

# Canola Oil. Good for Every Body!

**Robert Hunter**

**Canola Council  
of Canada**



## Canola 2015 Goals

<b>Element</b>	<b>2006</b>	<b>2015 Target</b>
Production	9.1 million tonnes	15 million tonnes
Acres	13 million	30% increase (17 million)
Yield	32 bu/acre	35% increase (40.5 bu/acre)
Oil content	42.5% average	45% average
Classic to Designer Ratio	90/10	75/25
Meal	2000 kcals/kg energy content (poultry)	10% increase (90% of soybean meal energy level)





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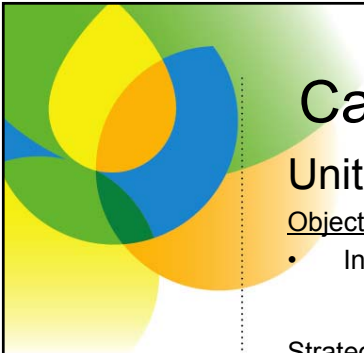
- North American marketing coalition based at the Canola Council of Canada

Funding provided by the following:

- Manitoba Canola Growers Association
- Saskatchewan Canola Development Commission
- Alberta Canola Producers Commission
- Northern Canola Growers Association
- Canola Council of Canada
- Government of Canada



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# CanolaInfo Workplan

## United States

Objective:


- Increase canola oil consumption and value
  - 2008 Actual: 2.5 million MT seed equivalent
  - 2015 Target: 5.0 million MT seed equivalent

Strategy:

- Differentiate canola oil based on its superior health characteristics

Success:

- Increased consumption of canola oil.
- Increased perception of canola oil as healthiest oil.



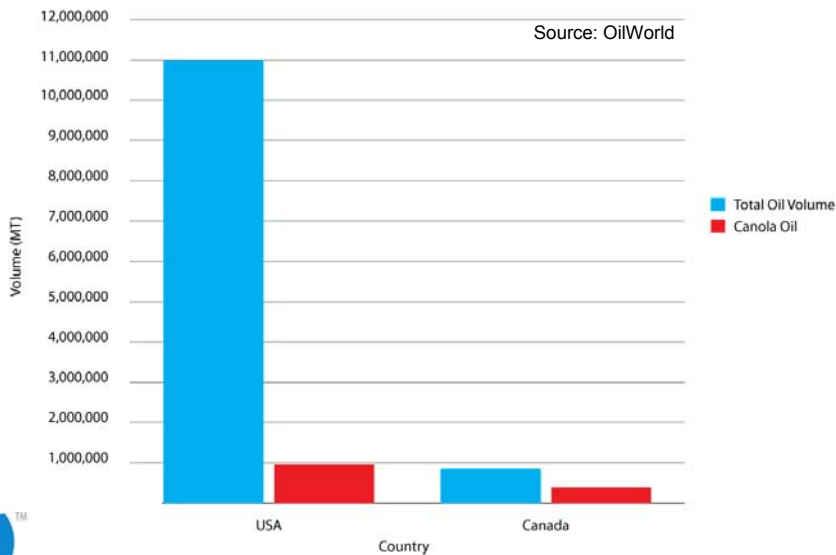
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# CanolaInfo Messages

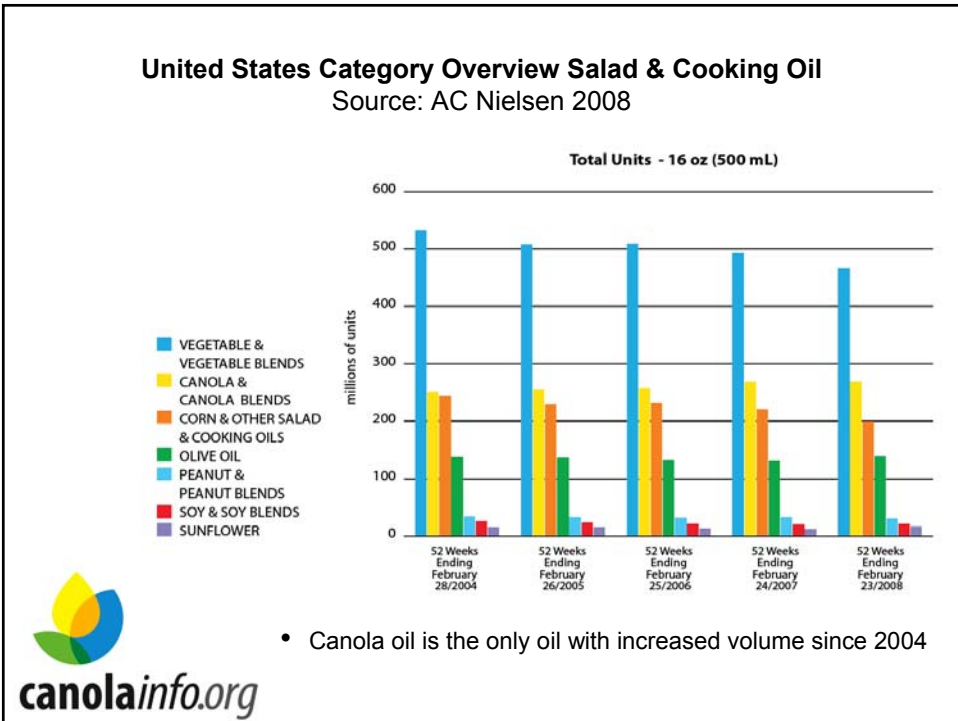
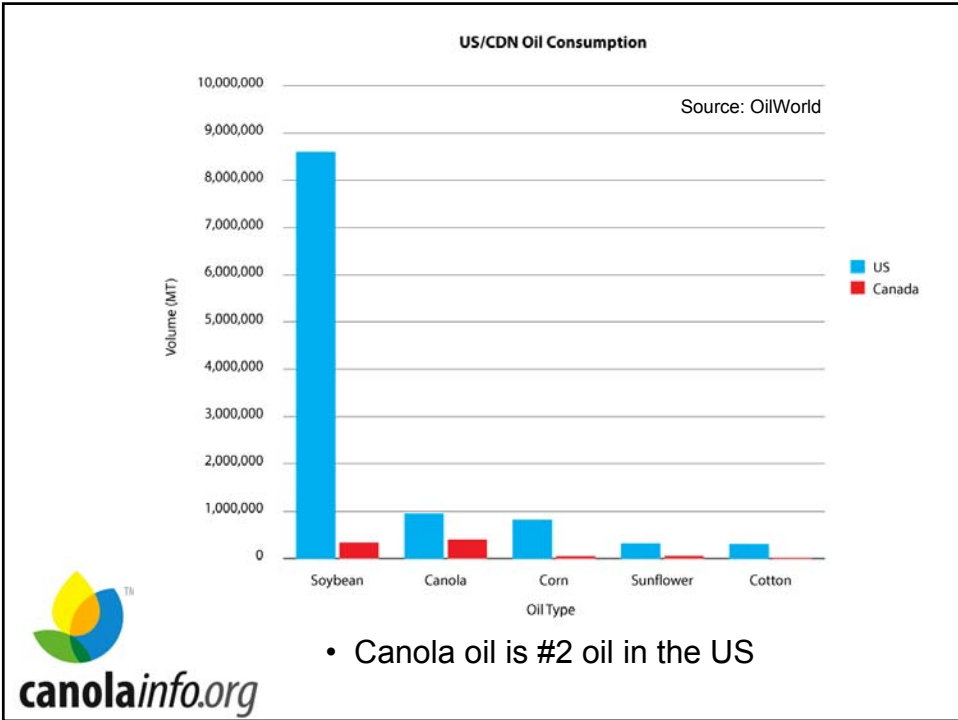
- **Canola oil is one of the healthiest oils in the marketplace.** It has the lowest amount of saturated fat of any common culinary oil and is free of *trans* fat and cholesterol.
- **The U.S. Food and Drug Administration authorized a qualified health claim for canola oil** on its ability to reduce the risk of coronary heart disease due to its unsaturated fat content.
- **Canola oil is the best value for health of all cooking oils.** The amount of canola oil (1.5 T) in the FDA-authorized qualified health claim costs little over 8 cents a day.
- **Canola oil is extremely versatile.** Its light texture and neutral flavor allow it to be used for sautéing, stir- and deep-frying, baking as well as in marinades, salad dressings, sauces and fondue.



Oil Consumption



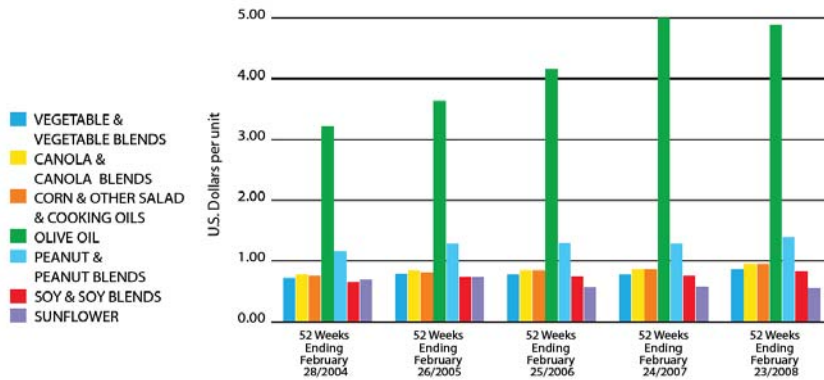
- US veg oil market 11 times larger than CDN



## United States Category Overview Salad & Cooking Oil

Source: AC Nielsen 2008

Average Price Per Unit - 16 oz (500 mL)

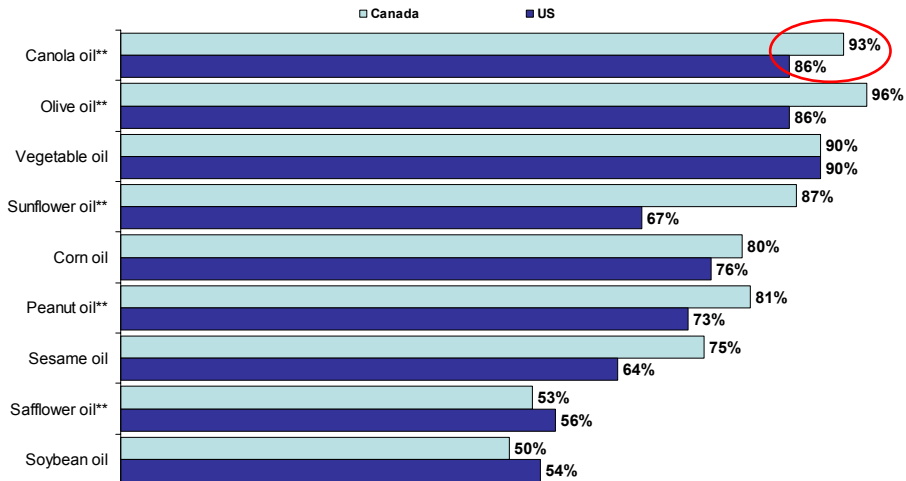


- Canola oil price comparable with other commodity oils
- Olive oil 5x the price of canola oil

## US-Canadian Cooking Oil Awareness by Type

Source: CanolaInfo, 2008

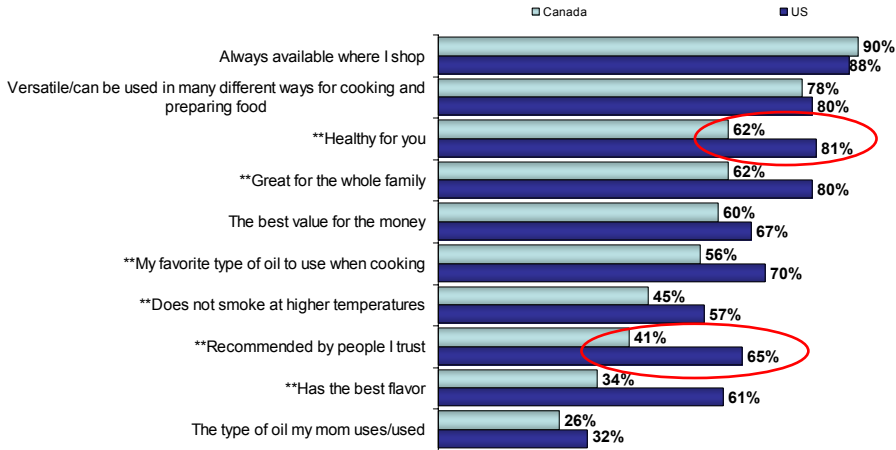
qs5. Which of the following types of Cooking Oils have you ever seen or heard of?



Base: Random sample of cooking oil users (Canada n=1232 - US n=236)  
 \*\*Differences between awareness of these oils is statistically different among the two populations

US-Canadian Evaluation of Canola Oil Among Past Three Months Purchasers of Canola Oil  
Source: CanolaInfo, 2008

q4. How would you rate the following statements when thinking about...?  
[Scale: 1=Does Not Describe at all ... 5=Describes completely]




Base: Purchased canola oil in past three months (Canada n=537 – US n=209)

## U.S. Consumer Insights

Source: CanolaInfo, 2007

- Canola oil not closely identified with any attributes
- Among canola oil users, canola oil and olive oil are closely associated – best flavour and recommended by someone trusted
- Consumers do not fully grasp benefits of canola oil







## U.S. Consumer Insights

Source: CanolaInfo, 2007

- Canola oil users more likely to buy all natural foods
- Canola oil users more likely to exercise several times a week to stay healthy
- Canola oil users tend to be part of a larger household
- Canola oil users are more likely to use canola oil to fry (not distinguished between pan or deep fry)




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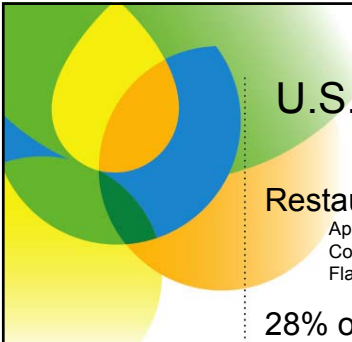
## U.S. Consumer Insights

Source: CanolaInfo, 2007

- 81% of consumers have sought advice on recipes
- 44% sought information on diet and nutrition
- Sources for info are internet (27%) and medical professionals (25%)
- Doctor of Nutrition most credible (44%), Dietitian (30%) and Medical Doctor (19%)



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## U.S. Restaurant Survey, 2008

Restaurant oil choices based on:

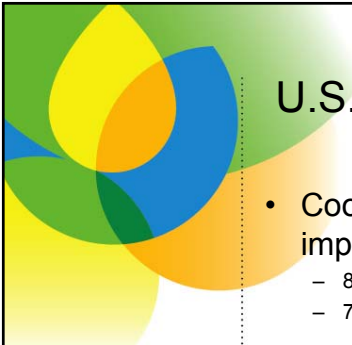

Application	Health characteristics
Cost	Chef experience
Flavour	

28% of restaurants have made oil change in the past 2 years

Canola Oil is biggest “net” gainer followed by soybean oil and blends


Restaurants making cooking oil changes want:


“Healthier” oils	<i>Trans</i> fat free oils
Lower cost oils	Customer Requested oils



## U.S. Restaurant Survey, 2008



- Cooking oil health characteristics are important
  - 84% consider low *trans* fat important
  - 73% consider low saturated fat important
- Restaurants are communicating oil choice to customers (65%)
  - Formally and informally
- Restaurant decision makers are relatively uninformed about cooking oils





# Qualified Health Claim

- Authorized in October 2006
- Canola oil one of five favorable QHCs since FDA authorization of such claims began in 1993
- Favorable QHCs to date (nuts, walnuts, long-chain omega-3s, olive oil, canola oil) all related to reduced heart disease risk
- Canola oil QHC available for immediate use on labels and promotional materials
  - Wesson Canola Oil
- 300 million impressions from news media

# Journal of American Dietetics Association, October 2007

**RESEARCH**


**Current Research**

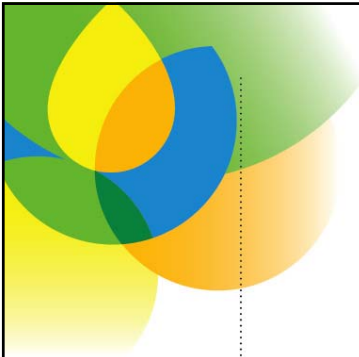
**Dietary Modeling Shows that the Substitution of Canola Oil for Fats Commonly Used in the United States Would Increase Compliance with Dietary Recommendations for Fatty Acids**

OLY H. JOHNSON, PhD; DEBRA S. KEAST, PhD; PENNY M. KRIG-EMERTON, PhD, RD

**ABSTRACT**  
**Objective:** To examine the effect of substituting canola oil for selected vegetable oils and canola oil-based margarine for other spreads on energy, fatty acid, and cholesterol intakes among US adults.  
**Design:** Twenty-four-hour recall data from the 1999-2002 National Health and Nutrition Examination Survey (NHANES) were used to calculate the effect of substituting canola oil for dietary corn, cottonseed, safflower, soybean, and vegetable oils described as "not further specified" and of canola oil-based margarine for other spreads.  
**Results:** Energy, total fat, and cholesterol intakes did not change.  
**Conclusions:** Substitution of canola oil and canola oil-based margarine for most other vegetable oils and spreads increases compliance with dietary recommendations for saturated fatty acid, monounsaturated fatty acid, and  $\alpha$ -linolenic acid, but not for linoleic acid, among US adults.  
J Am Diet Assoc. 2007;107:1726-1734.

- Accompanying editorial Dr. Jennifer Nettleton states: ***“Substituting canola oil for other common oils has the potential to reduce the substantial burden of coronary heart disease in the United States.”***
- CanolaInfo press release made 58 million impressions.



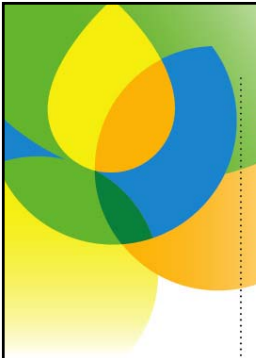
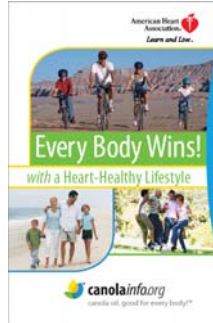


## CanolaInfo Partners for Health

CanolaInfo is proud to partner with like minded organizations to promote healthy lifestyles.

Some of these organizations include:

- National Heart, Lung, and Blood Institute
- American Heart Association
- American Dietetic Association
- American Diabetes Association



canolaInfo.org  
canola oil, good for every body!™

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### CanolaInfo Cooks With...

 Janet Evans, world class swimmer and four-time Olympic gold medalist

[click to learn more ▶](#)



Recipes by Olympic gold medalist Janet Evans

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### CanolaInfo Cooks With...

CanolaInfo will be showcasing many partnerships with chefs, food authors, sports figures, health professionals, and more. This series is called "CanolaInfo Cooks With..." and we are proud to feature Janet Evans.

#### CanolaInfo Cooks With Janet Evans

Janet Evans, one of the greatest swimmers in the world and four-time Olympic gold medalist, offers a few of her **Gold Medal Recipes**. Scroll down to read all four recipes.



## Gold Medal Recipes by Janet Evans





## What we know...

- Good product awareness
- Health benefits of canola oil could be more widely known
- Public interest in research supporting health benefits
- Partnerships are key



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## What we need to do...

- Continued investment in research
  - Canola Product Research Fund
    - Heart disease, type 2 diabetes, ALA
  - Advocate healthy oil profiles
    - Low saturated fat
    - *Trans*-fat free
    - High-oleic canola oil



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## What we need to do...

- Continued investment in health promotion
  - CanolaInfo.org
    - Influence the influencers
    - Target “health conscious” consumers
- Position canola oil as the leader in the “Health and Wellness” category
- Develop market intelligence
- Measure success



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