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NEWS RELEASE

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SUNFLOWER OIL A HEALTHY ALTERNATIVE TO PH OILS

Mandan, ND – On the heels of the Food and Drug Administration (FDA) determination that partially hydrogenated oils (phos), the primary dietary source of industrially produced trans fat, are not Generally Recognized As Safe (GRAS) for use in human food, there is an alternative already readily available: sunflower oil. Mid-Oleic and High Oleic sunflower oil has been a leading solution to replace PH oils in many food applications since 1999.

“High-stability sunflower oil is readily available to the commercial food sector,” said John Sandbakken, Executive Director of the National Sunflower Association. “In 2014, Non-GMO trans fat free sunflower oil production reached 425 million pounds and we see the demand for sunflower oil, especially high oleic sunflower oil, increasing in light of the FDA’s ruling.”

Sunflowers are planted in the central portion of the United States from North Dakota to Texas. It is estimated that U.S. sunflower acres will expand by 30 percent in 2015 to meet growing demand. Sunflower oil production capacity is currently in place that can elevate production by an additional 300 million pounds giving the industry the ability to provide 725 million pounds of Non-GMO trans fat free sunflower oil to the U.S. market.

“Sunflower oil is stable without partial hydrogenation,” said Sandbakken. “It outshines other oils for commercial use by providing optimal healthy benefits, great taste, and superior performance, while remaining trans fat free. Sunflower oil can be used alone or added to a blend of oils to replace the trans fat consumers are getting with the usage of PH oils in many food applications. The use of sunflower oil will give U.S. consumers an even healthier food supply and lifestyle.”

To learn more about sunflower oil visit www.sunflowernsa.com/oil.

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