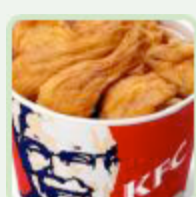


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KFC Restaurants Switch to Low-Linolenic Oil

Enhanced-quality oil is an ideal solution for frying needs



KFC restaurants nationwide have now completed the switch to low-linolenic soybean oil, the chain announced April 30.

All 5,500 KFC restaurants and all 1,400 KFC/Taco Bell multibrand locations now use a soybean oil that results in little to no trans fat in fried foods.

"We applaud Yum! Brands, Inc. on its forward-thinking decision to eliminate trans fats from KFC products by transitioning to a low-linolenic soybean oil," said QUALISOY CEO John Becherer. "This is an important step toward making America's favorite foods healthier."

KFC food scientists report successful results with low-linolenic soybean oil. They have found it has no efficiency loss and yields the color, texture and taste that customers expect from KFC, making it an ideal choice for the chain.

The restaurant chain announced its decision to switch from partially hydrogenated vegetable oil to low-linolenic soybean oil at the end of October. KFC restaurants in New York City and Chicago have already been frying with low-linolenic soybean oil for a number of months. In April, the rest of the nation's outlets made the switch.

KFC by the Numbers:

- KFC utilizes 150 consumer "tasters" each day to try new products, give feedback on current products and provide market research.
- Eleven herbs and spices season the Colonel's Original Recipe fried chicken.
- Until he reached the age of 90 in 1980, Colonel Sanders traveled more than 250,000 miles a year visiting KFC restaurants around the world.
- There are more than 14,000 KFC outlets in more than 80 countries, and they serve 12 million customers a day.

QUALISOY Launches the Low-Linolenic Locator Web Tool

<http://www.QUALISOY.com/farmers/index.html>



"Who buys low-linolenic soybeans? Is anyone processing low-linolenic soybeans in my area?"

You've got questions, and QUALISOY puts the answers right at your fingertips. Recently, QUALISOY unveiled a valuable tool at <http://www.QUALISOY.com/farmers/index.html> that soybean producers can use to locate low-linolenic processing facilities and elevators in their area.

"A lack of knowledge about who processes value-added soybeans is one of the biggest barriers to farmers interested in growing these beans," said QUALISOY Chairman Greg Anderson, a soybean farmer from Newman Grove, Neb. "The demand from the food industry is there, the premiums are in place for farmers and the yield is comparable to other varieties. Farmers just need to know what to do with the crop at harvest."

Soybean producers can access the interactive Low-Linolenic Locator tool on the Farmer page at www.QUALISOY.com. From this page, they can click on their state to view locations and contacts of processors and elevators that handle low-linolenic soybeans. The tool also highlights the area approximately 50 miles around processing facilities, making it easy for producers to judge the feasibility of growing low-linolenic soybeans and getting them processed without traveling too far.

Currently, low-linolenic soybeans are grown in 14 states, and the number increases every year. Acreage also rises every year, from 154,000 acres in 2005 to 730,000 acres in 2006, and to an expected 1.75 million acres in 2007. As more and more processors adopt low-linolenic processing programs, updates on the Web tool will reflect these new additions, so producers should check the tool often to see what's new in their area.

People You Should Know:

Gary List



Everyone knows about trans fats and the food industry's quest to remove them from the food we eat. But do you know who is responsible for some of the most crucial research into the removal of trans-fatty acids from soybean oil? Gary List is a research chemist and lead scientist at the United States Department of Agriculture (USDA) and a pioneer of this research. In early March, United Soybean Board Chairman Eric Niemann (left) presented List (right) with the USB

Outstanding Achievement Award, the highest recognition bestowed by USB. (Photo courtesy of the American Soybean Association.)

QUALISOY: You've been working to improve soybean oil traits for more than 15 years. How has the industry changed during this time?

LIST: I think we are seeing a mass commercialization of some of the improved crops. The soybean industry is responding well to needs of the food industry by getting crops into commercialization. Low-linolenic oil is a great example of this.

QUALISOY: What is the biggest challenge today for the soybean industry in its efforts to reduce or eliminate trans fats from food?

LIST: The challenge really is two-pronged, from a supply side and a demand side.

On the supply side, over time, we will need to move from low-linolenic soybeans being a niche crop to a commodity crop. The food industry uses 17 to 18 billion lbs. of soybean oil, so providing even 1 billion lbs. is just a drop in the bucket. One day, farmers will grow soybeans with improved traits as a basic practice and not as a niche crop.

On the demand side, reformulation continues to be a challenge to which the food industry is responding well, especially considering how popular hydrogenation has been for so long. Scientists have been reformulating products for three major applications: spreads, frying and baking. Baking remains the biggest challenge, but oils with increased stearic acid will help meet this need.

QUALISOY: What is the next major research target in improving soybean oil traits?

LIST: Decreasing linolenic acid levels even lower is still a very important area of research. Three percent is the upper limit for oxidative stability. Major restaurants and food companies like KFC and Kellogg's are already using low-linolenic soybean oil, but by breeding lines to have even lower levels, we can improve the functionality of the oil even more.

In addition, researchers are working on other food-related traits, such as reducing saturated fat in soybean oil, and feed-related traits, like increasing amino acids and decreasing phytate levels.

QUALISOY Calendar of Events

Come see us at

National Restaurant Association Show

May 19-22
Chicago

<http://www.restaurant.org/show>

National Association of County Ag Agents Annual Meeting

July 15-19
Grand Rapids, Michigan

<http://www.nacaa2007.msu.edu>

Agricultural Media Summit

July 28-August 1
Louisville, Kentucky

<http://www.agmediasummit.com>

World Pork Expo

June 7-9
Des Moines, Iowa

<http://www.worldpork.org>

Institute of Food Technologists Annual Meeting and Expo

July 27-August 1
Chicago

<http://www.am-fe.ift.org/cms>

Farm Progress

August 28-30
Decatur, Illinois

<http://www.farmprogressshow.com>