



The shelf-stable
Omega-3 ingredients
that help differentiate
your products

> Oils &
Shortenings



*"I believe ALA
Omega-3 promotes
better health, and I
look for ways to add
it to my diet."*

NEW! OMEGA-3 OIL
& SHORTENING



Versatile Oil & Shortening

Clear Valley® Omega-3 oil & shortening works across all these shelf-stable product groups:



Cereals



Baked Snacks



Cereal Bars



Baked Goods



Spreads

With its on-trend health benefits and clean taste, just imagine what it can do for your brand!

Bring Omega-3 power to your product.

Create healthier sales for your brand with Clear Valley® Omega-3 Oil and Shortening.

New Clear Valley® Omega-3 Oil and Shortening are the shelf-stable ingredients that can help you **connect with consumers, differentiate your product and dominate competitive brands**. By bringing unique value to your product, this innovative oil and shortening allows you to potentially **grow market share and margins, too!**



More health attributes **INSIDE**

- > Provides alpha-linolenic acid (ALA) — an Omega-3 essential fatty acid
- > Pure, clean taste and mouthfeel won't interfere with established flavor profiles — unlike some fish oils
- > High oxidative stability to provide 9-12 month shelf life

More marketing power OUTSIDE

- > Now you can make Nutrient Content Claims:
 - Good source of ALA Omega-3
 - Excellent source of ALA Omega-3
- > A compelling tie-breaker at the point of sale — especially over competitors without Nutrient Content Claims
- > Creates opportunity to charge more for your product¹
- > Creates opportunity to increase your market share¹



A DROP-IN solution: Just swap out your current oil

- > This versatile ingredient can easily replace your existing liquid oil
- > Highly stable — specially formulated to work in shelf-stable products
- > No need to adjust recipes or formulas
- > Won't gum up your lines or slow down production
- > No fishy odor
- > Cargill Technical Services Group experts available to help with the transition



See what new innovations Cargill is making with oils. Go to cargill.com/food/oilsinnovation and watch our informational video!



Demand is soaring for Omega-3-rich products!

74%

of consumers believe there are health benefits to having ALA Omega-3 in their diet.¹

58%

of consumers believe that having ALA in their diet improves overall heart health.¹

Sales of Omega-3 products grew

42%

 in 2009.²

36%

of in-store shoppers say they usually or always choose foods high in Omega-3 fatty acids.³

¹MarketTools 2010 consumer research

²Nielsen, 2010

³HealthFocus International, 2009

Find the solution you need
within our family of products.

**NEW! CLEAR VALLEY®
OMEGA-3 OIL
& SHORTENING**

	Feature	Benefit	Applications
Clear Valley® Omega-3 Oil	Ability to make a "good..." (160mg) or "excellent..." (320mg) "...source of ALA Omega-3" Nutrient Content Claim	Differentiates your product from competitive offerings. Meets nutritional demands of consumers and health professionals.	Cookies, crackers, breakfast cereals, bars, sauces and dressings, margarines and spreads, muffins, dried fruits
	Drop-in solution	Taste, texture and aroma remain unchanged — with minimal reformulation costs and no special handling required	
Clear Valley® Omega-3 Shortening	Stable with 25 hours of OSI	Allows you to produce shelf-stable products with ALA Omega-3	Biscuits, cakes, pie crust, icing, tortillas, pastries/sweet goods (shortening only)
	Sustainable sourcing	Reduces supply chain risks and fluctuations	
Clear Valley® High Oleic Canola Oil	Long fry life and high food-to-oil ratio	Lowers ingredient costs	Deep fry, sautés, sauces, salad dressings, spray, dried fruits
	Exceptional versatility	Saves money and improves back-of-house efficiency by requiring one oil for deep fry, sautés, sauces and dressings	
	Earned highest average consumer sensory score and best nutritional profile in tests by FryTest.com	Proven preferred by consumers for "flavor, crispiness and overall liking"	
	Zero trans fat per serving / low level of saturated fat	Meets nutritional demands of consumers and health professionals	
Clear Valley® All-Purpose Shortening	Exceptional versatility	Saves money and improves back-of-house efficiency by requiring one shortening for biscuits, cakes, pies, cookies and pastries	Biscuits, cakes, pie crust, cookies, muffins, icing, tortillas, pastries/sweet goods
	Superior performance	Matches functionality, mouthfeel and stability of conventional shortenings	
Clear Valley® Doughnut Shortening	Non-tropical formulation	Provides a more favorable nutritional profile of baked goods	
Clear Valley® Icing Shortening	Zero trans fat per serving	Exceeds nutritional demands of consumers and health professionals	
Clear Valley® Low Saturate Oil <small>(Available in 2013; testing oil available in 2011)</small>	Contains just 4.5-5% saturated fat, providing the ability to make "low in saturated fat" or "saturated fat free" Nutrient Content Claims	Differentiates your product from competitive offerings. Exceeds nutritional demands of consumers and health professionals.	Cookies, crackers, breakfast cereals, bars, sauces and dressings, margarines and spreads, muffins, dried fruits
	Drop-in solution	Taste, texture and aroma remain unchanged — with minimal reformulation costs	
	Sustainable sourcing	Reduces supply chain risks and fluctuations	

Specifications

	Serving Size	Saturated Fat/ Serving	ALA O3/serving
Clear Valley® Omega-3 Oil	1 Tbsp. or 14 grams	1 gram	4 grams
Clear Valley® Omega-3 Shortening	1 Tbsp. or 12 grams	2.8 grams	3.5 grams
Clear Valley® High Oleic Canola Oil	1 Tbsp. or 14 grams	1 gram	0 grams
Clear Valley® All-Purpose Shortening	1 Tbsp. or 12 grams	3 grams	0 grams
Clear Valley® Doughnut Shortening	1 Tbsp. or 12 grams	3.5 grams	0 grams
Clear Valley® Icing Shortening	1 Tbsp. or 12 grams	3.5 grams	0 grams
Clear Valley® Low Saturate Oil	1 Tbsp. or 14 grams	0.5 gram	0 grams

Clear Valley® Omega-3 Oil, Clear Valley® Omega-3 Shortening and Clear Valley® Low Saturate Oil are patent pending

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