

## Asoyia Announces New Mid Oleic Ultra Low Lin Soybean Oil

*Asoyia-MO is the first and only soybean oil to provide the highest level of stability, zero trans fats per serving, and light, clean taste.*

*Iowa City, IOWA* - An Iowa-based soybean oil producer is introducing a new product that not only meets the increasing consumer demand for low trans fat foods, but also maintains an elevated degree of stability and neutral taste so important to food processors.

Asoyia Mid Oleic Ultra Low Lin Oil (Asoyia-MO) is made from soybeans containing high oleic content with less than 1% linolenic acid, keeping the oil fresh and shelf-stable for two to three times longer and eliminating the need for high trans fat-generating hydrogenation.

Beth Fulmer-Boyer, Asoyia vice president of sales, said food scientists will benefit from using Asoyia-MO in applications requiring longer shelf and fryer life, while providing a healthier alternative to more commonly used hydrogenated oils. As an added advantage, Asoyia-MO is made from soybean oil, often the preferred ingredient for its neutral taste.

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"There is no question in my mind that whoever tries it will like it. The question for food processors is, do you need the increased stability, clean mouth feel, and low trans fats for your product, and is there a value associated with it?" Fulmer-Boyer explained.

Companies producing natural products, or shipping product overseas, should note that Asoyia-MO is produced from non-genetically modified soybeans. Regulations against the

use of genetically modified ingredients in other countries require many companies to maintain separate manufacturing runs or ingredient inventories. Asoyia-MO would help alleviate those costly needs.

Asoyia-MO is the new generation of Asoyia Ultra Low Lin Oil (Asoyia-ULL), which was introduced to the market in 2004. Asoyia-ULL is made from 1% linolenic soybeans, making it the only commercially produced choice in the ultra low lin soybean oil category. Other low lin soybean oils on the market contain at least 3% linolenic acid, or three times the linolenic acid in Asoyia-ULL and Asoyia-MO.

Terri Volpe, Asoyia's technical advisor, described Asoyia-ULL as a readily available solution for tough formulations requiring a high degree of stability and zero trans fats per serving. "Asoyia-MO is the next step. It goes the extra mile for stability," she explains.

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Asoyia-MO is in the early stages of production, available in small commercial quantities for processors interested in testing and evaluating it in their applications.

For more information about Asoyia products and product testing, visit [www.asoyia.com](http://www.asoyia.com) or call toll free 877-ASOYIA1.

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Formed in 2004 by 25 Iowa farmers, Asoyia is now a farmer- and employee-owned company based in Iowa City, Iowa that grows and processes 1% ultra low linolenic soybeans to produce trans fat-free oils. The research, testing and expansion of Asoyia's soybean genetics dates back to the 1960s at Iowa State University, where Dr. Walt Fehr and his team developed the specialty soybean.