

# just the flax

FOR THE FOOD INDUSTRY

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## “Just the Flax for the Baking Industry” Now Available Online

Get twenty commercial formulas and recipes; fabulous photography and every reason you need to join the growing cadre of bakers capitalizing on the Omega-3 power of flax and flaxseed meal in their baked goods. It’s all in the new “Just the Flax for the Baking Industry” publication exclusively on line at [www.ameriflax.com](http://www.ameriflax.com).

Find out how flax and flaxseed meal function in baked goods, get the low-down on storage, stability and sensory properties. And, learn why flaxseed is the seed for all reasons because of the new-found focus on wholesome and heart-healthy baked goods. Get the low-down on labeling Omega-3 flaxseed products and loads of ideas for promoting their healthy profile.



**From hearty, old world breads, to pizza dough, to a flaxseed cinnamon scone that would make any mouth water, it's all there in this easy-to-download or print guide.**

From hearty, old world breads, to pizza dough, to a flaxseed cinnamon



Bonnie Jacobson, NCI

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“It took about a week of running six tests a day for each product before we perfected the final formula,” says Bonnie Jacobson, food technologist with Northern Crops Institute, who helped develop and test recipes for the new publication (*see related story in this newsletter*).

“The trail mix cookie was probably our biggest challenge—but the result was

quite a success.” Jacobson notes that a plus when baking with flax is that its high Omega-3 oil content often allows oil to be reduced in recipes, improving product health and nutrition. “Because flax also has a stabilizing effect, it can also be used as an egg replacement in some instances,” she adds.

Check out all 20 new baking formulas in *Just the Flax for the Baking Industry* at [www.ameriflax.com](http://www.ameriflax.com). Click on *Food Industry, The Essential Flax and Just for Bakers*.

## NCI: A Mecca for Food “Techies”



Pat Berglund, NCI

A business trip to the heart of the Red River Valley might seem out of the ordinary, but if you're a baker, a snack or pasta maker, that's where you need to be. Indeed, Fargo, ND, is home to the nation's only food technology and training center that specializes in products made from northern-grown crops such as durum, HRS wheat, dry beans, soybeans, sunflowers and flaxseed. Northern Crops Institute (NCI) is located on the North Dakota State University campus, but the scientists and food technology experts at the complex are literally “school” food-makers from all over the world. NCI hosts a number of technical short courses annually, and also specializes in product development and ingredient testing. “We work with many regional, national, and multi-national food companies,” says NCI director Pat Berglund.

In addition to a highly trained technical staff, NCI has state-of-the-art pilot scale processing equipment for pasta, snack and bread-making, as well as for drying, toasting, flaking, coating and steam-processing foods.

Thus, NCI was a natural choice to help AmeriFlax launch their new Flaxseed Baking Kit. Developed at NCI with commercial retail bakers in mind, recipes and product-use guidelines in the kit were developed in NCI's controlled baking and processing labs. (See [ameriflax.com](http://ameriflax.com) for a pdf version of the Flaxseed Baking Kit.) **To stay on trend, more food and snack makers are wanting to incorporate the health benefits of Omega-3s from flaxseed into their products.** For example, NCI is currently working on an extruded bean snack that, although it resembles a corn curl, is gluten-free and gets a healthy, nutty flavor boost from incorporating 15-20% ground flax.

“There has been a steadily increasing interest in food products containing flaxseed, as well as an increase in the information we have to share,” confirms Berglund.

### NCI Hosts Flaxseed Short Course

If you work with product development or research, quality control or purchasing for your baking, milling, pasta, snack or cereal company, mark your calendar for next Nov. 6-9. That's when Northern Crops Institute will host a short course, titled “Flaxseed: Adding Functional Food Value,” at NCI headquarters in Fargo, ND.

The course will highlight the use of milled flaxseed in breads (pan, hearth, pita, tortilla and chapatti), as well as in pasta, noodle and extruded snack products. You'll also hear everything you need to know about the nutritional benefits of flaxseed, flaxseed quality, milling and sensory properties.

Flaxseed has traditionally been used in breakfast cereals and breads. **But a plethora of new products containing flaxseed have come to market in the last decade.**

The goal of the course is to assist in developing new products, use milled flaxseed as a consistent ingredient, assist food professionals in developing stable flaxseed-fortified products and provide technical information on using flaxseed as an ingredient. “We will be supplementing course lectures with hands-on experience in our grading, analytical, baking and processing labs,” says NCI director Pat Berglund.

The NCI facility is uniquely situated on the campus of North Dakota State University only minutes from farm fields which yield much of the world's food.

For the complete course schedule and registration information, see the NCI website at [www.northern-crops.com](http://www.northern-crops.com) or call 701-231-7736.

### Flax Helps Retail Baker Tap Healthy Bread Market



Few bakers have more experience using flax in bakery products than Quality Bakery co-owner Peter Fendt. Fendt was introduced to the golden flax grown in the northern U.S. more than a half-dozen years ago, but bought a Canadian flax bread base for 15 years before that.

“We use ground flax in our 3-seed raisin bread, our 9-grain bread and, of course, our flax bread,” says the Fargo, ND, commercial baker. The bread formulas Fendt uses call for ground flax amounts up to 25% of the flour weight. “Our 9-grain bread also uses whole flaxseeds in the dough,” he says.

Hearty, healthy whole grain breads are a growing part of this retail baker's business. **“People are coming back to bread after the Atkins diet craze, but they want healthier breads,”** says Fendt. “They want the desirable Omega-3 fats from flax, and bread is a lot tastier than ground flax in orange juice.” Even pet diets are being revamped for health. Fendt notes that one of his biggest sellers is a cookie-like dog treat with “loads of flax in it.”



## Fresh, New Look for Expanded AmeriFlax Website ([www.ameriflax.com](http://www.ameriflax.com))

Now the most comprehensive flax information source in America is easier to navigate than ever. Redesigned to include a wealth of new information, [www.ameriflax.com](http://www.ameriflax.com) is loaded with the latest on this powerful Omega-3 health food. Plus, you'll find recipes and baking tips galore! The Food Industry section is cleverly compartmentalized. So you can find just what you're looking for, whether it's a nutritional analysis or the latest copy of this newsletter. A beautifully photographed brochure, *Just the Flax for Bakers* is complete with functionality facts, storage and stability results, as well as product marketing and labeling suggestions. And, it's peppered with recipes sized for commercial baking. Scroll through it online or download or print it for reference.

Chefs will find their very own "Just for Chefs" section where culinary delights such as Grain Seed Bread to Spicy Chinese Noodle and Seafood Salad are part of a professionally developed recipe collection. They're all nestled in the colorful Omega-3 Connection brochure that combines canola and flax to deliver a deliciously healthy one-two punch. Here you'll also find a link to the Culinary Institute of America (CIA) where you'll see why flax was part of the CIA's World of Healthy Flavors conference.

**Looking for a whole seed or flaxseed meal source? The Flaxseed Trade and Handlers Database is just a click away, no matter where you are on the site.**

And, if you find yourself fielding consumer questions, direct them to Flax for Consumers on [www.ameriflax.com](http://www.ameriflax.com). This section contains clear and concise answers to everything from why health professionals are recommending flax in the diet to the nutritional difference between brown and golden flax. (Hint: there isn't any!) The latest flaxseed research highlights and flax product company links round out the new [www.ameriflax.com](http://www.ameriflax.com) website. Bookmark or put it on your Favorites List today.

# why add flax?

- **Health:** Packed with heart-healthy Omega-3's, flax is typically 40% lipid, 57% of which is of the highly beneficial Omega-3 ALA. Flaxseed is a natural anti-inflammatory and loaded with cancer-fighting lignans and antioxidants. High soluble fiber levels help flaxseed play a key role in lowering blood cholesterol and glucose levels.

- **Nutrition:** A natural nutraceutical, with over 30% of the RDA for fiber in a single ounce, flaxseed is also about 20% protein and rich in essential vitamins and minerals.

- **Flavor:** Crunchy, especially when roasted, flaxseed has a rich golden amber color and a pleasant, nutty taste that intensifies with amounts used, allowing it to serve as a primary flavoring agent.

- **Function:** Surprisingly versatile, flaxseed delivers its complete goodness whether used as whole seed or milled. Stable in baked goods with good storage properties, both the Omega-3 ALA and lignans in flax remain stable under common baking temperatures.

- **Marketability:** Powerful labeling and promotion potential comes with flaxseed's recognition as a health food among nutritionists, food processors, chefs, and the health-conscious public.

- **Value:** Priced the same or less than many fruits, nuts and seeds, flaxseed is a cost-effective choice when satisfying the growing trend for nutritious, but hearty, high-texture food products.

## AmeriFlax and the CIA: It's All About "Healthy Flavors"

It sounds mysterious, but there's nothing secret about the connection between Ameriflax and the Culinary Institute of America (CIA). Flaxseed was a featured food when the CIA teamed up with the Harvard School of Public Health to hold their World of Healthy Flavors Conference.



Mojito Red Snapper Salad

Now the flaxseed information and culinary tips shared there are available to all on the CIA's official website at [www.prochef.com](http://www.prochef.com).

"There is something for all types of food operators, chefs and contract food service personnel in the expanded content of our World of Healthy Flavors section," says John Barkley, associate director of Strategic Initiatives for the CIA at Greystone, in St. Helena, CA.

## Food Service Buys Flax Health Message "Just for the Taste of It"

"I know about [the health benefits of] flaxseed—who cares—this tastes delicious!" That's what one executive hotel chef says about muffins made with the FlaxSnax baking mix. FlaxSnax owner Darlena Goetz had no idea when she formed the company just over two years ago that business would more than double with the addition of food service-sized packaging.



FlaxSnax Muffin

FlaxSnax actually took shape after heart disease took Goetz's husband at an early age, when she vowed to do something to combat the killer. "To begin with, my goal was to just produce a tasty muffin that would contain a therapeutic dose of Omega-3 fatty acids," she says. Not only did she accomplish that, but the moist, fiber-rich muffins have found their way into hotels from Massachusetts to California.

"We sell a lot of mix to hotels in Las Vegas, Florida and Arizona. We also sell to universities—the kids like them, too," says Goetz. Her smaller, case-size mix is aimed at smaller hotels, cafes and in-store bakeries. "Families like the fact that the muffins freeze really well," says Goetz. "I reheat one from the freezer every morning, and it's like it is fresh, out-of-the-oven." **Another plus: the muffin's high fiber content satisfies an appetite to well-past lunch time.**

The commercial mix makes 16 dozen muffins; the smaller bag, two dozen—each one with more Omega-3s than a serving of salmon—earning the endorsement of leading cardiologists because of its heart-healthy fats and fiber.

From pancakes to apricot rum cake to cookies, FlaxSnax has now developed 10 different product recipes that can be made from its muffin mix. Located in Long Beach, CA, Goetz ships product from her warehouse in Browndale, MN, and sources her flaxseed from a North Dakota distributor—the state that grows more than 90% of U.S. flax. For more information on finding your flaxseed source, log on to [www.ameriflax.com](http://www.ameriflax.com) and click the Flax Handlers Database.

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