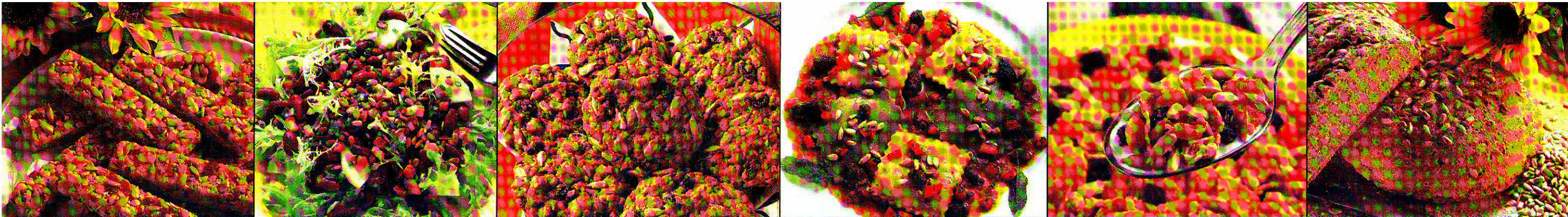




Sunflower Kernel.  
Bright Ideas for Food Manufacturers







# A Few Kernels of Wisdom About the Wonders of Sunflowers

Fields of bright yellow flowers braced against a giant blue sky. A warm sunlit morning heralding the arrival of summer. These are the images and feelings your customers think of when they hear the word "sunflower" and envision foods made with sunflower kernel.

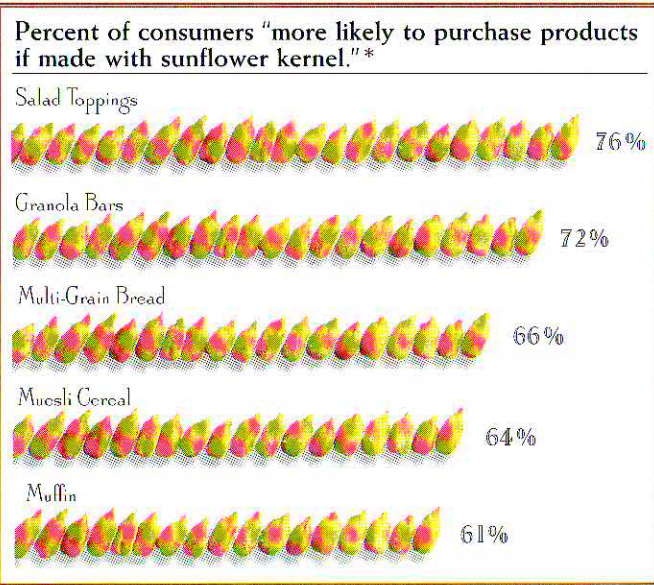
## A Healthy Image: Perception is Reality

The picture of sunlight and health that sunflower kernel creates has a powerful effect on your customers. In study after study, consumers say sunflower kernel is healthier, higher in fiber, and more nutritious than other nuts. They consistently rate food products labeled "Made with Sunflower Kernel" healthier.

Sunflowers' healthful image is well-deserved. Sunflower kernel is high in fiber, potassium, iron and vitamin E, and is a good source of protein. It also contains beneficial essential polyunsaturated fatty acids, and, of course, no cholesterol.

## The Power of Universal Appeal

Sunflower kernel is widely accepted. Ninety percent of consumers are familiar with sunflower kernel and fifty-five percent like or love it. In fact, many of your customers miss sunflower kernel when it is absent from their favorite foods.



When given a choice between products with or without sunflower kernel, two-thirds of consumers prefer the version with sunflower kernel. Why? Because the unique, mild taste and nutty crunch of the sunflower kernel has a broad appeal.

\* SOURCE: 1995 Sunflower Kernel Product Concept Test. Consumer attitude towards sunflower kernel in food products. Excerpts available from the National Sunflower Association.

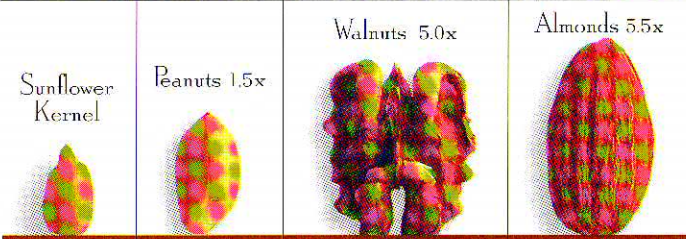
## Flavor, Crunch and Versatility

Pleasing to almost all palates, the nutritious sunflower kernel is remarkably versatile. Consumers welcome crunchy sunflower kernel in products from salad and yogurt stir-ins, trail mix cereals, and chewy granola bars to multi-grain breads and wholesome cookies. Parents with young children are even more favorably disposed to products made with sunflower kernel.

## The Value-Adding Nut Alternative

Adding sunflower kernel to food products can make consumers perceive them as healthier, more nutritious, and worth a premium price, according to survey results.

## POUND FOR POUND, SUNFLOWER KERNEL IS A HEALTHY ALTERNATIVE FOR YOUR BOTTOM LINE.



Compared to sunflower kernel, nuts can be up to 5-1/2 times more expensive.

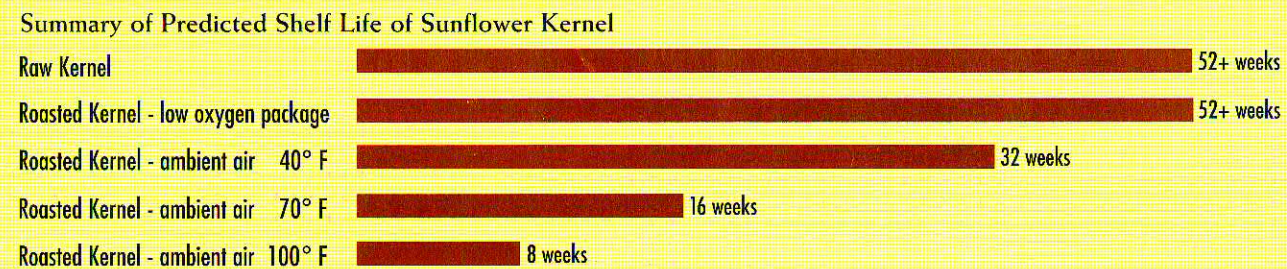
Its small size, flavor, color and texture make sunflower kernel a high-demand ingredient. Because of its low moisture content, sunflower kernel functions like most other nuts and seeds and can

be substituted for any nut in a formulation – often at a cost advantage.

In a nutshell, the taste, texture, versatility, nutritional value and economy offered by the sunflower kernel are a great combination, one that few other seeds and nuts can offer. The next time you're looking for a popular healthful, image-enhancing ingredient, consider the sunflower kernel, the brightest new product idea under the sun.

## The Shelf Life of a Sunflower Kernel

A study conducted by the National Sunflower Association found good news for food manufacturers. Raw sunflower kernel is naturally stable. Low oxygen packaging can prolong the shelf stability of roasted sunflower kernel to the required shelf life of packaged products of a full year. Standard high linoleic sunflower kernel was tested, chemically and sensory, against a variety of packaging, temperatures and roasting treatments. The following chart summarizes the study:



NOTE: For an Executive Summary of the Shelf Stability study, contact the National Sunflower Association, 4023 State Street, Bismarck, North Dakota, 58501-0690, or call 701-328-5100.