

# WholeFoods

## MAGAZINE

Informing and Educating Natural Products Retailers On Dietary Supplements, Herbs, HBC, Homeopathy, Foods

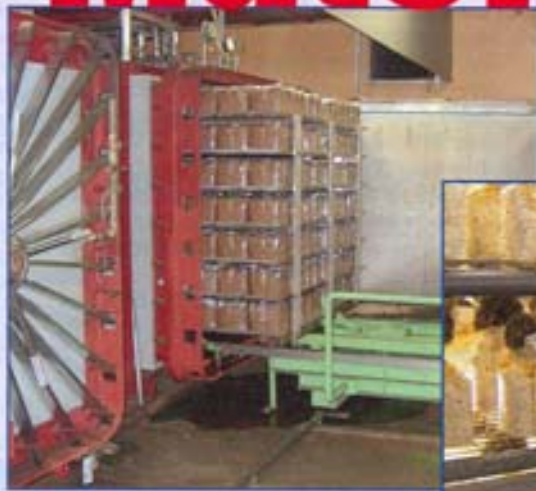
### Special Section Industry Suppliers

Presenting

# Raw Materials!

See how the raw materials industry is faring, what the hottest categories are, and how companies maintain quality assurance.

By JACLYN HIRSCHORN



Photos courtesy of Yakigami Subsidiaries.



#### Hearty and Weighty Ingredients

In addition to recognizing joint care ingredients as being rather hot right now, suppliers also indicate that heart and weight ingredients are doing well, too. Even in the midst of flat raw ingredient sales, it's not too difficult to see why companies report that sales have been good for these two markets. Heart disease still remains the number one killer for both men and women, though it's likely safe to say that many consumers are more interested in weight loss than heart health. Even if this is indeed definitely the case, excess weight and heart disease go hand in hand, which is a good reason for grouping these two markets together. Beginning with heart health, two raw ingredient suppliers who feel that the category is getting much attention from the public are Linnea, Inc., in Easton, PA, and Cargill Health and Food Technologies, in Wayzata, MN.

Speaking for Linnea, Robin Ward, vice president of marketing says, "Heart health has become an increasingly important product category. Consumers are recognizing the value of diet and dietary supplements in health maintenance,

including heart health, more and more." Ward also notes that men and women are concerned about gender-specific issues, such as prostate and breast health, and that both consumer groups are really beginning to realize the impacts of diet on health. Of course, consumers also have difficulty with eating only nutritionally-sound foods. "Where lifestyle and diet selection make it difficult to maintain optimum intakes, consumers recognize the value of functional foods and dietary supplements to provide convenient daily intakes of vitamins, minerals, antioxidants, and micronutrients. For this reason, we are seeing a great deal of interest in specialty supplements, such as lignans, which have been closely associated in population studies to reduce risk of heart disease and other conditions. As a result, in 2005, Linnea introduced the market to the first high bioavailable plant lignan and enterolactone precursor, HMRLlignan."

Cargill also sees ingredients for the heart care market to have done well during the past year and predicts that they will continue to boom. According to Pam Stauffer, marketing programs manager, "Cargill sees heart health as a major concern for the United States and increasingly

around the world. We currently have a number of products that address heart health, ranging from CoroWise Naturally Sourced Cholesterol Reducer brand of plant sterols, to Prolisse soy protein isolate, to Barliv barley beta glucan. New products with heart health benefits will continue to be explored. Stauffer also relates that demand for heart healthy products will likely increase due to heart disease awareness campaigns, including the American Heart Association's Go Red for Women campaign, and even Cargill's own sponsorship of Mayo's Functional Foods and Nutraceuticals symposium, which is intended to help increase awareness among physicians.

...17

PA, and  
d here,  
dicating  
million  
of total  
for the  
rent di-  
ere cate-  
als and

• Pomegranate

• How to Grow Your Retail Business

# WholeFoods MAGAZINE

Informing and Educating Natural Products Retailers On Dietary Supplements, Herbs, HBC, Homeopathy, Foods



In this section, **WholeFoods** offers insights into how the raw materials industry is faring, what the hottest categories are, and

**Cargill Health & Food Technologies, Wayzata, MN**—Pam Stauffer, marketing programs manager, states that Cargill offers Corowise Naturally Sourced Cholesterol Reducer, which has been clinically shown to reduce cholesterol; Oliggo-Fiber Inulin, which may promote bone health; OptaFlex natural chondroitin, the first solvent-free chondroitin sulfate; Prolisse soy protein isolate, which is a neutral tasting soy product; and Barley Betafiber, a high purity, reduced molecular weight beta glucan soluble fiber.

*Traditional Medicines: Guiding Assumptions and Key Components.* According to a statement released by the Silver Spring, MD-based American Herbal Products Association (AHPA), "This comprehensive document presents ideas for a new model for the regulation of traditional medicines in the United States, and will now be subject to an open review process by interested individuals and or-

ganized Natural Products, Ltd., located here. At the same time, the FDA withheld approval of a similar claim for other forms of cancer.

**Heinz Plans Sale Of Share in Hain** .....17

Melville, NY—H.J. Heinz, of Pittsburgh, PA, and the Hain Celestial Group, Inc., located here, a joint announcement indicating will be selling off the 6.1 million shares in Hain (roughly 16.5% of total holding). The official reason for the sale has decided to go in a different direction concentrate on its three core categories: condiments and sauces, meals and infant nutrition.

**Beyond the Controversy**

- Pomegranate
- How to Grow Your Retail Business

# WholeFoods

## MAGAZINE

Informing and Educating Natural Products Retailers On Dietary Supplements, Herbs, HBC, Homeopathy, Foods

### Munch on This

Leading food ingredients available from selected industry suppliers.

**Cargill Health & Food Technologies, Wayzata, MN**—Food ingredients include the following: CoroWise Naturally Sourced Cholesterol Reducer, a brand of plant sterols that are sourced from vegetables and formulated for use in a variety of foods, beverages, and dietary supplements; Oliggo-Fiber Inulin, extracted from chicory root (possible benefits include promotion of bone health and promotion of a healthy digestive system); OptaFlex natural chondroitin, which, the company claims, is “the first solvent-free chondroitin sulfate”; ProLisse soy protein isolate, with a 90% protein content and “exceptionally” neutral taste, is recommended by Cargill for such applications as beverages, nutrition bars, snacks, bakery products, meat and meat analogs; and Barley Betafiber, a high-purity (70%), reduced molecular weight beta glucan soluble fiber.

WholeFoods into how the raw industry is faring, what the hottest categories are, and how companies maintain quality assurance. Special attention is placed on each of the following: dietary supplements, food ingredients, contract manufacturing services and private label activity. The good news is that many of the shortages of a year ago have now cleared up, more consumers than ever before recognize the value of organic and natural foods, and retailers are taking a more measured approach to adding in-house line.

24

### News

#### Traditional Medicines Corp. Urges 'Ideal Regulatory Model'

Silver Spring, MD—Nine national organizations are currently working together as the Traditional Medicines Coalition (TM). Congress has released the first public

draft of a regulatory model, which is highly equivalent to that of whole tomato complex, such as LycoMato whole tomato complex,

Meanwhile, at Cargill Health & Food Technologies in Wayzata, MN, “health” seems to be the operative word, with many of the company’s leading food ingredients suggesting that their value goes beyond mere basic nutrition. According to Pam Stauffer, marketing programs manager: CoroWise, a brand of plant sterols, has been clinically shown to reduce cholesterol; Oliggo-Fiber Inulin may help to promote bone health by boosting calcium absorption; OptaFlex is a natural chondroitin, and ingredient well known in supplements promot-

ing joint health, being touted by the company as “the first solvent-free chondroitin sulfate”; ProLisse soy protein isolate contains soy protein, a substance that has qualified for a Food and Drug Administration (FDA) heart health claim; and Barley Betafiber, a beta-glucan soluble fiber, “is supported by proprietary health-benefit research, including clinical trials demonstrating efficacy in cholesterol reduction, when consumed as part of a low saturated fat, low cholesterol diet.”

Did anyone say functional foods? WF

#### • Creatine

#### • Vitamin E