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## CANOLA OIL IS CONSUMED AROUND THE WORLD

In fact, it is the number one vegetable oil in Canada and Japan, while number two in Mexico and the United States. Overall, it is the third most consumed vegetable oil in the world.

There is a global need for healthier foods. With worldwide issues like cardiovascular disease and diabetes, a small change like using a healthier cooking oil can make a significant difference.

There is a consistent, reliable supply of canola oil available to help fill this need and make our world a healthier place. And it's affordable!

# FROM THE SEEDS OF THE CANOLA PLANT, COMES THE WORLD'S HEALTHIEST COOKING OIL.

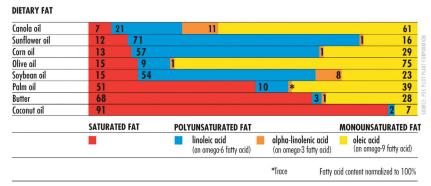
Once harvested, canola seeds are taken to a crushing facility where the oil contained within the seed is extracted, refined and bottled as canola oil. The leftover seed material, known as canola meal, is then used as a protein source in animal feed.

# CANOLA OIL HAS THE LEAST SATURATED FAT OF ALL COOKING OILS.

- Less than half that of olive oil or soybean oil
- Trans fat and cholesterol free
- And high in Omega 3 and Vitamin E

#### IT'S THE HEART-HEALTHY CHOICE!

#### COMPARISON OF DIETARY FATS



\*The US FDA authorized a qualified health claim for canola oil based on it's ability to reduce the risk of heart disease.

### CANOLA OIL IS ALSO THE MOST VERSATILE OF ANY COMMON COOKING OIL.

HIGH HEAT TOLERANCE 🔶 NEUTRAL TASTE 🔶 LIGHT TEXTURE

This makes canola oil ideal for any type of cooking:

STIR-FRYING 🔶 BAKING 🔶 DEEP-FRYING 🔶 SAUTÉING 🍐 SALADS 🍐 GRILLING

And any type of cuisine:



CANOLA OIL IS THE HEALTHIEST, MOST VERSATILE AND AFFORDABLE COOKING OIL ON THE PLANET.



Canola Oil. Good for Every Body!<sup>∞</sup>

Consumption Statistics Source: OilWorld 2010-11

US FDA Health Claim Source: http://www.fda.gov/Food/LabelingNutrition/LabelClaims/QualifiedHealthClaims/ucm073992.htm#canola