

RITION

EVENT DETAILS

The events in a nutshell...

The Peanut Company of Australia, in conjunction with the Nutritional Society of Australia, are pleased to invite you to an evening with Professor Penny Kris-Etherton.

Program

Introduction: Professor Peter Howe
*Director, Nutritional Physiology Research Centre
Director, ATN Centre for Metabolic Fitness School of Health Sciences University of South Australia*

Host Speaker: Ms Juli Robertson
Marketing Manager, PCA

Key Speaker: Professor Penny Kris-Etherton

There will be 3 workshops hosted to discuss the nutritional benefits of peanuts:

Sydney

Tuesday, 18th July 2006
5.30 Refreshments 6.00pm – 7.15pm Presentation
The Menzies – 14 Carrington St, Sydney

Melbourne

Wednesday, 19th July 2006
5.30 Refreshments 6.00pm – 7.15pm Presentation
Sofitel – 25 Collins Street, Melbourne

Adelaide

Thursday, 20th July 2006
5.30 Refreshments 6.00pm – 7.15pm Presentation
State Library – North Terrace, Adelaide

FREE REGISTRATION

Please RSVP by Wednesday, 5th July using our Instant Online RSVP:

www.hioleicpeanuts.com.au

or by calling Jacky Walters on (07) 4162 6346

PCA OVERVIEW

The Peanut Company of Australia (PCA) is Australia's leading supplier of great-tasting, high quality peanuts to leading food manufacturers.

PCA is involved in all facets of the Australian peanut industry from developing new seed varieties, conducting agricultural research and providing advice to growers to crop drying, shelling, grading, roasting and value-adding.

PCA has been a proud part of the Queensland community since 1924 and is Australia's only supplier of healthy, Hi Oleic peanuts, supplying both domestic and international markets.

www.pca.com.au
www.hioleicpeanuts.com.au

NUTRITION SOCIETY OF AUSTRALIA

NSA are a group of qualified, practising scientists and educators from divergent disciplines who are brought together by a common interest in the research and application of nutrition.

NSA's:

Focus is mutual scientific support of members and the science of nutrition.

Aim is to be at the hub of Australian nutrition related sciences and industries.

Goal is to increase and communicate scientific value and relevance of nutrition science to Australian nutrition.

www.nsa.asn.au



there's a **NUT** in **NUTRITION**

NUT

PROFESSOR PENNY KRIS-ETHERTON

Penny M. Kris-Etherton is a Distinguished Professor of Nutrition at the Department of Nutritional Sciences, Pennsylvania State University and has published more than 150 scientific papers and co-authored four books.

The focus of her research program is exploring how nutrients and other bioactive constituents affect risk factors for cardiovascular disease.



She was the principal investigator of a controlled study which showed that diets that include peanuts and peanut butter daily reduce the risk of heart disease and lower LDL cholesterol and triglyceride levels. Her research has examined the improved diet quality of peanut users, demonstrating a higher intake of vitamin A, vitamin E, folate, calcium, magnesium, zinc, iron and dietary fibre.

Penny has received a number of prestigious awards including the Lederle Award for Human Nutrition Research, the American Dietetic Association Foundation Award for Excellence in Research, the Elaine Monsen Research Award and became a Fellow of the American Heart Association in 2001.

Dr Kris-Etherton has served on many national committees and review panels in the United States, some of which, have issued population-based dietary guidance.

KEY INFO ABOUT HI OLEIC

What is a Hi Oleic Peanut?

Hi Oleic peanuts have a different oil chemistry to regular peanuts, more closely resembling 'olive oil'.

In Hi Oleic peanuts, oleic fatty acid (monounsaturated fat) has been substituted for linoleic (polyunsaturated fat) and palmitic (saturated fat) fatty acids.

Hi Oleic peanuts are often referred to as "long-life" peanuts because these changes in oil composition allow the peanut to stay fresher for longer (up to 10 times longer after roasting).

Hi Oleic peanuts also have health benefits. A University of Florida study has shown that Hi Oleic peanuts, as part of a low-fat diet, have the potential to help lower LDL cholesterol.

Oil Comparison:

Hi Oleic Peanuts: 82% monounsaturated, 5% polyunsaturated, 13% saturated

Olive Oil: 77% monounsaturated, 9% polyunsaturated, 14% saturated

Normal Peanuts: 54% monounsaturated, 28% polyunsaturated, 18% saturated

Hi Oleic peanuts:

- Stay fresher for longer
- Improve product performance
- Offer health benefits for consumers
- Taste great!



HI OLEIC STORY

Hi Oleic peanuts were first bred in the United States in the 1980s. In 1995, PCA imported just 20 seeds of the first Hi Oleic variety, SO95R, and after seven years of testing and trials, it was offered commercially.

Development of Hi Oleic peanut varieties has continued in Australia with assistance from both PCA and the Queensland Department of Primary Industries and Fisheries.

A number of Hi Oleic Runner and Australian-developed Virginia varieties are now available, with other Hi Oleic varieties under development.

PCA has been partnering with customers over the past 12 months to build market recognition of Hi Oleic peanuts amongst health-conscious consumers. A Hi Oleic logo has been developed for packaging and advertising has been placed in key magazines.

PCA remains the sole Australian producer of guaranteed pure Hi Oleic peanuts and this provides us with a strong point of product differentiation. They are now widely requested throughout all market sectors, both nationally and internationally.

PCA is on target to provide 100% Hi Oleic products by the end of 2006. The Runner intake was all Hi Oleic in 2005.

