New, healthier soybean oil outpacing supply

The hubbub about the heart risks of trans fats has caused a huge demand for a healthier new soybean oil, prompting food companies to recruit farmers to grow new varieties

New soybean varieties contain a lower level of acids that cause food to become stale or rancid. That means the oil doesn't require hydrogenation, the process that increases trans fat content.

The food and restaurant industries have been snapping up the new Administration began requiring manufacturers to list trans fat content on food labels.

"I'm personally impressed by how many products I pick up now and read the label and it has no trans fats at all, so I think the food industry has done a great job of making the transition," said Walter R. Fehr, an Iowa State University soybean researcher who helped develop the new varieties.

Typical soybeans contain about 7 percent linolenic acid. The new varieties contain 1 percent or 3 percent.

So far, the new soybeans are being grown in a handful of states, including Iowa, Illinois, Michigan, Minnesota and South Dakota.

Last season, farmers planted representative.

DES MOINES, Iowa (AP) - 160,000 acres of the new beans. This spring, farmers are expected to plant 750,000 acres, said Linda Funk, spokeswoman for the Iowa Soybean Promotion Board.

"The demand definitely is there and much greater than our supply at this point," Funk said.

Even with the rising demand, it's been difficult to get farmers to choose the new varieties, said Jim Sutter, a vice president of Cargill Inc.'s grain and oilseed supply

"I think there is a reluctance beoil since the U.S. Food and Drug cause of a lack of a long history of these things, a fear of the unknown a little bit," he said.

Cargill processed between 25 million and 30 million pounds of the low-linolenic acid soybeans last year, and Sutter predicts the market will continue to grow.

Among the companies buying the new soybean oil is Kellogg Co., which will use it in its Town House and Club crackers early this year.

Asoyia, an Iowa-based company that makes the new oil, said the Kellogg announcement had a big impact on the market. Asoyia nearly sold out of its supplies since Kellogg announced its effort to reduce trans fat content, said Ryan Kinneberg, a sales and marketing



JAN KATZ ACKERMAN/Colby Free Press Jenny Niblock, right, a nurse practitioner at Family Center for Health Care, and Kelly Focke, a medical assistant at the clinic, prepared to treat patients in the newly expanded facility. The clinic will share a \$10,000 grant from the Kansas Department of Health and Environment to better assist diabetic patients monitor their disease.

NEED HELP CLEANING OUT YOUR CLOSETS? Go Classifieds!! 155 W. 5th • 462-3963



We asked some Colby 3rd Graders



why they love their hometown

and we couldn't agree more!

Wal-Mart, Bowling Alley, Museum, and Claire's." Colby third-grader Tresta Urban

Prairie Museum of Art and History

1905 S. Franklin Colby, KS 67701

www.prairiemuseum.org Hours: 9-5 M-F, 1-5 S & S

785/460-4590

"I love my hometown because Big-Mac, the pool, | | "I love my hometown because the swimming pool!"

Colby third-grader Darby Sager



ON THE PLAINS

785-460-4400

"I love my hometown because it is not a big town it's just right."

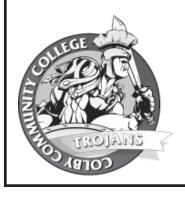
Colby third-grader Jessica Cook

COLBY Convention and Visitors Bureau **COLBY/** Thomas County Chamber of Commerce

Dasis on the Plainst

460-3401

"I love my hometown because of the softball games."



Colby third-grader Daisy Holzmeister



1255 S. Range • Colby, KS • 785-462-3984

"I love my hometown because of the bowling alley!"

Colby third-grader Zachary Young



"Where the Good Times Roll!"

460-2672

"I love my hometown because of all the places we can go to."

Colby third-grader Eric Schuette



OPEN: 6 a.m. - 11 p.m. 7 Days A Week

2215 S. Range • 460-6683