

MeadowPure™

SelectGrad™

Whole Grain Milled Flaxseed

For bakery products that rise to the occasion, choose **SelectGrad** flaxseed. Its soft texture and mild, toasted cereal flavor make it perfect for bread, snacks, cereals, pancake mixes, waffles, pastas, tortillas and nutrition bars. It's also a great soup and chili thickener.

Flavor and texture to help baked goods excel



meadowpure™
FLAX

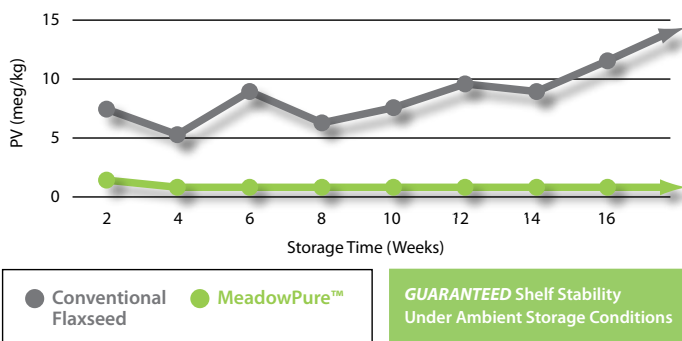
MeadowPure™ SelectGrad™

The Right Selection

Whether you're producing baked goods or pasta, tortillas or confectionary, you'll find the ideal granulation in **SelectGrad** flaxseed. Each offers the same exceptional nutritional profile, in a variety of grind sizes and in both golden and brown colors to suit your application. Plus, **SelectGrad** is an amazingly cost-effective Omega-3 source and offers the easy handling of a dry ingredient.

- Regular* Soft texture for baked goods like breads, rolls and bagels
- Fine* For a less conspicuous appearance
- Ultra Fine* Your choice for pasta, tortillas and confectionary
- Organic* Excellent stability with extended shelf life

Changes in Peroxide Values During Storage



The MeadowPure™ Difference

MeadowPure's patented process takes innovation beyond your expectations. Using the most advanced, proprietary technology, we've refined our system to deliver naturally stable ingredients with flaxseed's full nutritional value and flavor. And, the MeadowPure process helps protect flaxseed's natural components from oxidation, letting us guarantee our ingredients' shelf life for two years.

SelectGrad can strengthen your nutrition label. Research supports nutrient content and structure function claims:

CLAIM	REQUIREMENTS	USAGE LEVEL	SAMPLES
Nutrient Content	Just 260 mg of Omega-3 per serving for "rich," "high" or "excellent" source of Omega-3 claim.	1.3 g SelectGrad per serving	Rich source of ALA Omega-3
	Just 130 mg of Omega-3 per serving for "good" source of Omega-3 claim.	0.65 g SelectGrad per serving	Good source of ALA Omega-3
Structure Function	Must be based on scientific research, must be truthful and not misleading. Can only refer to affect substance may have on normal structure or function of body, cannot refer to disease.	0.65 g SelectGrad per serving	Omega-3 fatty acids support cardiovascular health. Omega-3 fatty acids support overall health.

Flax & Health

For a rich source of Omega-3 fatty acids, dietary fiber, antioxidants and lignans, choose flaxseed like **SelectGrad**. Nature's best source of the omega-3 fatty acid alpha-linolenic acid (ALA), flaxseed offers a wide range of health benefits, particularly for cardiovascular, immune system and general health. In addition, flaxseed's lignans—which are strong antioxidants and phytoestrogens—can enhance women's and men's health. And flaxseed is low in carbohydrates, high in protein and rich in dietary fiber (an amazing 27%), which offers cardiovascular benefits and helps with weight maintenance.



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