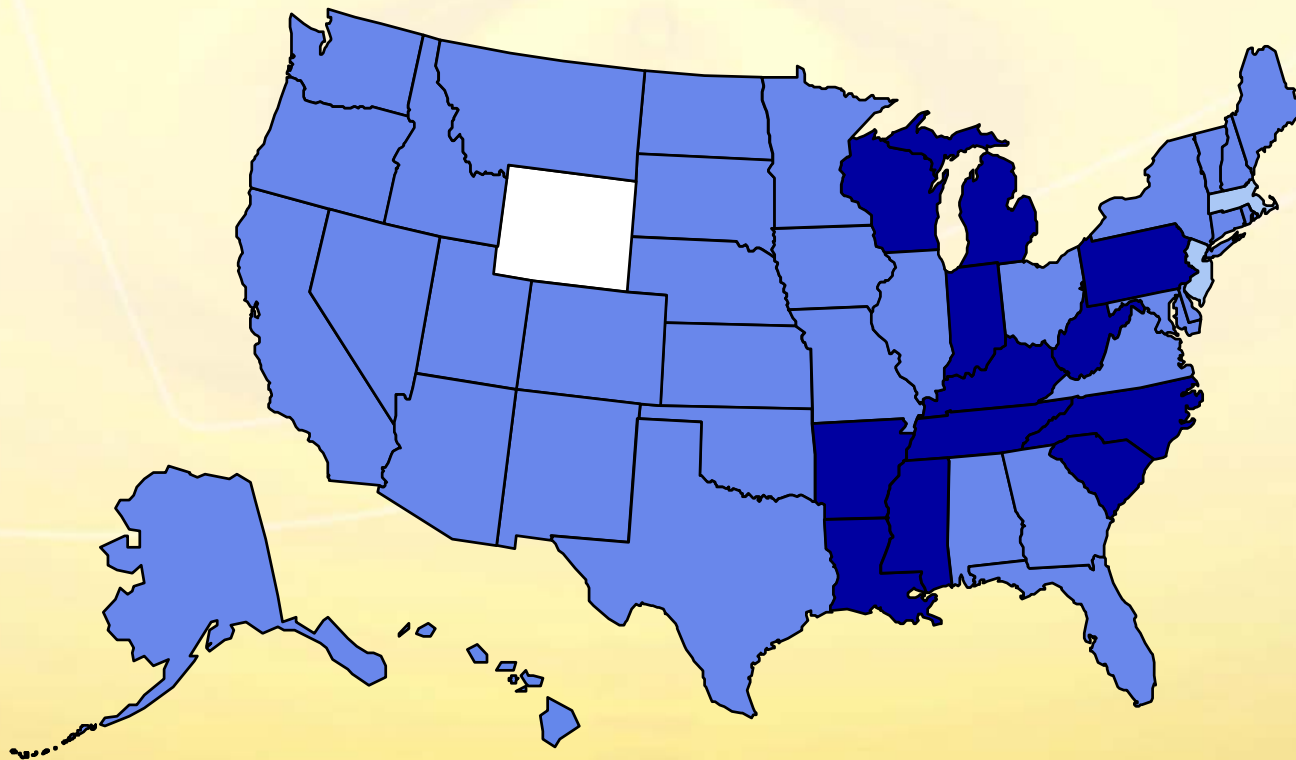
# Obesity Trends Among American Adults

## 1992



# Obesity Trends Among American Adults

## 1993



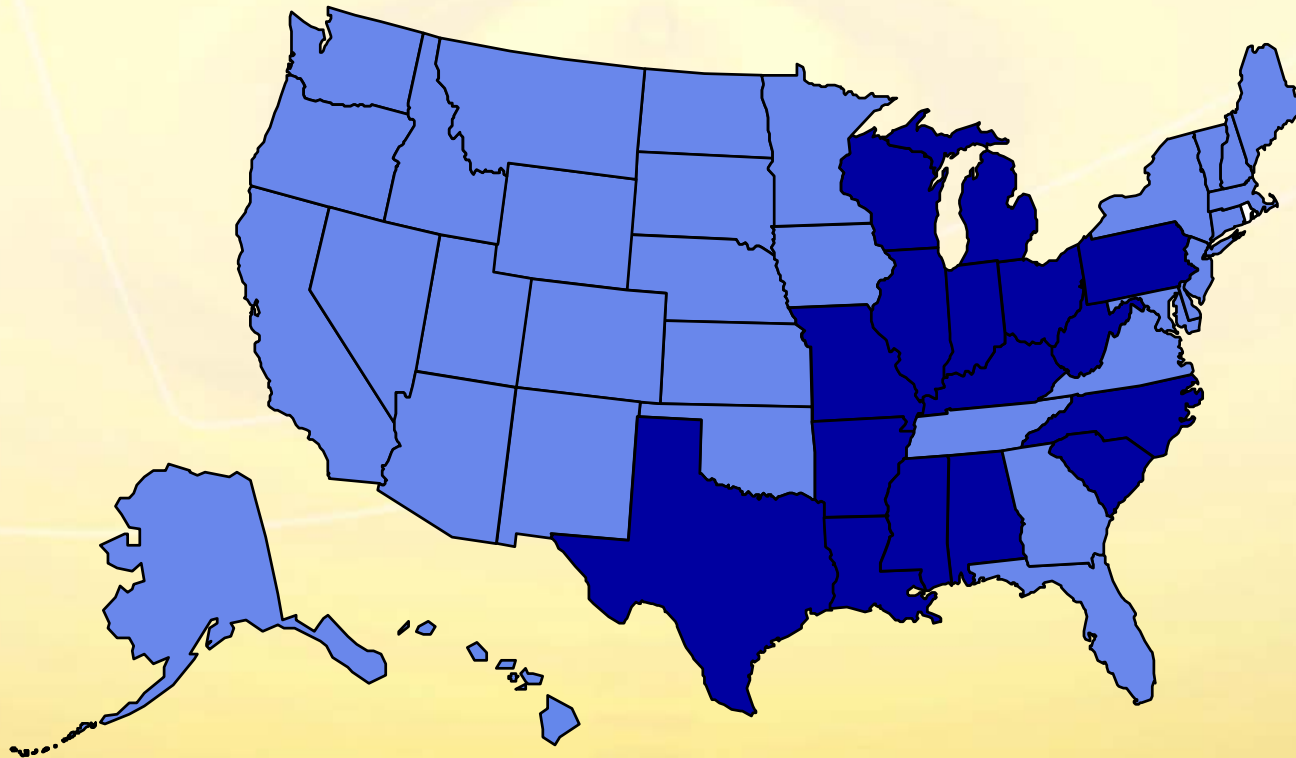
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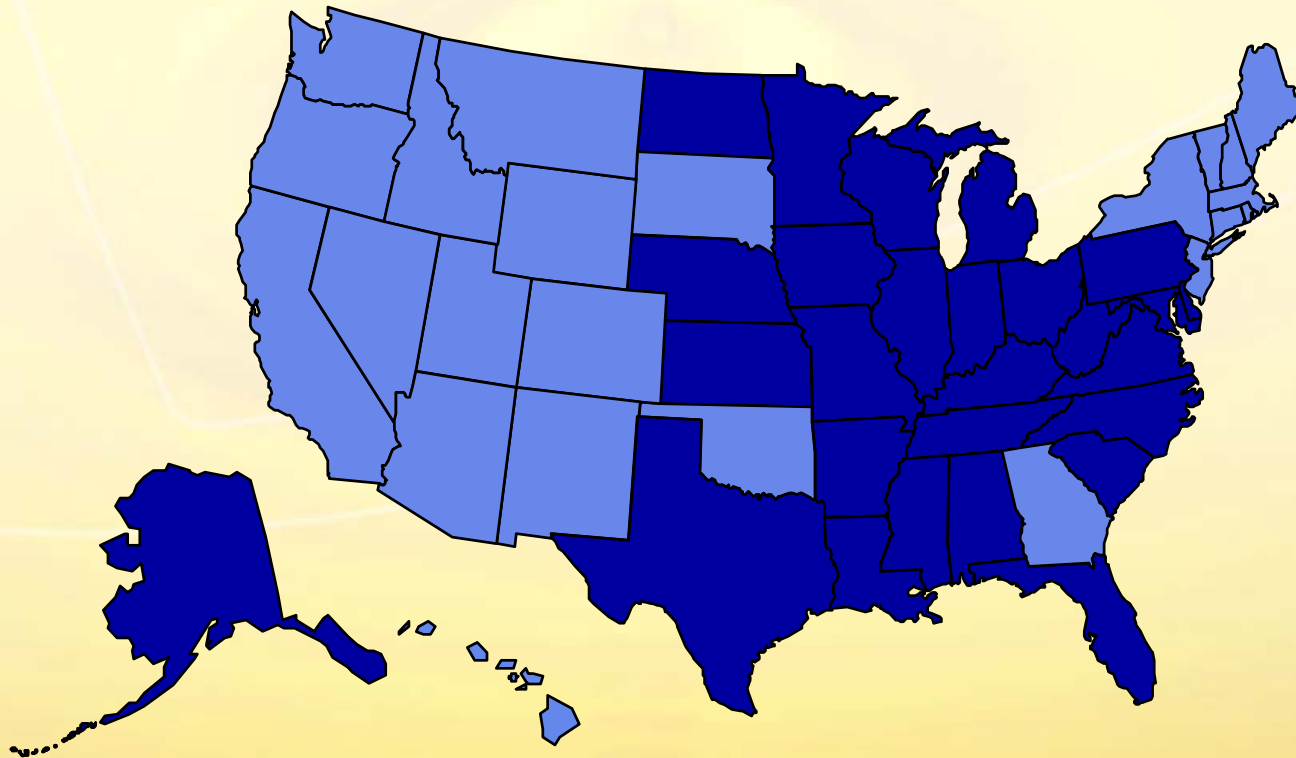
# Obesity Trends Among American Adults

## 1994



# Obesity Trends Among American Adults

## 1995



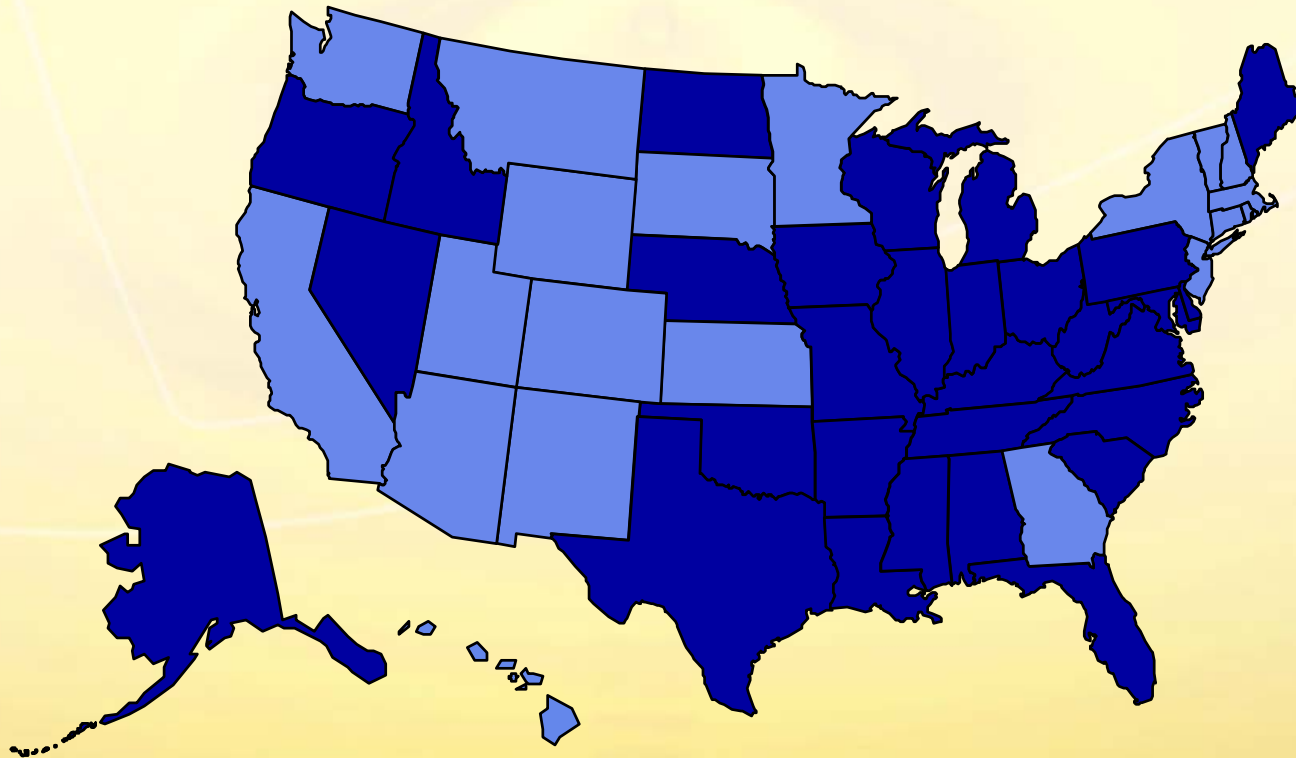
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# Obesity Trends Among American Adults

## 1996



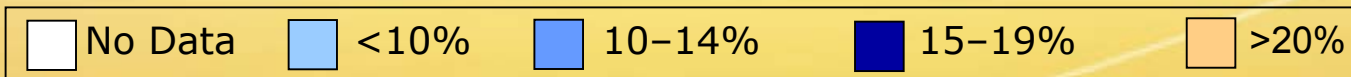
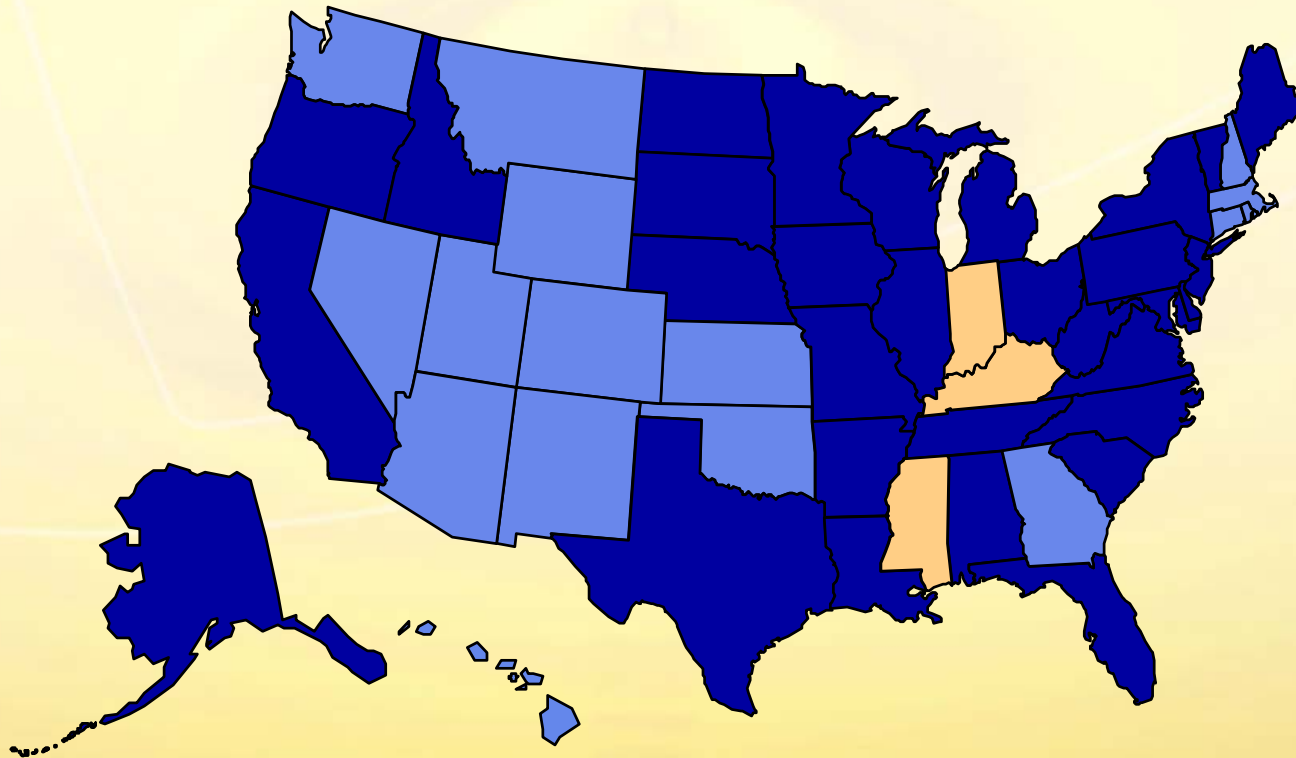
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# Obesity Trends Among American Adults

## 1997



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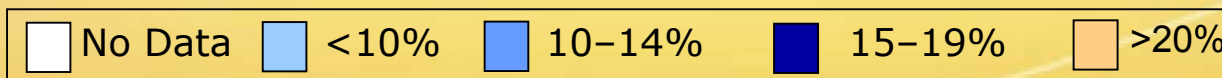
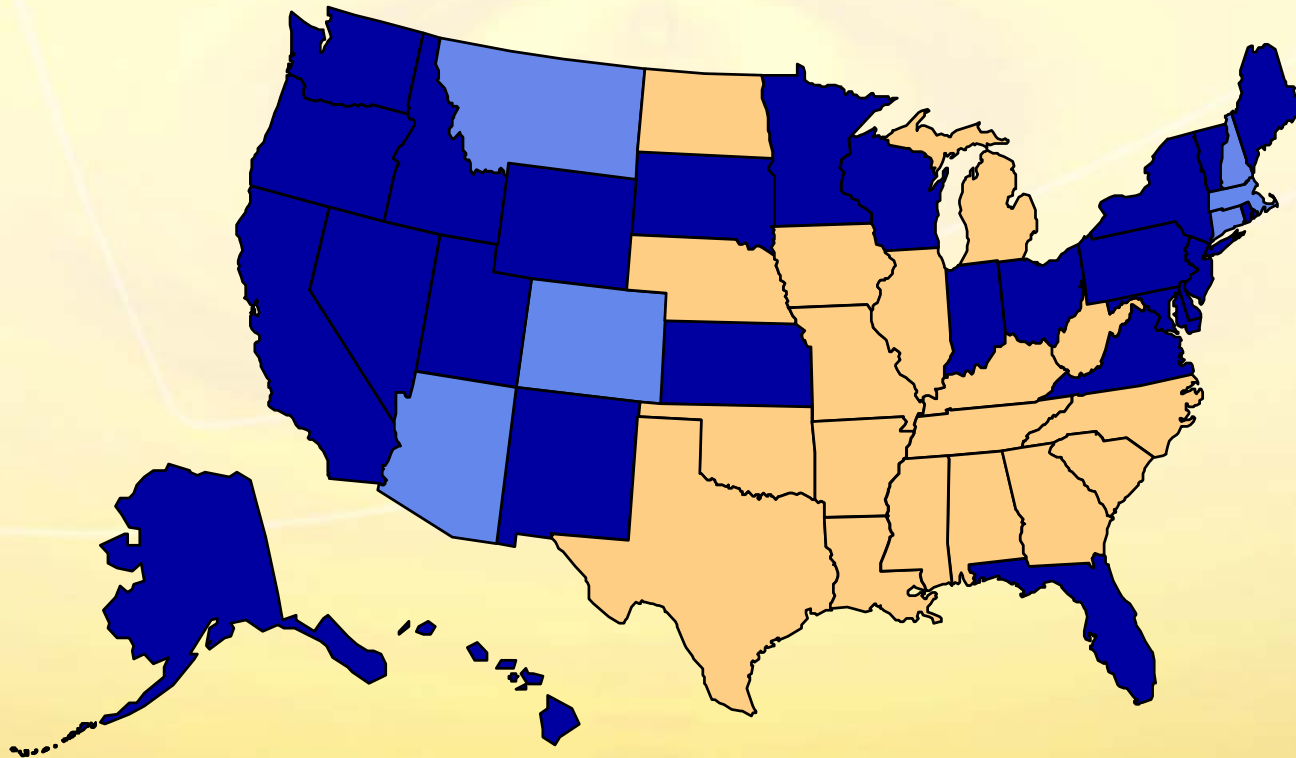
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# Obesity Trends Among American Adults

## 1999



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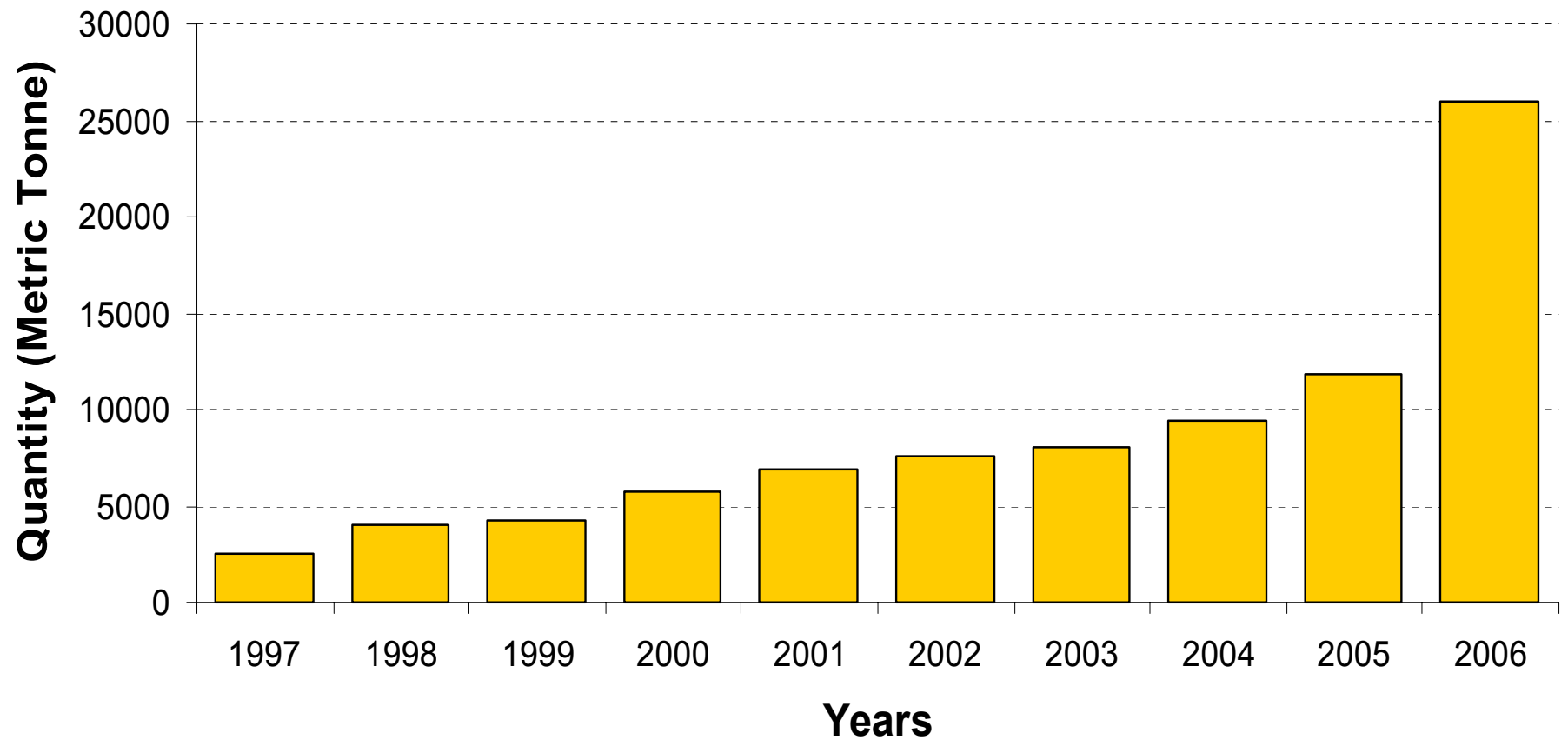


# What does this mean for the food industry?

- Better educated consumers are changing their eating and purchasing habits
- Creating a huge demand for healthier food products
- The food industry is responding by developing more nutritious offerings
- In many cases, this means a change in the types of fats and oils used in the manufacturing process
- A commercially available healthy oil, with good functional properties and high stability, is required
- One of the oils which satisfies these requirements is High-Oleic Sunflower Oil

# Australian High-oleic sunflower oil Usage

## Australian High Oleic Sunflower Usage



# The Healthy Oils Platform

- A key strategy
- Creating a food industry with the ability to offer healthier products
- Technical expertise for the transition from saturated to unsaturated fats
- Nutrition communications and marketing

# The Healthy Oils Platform – Product Examples



# The Healthy Oils Platform – Product Examples



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# The Healthy Oils Platform – Product Examples



# The Healthy Oils Platform – Product Examples

**UNCLE TOBYS**

**OTs**  
Cereal & Milk Bars

**Wildberry Flavour Crispy O's**

**Nutrition Information**

	QUANTITY PER SERVING	QUANTITY PER 100g
ENERGY	360kJ	1720kJ
PROTEIN	1.1g	5.5g
FAT, TOTAL	2.6g	12.2g
- saturated	1.0g	4.6g
CARBOHYDRATE	14.6g	69.4g
- sugars	7.3g	34.6g
DIETARY FIBRE	0.4g	2.0g
SODIUM	35mg	170mg

F All specified values are averages.

**Ingredients**

Contains gluten containing cereals, milk, sulphites and soy as indicated in bold type.

Uncle Tobys OTs Crispy O's (25%) (Wheat flour, whole oat flour (10%), red rice, sugar, malto-dextrin, salt, mineral salt (S01), vitamins (B1, B2, niacin, Ca, mineral (iron)), glucose (dextrose), sugar, sweetened condensed milk (1.1%), wildberry fruit pieces (7%), apple paste, wildberry fruit (2%), blueberry juice concentrate, raspberry juice concentrate, blackcurrant juice concentrate, strawberry puree (0.2%) (2% as fresh fruit), blueberry puree (0.2%) (2% as fresh fruit), blueberry juice concentrate, invert sugar, hexametacrylate (E422), food acid (E330), wheat fibre, vegetable gum (locust), antioxidant (ascorbic acid), flavour, full cream milk powder (3%), rice cereal (rice flour, sugar, salt, dextrose, emulsifier (E121), natural colour (caramel)), cocoa butter, Sunoil (R) vegetable oil (containing 30% 36%), invert sugar syrup, hexametacrylate (E422), tapioca starch, malto-dextrin, flavour, emulsifiers (soy lecithin, E322).

Product manufactured on a line that also processes products containing tree nuts.

**UNCLE TOBYS**  
Quality Guaranteed  
Any enquiries, please contact the Consumer Advisory Centre  
Australia on 1800 025 748  
Email: [consumer@uncletobys.com.au](mailto:consumer@uncletobys.com.au)  
New Zealand on 0800 730 121  
By mail: One Springs & East Tamaki Rd, East Tamaki, Auckland

**MADE WITH UNCLE TOBYS 24% GOODNESS**

**Wildberry Flavour Crispy O's**

**6 BARS 126g**

**Kellogg's**

**K-time**

**MUFFIN BARS**

**Apple**

**less than 10% FAT**

**5 BARS 225g**

**YOUR CHANCE TO WIN THE \$500,000 RAMS HOME LOANS DREAM HOME**

Promotion ends 4.59pm AEST on 17/10/05. See back of pack for details & eligibility.

# The Healthy Oils Platform – Product Examples



# The Sunflower Industry

- The Sunflower industry, and more specifically the High-Oleic Sunflower industry, is the primary commercial producer of high-oleic oils in Australia
- It is therefore the prime candidate to capture and leverage nutritional trends and the on-going consumer demand for a healthier food supply.