

## **Innova taps trans fat-free vegetable oil demand**

By Anthony Fletcher

9/30/2005 - A leading manufacturer of hydrolyzed vegetable proteins for the food industry has reformulated its product line in order to meet non trans-fat label requirements.

Innova has eliminated partially hydrogenated soybean oil from its ingredient listing on its Vegamine range of hydrolyzed vegetable proteins, allowing a zero percent trans-fat nutritional claim to be made.

The company's reformulation of Vegamine clearly comes in direct response to customer's demands and consumers changing market needs to reduce and eliminate trans fatty acids or trans fat from their diet.

"With trans-fats being negatively linked to raising blood cholesterol levels and promoting heart disease, Innova is directly addressing the health concerns of Americans by modifying one of the most widely-used flavor enhancers in the industry," said Brian Glickley, Innova marketing manager.

The pressure is certainly on food makers since the Food and Drug Administration (FDA) issued a final ruling requiring food manufacturers to list trans fatty acids on the Nutrition Facts panel of conventional foods and some dietary supplements. Beginning 1 January 2006, the FDA will require all food companies to label the amount of trans-fat in their products allowing consumers to have additional information to make healthier food choices that could lower their intake of trans fat as part of a heart-healthy diet.

The trans fat issue is therefore not something that food manufacturers can afford to ignore, and the importance of labeling in informing consumer choices is now well-established.

"For manufacturers of packaged goods, the product's nutritional proposition - whether it appeals to the specific selection criteria of the consumer - and the clarity of the information on the nutrition panel are critical at the point of product trial," said Bienvenido C. Niles Jr., president, ACNielsen Asia Pacific recently.

"Whether the product 'contents' meet the consumers' selection criteria, and how easily the label is understood, can determine whether or not the consumer proceeds to purchase the product, or return it to the shelf."

According to ACNielsen, US sales of products already labeled 'no trans fat' increased 12 percent to \$6.4 billion for the 52 weeks ended October 2, 2004, compared with the previous 52-week period.

Innova's reformulation is therefore designed to ensure that Vegamine, a savory flavor enhancer produced since the 1940's, will continue to be widely used throughout the food manufacturing industry. All Vegamine label statements, specification and nutritional data sheets will immediately reflect a reduction in trans-fat.

Innova says that Vegamine continues to meet all Kosher and Halal requirements.

"Customer response to this new formulation of Vegamine has been very positive," said Glickley. "We remain steadfast in our commitment to supply our customers with the highest quality and service that they've come to expect from Innova and will be looking for additional ways to remain a step ahead of the competition as the food industry evolves."

According to the American Heart Association, 70.1 million Americans suffered from heart disease in 2002 (34.2 percent of the population), and the mortality figure was 0.93 million. The Center for Science in the Public Interest (CSPI) believes that if the GRAS (generally recognized as safe) status of partially hydrogenated vegetable oils was revoked, then thousands of lives could be saved each year.

Based in Oak Brook, Illinois, Innova specializes in creating customized meat and savory flavors. The company manufactures a line of characterized meat flavors under the Robust brand and produces hydrolyzed vegetable/plant protein (HVP) under the Vegamine brand.

*Article taken from [www.foodnavigator-usa.com](http://www.foodnavigator-usa.com)*