



NEWS RELEASE – POULTRY
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O&T's organic linPRO® provides the natural way to enrich eggs or chicken with Omega-3s

The North American organic market continues to lead the value-added functional food segment. Organic sales in the United States were worth \$47 billion in 2016, and organic food sales represent more than five percent of total retail sales. In Canada, over 55 per cent of consumers purchase organic products on a weekly basis. With its new Certified Organic linPRO® animal feed ingredient, O&T Farms is helping its customers along with the entire market to support this growing market.

O&T Farms is a proven leader in the Omega-3 animal feed ingredient market, using its patented dry-extrusion process in the manufacture of linPRO® to help support the production of Omega-3 enriched eggs and chicken. LinPRO® (*organic*) now provides the same nutritional benefits of enhanced digestibility and energy availability, only now using verified organic ingredients.

“We always strive to be responsive to changing markets, such as the incredible growth in organics, and develop products that allow our customers to be as versatile and serve as many markets as possible,” says Elan Ange, CEO at O&T Farms. “The organic certification of linPRO® means our flaxseed-based product can offer animal health and production benefits to a wider range of livestock producers. LinPRO® (*organic*) opens the door for the production of Omega-3 enriched organic alternatives for consumer food products.”

LinPRO® (*organic*) is certified through International Certification Services Inc. under the National Organic Program (NOP) in accordance to USDA Agricultural Marketing Services and the Canadian Organic Regime (COR).

The linPRO® brand offers high-energy, flaxseed-based feed products with high levels of fatty acids and amino acids. The Omega-3 fatty acids contained in flaxseed have been associated with many animal and human health benefits. Omega-3 fatty acids have been shown to provide immunological benefits and potential production benefits to livestock, as well as human benefits that include improving brain and eye health and lowering the risk of heart disease, depression, dementia and arthritis.

Additionally, feeding linPRO® branded products to livestock is a natural way to improve the nutritional value of the end product (i.e. milk, eggs and animal protein) and therefore offer healthier alternatives to consumers.

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About O&T Farms Ltd.

O&T Farms is a pioneer and leader in the animal nutrition field, offering the most effective and efficient land-based feed product for Omega-3s in the world. The company takes a collaborative approach to help its clients enhance animal and human health. Website: <http://www.otfarms.ca/>

