

(www.admworld.com), Decatur, Ill. ADM's CardioAid plant sterols provide "effective, dietary method for countering elevated cholesterol."

In January this year, the FDA greatly expanded the GRAS categories for CardioAid plant sterols. "Until today, the range of food products which could be fortified under GRAS status with plant sterols was very narrow," said Steven Furcich, president of ADM Natural Health & Nutrition. "However, ADM's letter from the FDA now allows food companies to incorporate CardioAid brand sterols into many of their other consumer products. No other sterol ingredient available today has been evaluated for so many new GRAS food categories," he claims.

According to Graham Keen, ADM's vice president for corporate marketing, food companies now can incorporate CardioAid into mayonnaise, dressings, sauces, cereals, vegetable oils, beverages, salty snacks and processed soups.

Another unique application of plant sterols is their use as an addition in meal replacement/energy bars. "Our wellness bars offer the desired amount of sterols per serving required by the FDA to make the official Heart Health claim," says Gursh Bindra, CEO of Aristo Health Inc. (www.aristohealth.com), Morristown, N.J. Aristo bars also are rich sources of omega-3 fatty acids and fiber, other cholesterol-managing ingredients, as well as antioxidant-rich superfruits, such as açai, pomegranate, cranberry and goji.



Aristo bars add plant sterols to combat serum cholesterol, as well as cholesterol-managing ingredients omega-3 fatty acids and fiber.

Dairy pitches in

Other foods that can use plant sterols include dairy and similar products, such as puddings, soymilk, ice cream, cream, cream substitutes, yogurt and cheese.

We rarely think of drinking milk as a way to lower cholesterol, but the folks at Promised Land Dairy (www.promisedlanddairy.com) do. "Your Ultimate Milk" is the result of their vision. "These products came about as we studied a variety of health issues and ingredient opportunities to lend a hand toward increased health," says Rodger Johnson, spokesman for the San Antonio-based company.



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