

**FOR IMMEDIATE RELEASE**

**FLAXSEED: NATURE'S WEAPON AGAINST DIABETES**

**Gurnee, IL., November 2007** -- Everyone knows that if you're battling a cold, orange juice and Vitamin C are the way to go. However, for the 20.8 million people in the United States who suffer from diabetes knowing what to eat isn't always as easy. For some ethnic groups the prevalence of diabetes is even greater. For example, 3.2 million African-Americans over the age of 20 currently have diabetes. The American Diabetes Association reports that on average African Americans are 1.8 times more likely to have diabetes than non-Hispanic whites. Diabetics have an increased need to eat well-balanced meals, therefore foods that are high in fiber, antioxidants and that have added benefits like Omega 3's are important to include in the diet. One such all-encompassing food is flaxseed.

A nutritional powerhouse, flaxseed is made up of Omega 3, phytoestrogenic lignans, dietary protein and fiber. Twenty eight percent of the weight of full-fat flaxseed is fiber. Studies have long since cited the significant impact that fiber can have on the prevention of obesity and Type 2 diabetes. In fact, the *Journal of Medicinal Food* published a study in 2006, in which healthy subjects who ingested flax fiber showed an improvement in peak blood glucose levels. The results also showed that supplementation with flax fiber provides the benefits of soluble and insoluble fiber<sup>1</sup>.

In a recent study published by the *American Medical Association*, flaxseed, because of its high Omega 3 ALA content, is associated with a lower risk of islet autoimmunity (IA) in children with an increased genetic risk of Type 1 diabetes<sup>2</sup>. Flax contains the highest level of plant based Omega 3. According to Kelley Fitzpatrick, Flax Canada 2015 Director of Nutrition, Omega 3, fiber and antioxidants are all ingredients that have solid scientific health benefits. For diabetics, flaxseed consumption is a convenient way to

incorporate all three easily and most important, regularly.

Dating back to 650 BC, flaxseed has been used to maintain good health. Recently, consumption of flaxseed is shown to have positive effects on the body's ability to maintain healthy blood glucose levels. It is now a key component in reducing "after the meal" blood glucose and insulin spikes serum lipid levels. For example, in a study volunteers who consumed 50g of carbohydrates from bread containing flaxseed or wheat, or mucilage soluble fiber extracted from flaxseed, following an overnight fast showed significant improvement in glucose absorption<sup>3</sup>. In addition to its positive effects on blood glucose, the fiber in flaxseed, when consumed daily helps increase satiety (feeling of fullness) and is thus a key in preventing obesity, which can lead to diabetes as well as other chronic diseases.

"Flaxseed has recently been added to many products aimed at managing healthy weight," says Linda Pizzey, Founder of Pizzey's Nutritionals. "Major brands recognize its tremendous potential to reduce the risks prevalent in causing diabetes."

With the number of diabetic cases growing almost five percent a year, flaxseed, and products fortified with Omega 3's are gaining support from doctors, food manufacturers and nutritionists as an important aspect of diabetes prevention and management.

The MeadowPure™ O3 brand of naturally stable flaxseed from Pizzey's is now available in a multitude of products that consumers can find on their supermarket shelves. From pancake mixes to pizzas, beverages to breads, it has never been easier to incorporate the daily recommended intake of Omega 3's from flax into each meal of the day.

Pizzey's Nutritionals (formerly Pizzey's Milling) was acquired in September 2007 by Glanbia Plc, an international dairy foods and nutritional ingredients group headquartered in Ireland. The existing management team, headed by Linda and Glenn Pizzey, will remain with the business. Pizzey's was founded in 1991 upon the principle that a growing market opportunity for flaxseed ingredients, driven by mounting nutritional and medical evidence of its benefits, should be anchored upon a foundation of good business practices and sound science. What began as a family farming operation transformed itself

into a bakery before evolving into North America's largest, most experienced specialty-flaxseed ingredient supplier. Pizzey's flaxseed products are developed through scientific research which aims to determine the optimum processing technologies to ensure highly nutritious and stable ingredients.

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<sup>1</sup> J Med Food 8 (4) 2005, 508-511

<sup>2</sup> JAMA, September 26, 2007--Vol 298, No. 12 (Reprinted)

<sup>3</sup> Cunnane SC, Hamadeh MJ, Liede AC et al. 1995 Nutritional attributes of traditional flaxseed in healthy young adults. Am. J. Clin. Nutr. 61:62-68