

# GOOD THINGS COME IN OMEGA-3s



Consumers today are increasingly health conscious and savvy when it comes to selecting food items that align with their health objectives. Omega-3 enriched foods are finding their way onto store shelves in record numbers and consumers are willing to pay a premium for the associated health benefits. In the U.S. alone, sales of omega-3 enriched foods and beverages are predicted to reach \$7 billion by the end of 2015.

## LinPRO™ from O&T Farms

*A Naturally Better Source for  
Omega-3 Meat, Eggs and Dairy.*



Looking to expand your healthy menu options through a trusted and proven supplier? Hoping to increase profitability? Ask for **LinPRO** from O&T Farms.



For more information, contact O&T Farms

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## WHAT ARE OMEGA-3 FATS?

Omega-3 fatty acids are polyunsaturated fats that are considered vital for good health. Numerous studies have found that omega-3 essential fatty acids promote optimal health and may help prevent heart disease and other inflammatory conditions. Omega-3 fatty acids are found in three main forms including:

1. Alpha-linolenic acid (ALA)
2. Eicosapentaenoic acid (EPA)
3. Docosahexaenoic acid (DHA)

## WHAT ARE THE ASSOCIATED HEALTH BENEFITS?

Historically, humans consumed diets that included a 2:1 ratio of omega-6 to omega-3. Today, however, that ratio is greatly imbalanced, with an approximate ratio of 15:1 of omega-6 to omega-3. Improving this ratio to ensure adequate omega-3 consumption can have significant, long-term benefits to human health, including:

- Supports cardiovascular health
- Supports a healthy inflammation response
- Helps support healthy cholesterol levels
- Helps maintain healthy blood pressure levels
- May support digestive tract health

## THE LinPRO™ ADVANTAGE

Years of research, rigorous quality control and an in-depth knowledge of the animal feed industry led O&T Farms to patent the process for manufacturing LinPRO. LinPRO uses a unique, all-natural blend of flaxseed and pulses (legumes) processed under high temperature and pressure to produce an extremely digestible feed product with high energy, protein and omega-3 fatty acids. LinPRO offers a superior tasting feed product that produces healthier animals. **Animals fed LinPRO produce omega-3 enriched meat, eggs and dairy without the undesirable aftertaste left by other omega-3 sources such as fish and algae.**

## FACE THE FLAX IT'S LinPRO™

Omega-3 is found naturally in a variety of sources, such as fish, nuts, algae and flax seed. O&T Farms uses flax seed as the exclusive source of omega-3s in LinPRO because of its higher, more efficient digestibility for animals. Unlike fish, which can leave an undesirable after taste in food, or nuts, which pose allergen risks, LinPRO leaves no after taste in food and poses no allergy risk to humans.



## THE FUTURE LOOKS OMEGA-3 BRIGHT

As the number of health-conscious consumers continues to increase, so too will the demand for healthier, omega-3 enriched foods. Because consumers have demonstrated a willingness to pay a premium for foods deemed healthier, those offering such options also stand to see greater returns. Grocers, food processors and restaurateurs will seek to meet demand with trusted brands and suppliers such as O&T Farms. The patented LinPRO feed product has been well received worldwide and is the market leader of Omega-3 egg production in Canada. Extensive scientific testing has shown that animals fed LinPRO produce healthier meat, eggs and dairy products, without affecting the taste.