



NEWS RELEASE – DAIRY
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O&T's organic linPRO-R® provides the natural way to enrich dairy with Omega-3s

Eight per cent of all dairy products purchased in the US are organic. Dairy is the second biggest organic food category in the US, worth \$6 billion in 2016, which represents 15 per cent of the total \$47 billion of organic food sold. In Canada, over 55 per cent of consumers purchase organic products on a weekly basis.

With its new Certified Organic linPRO-R® 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-R®. Leveraging the dry-extrusion process which helps to enhance rumen escape values for both protein and fat in the product, the company unveils its Certified Organic line of linPRO-R®.

"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-R® (*organic*) means our flaxseed-based product can offer animal health and production benefits to a wider range of livestock producers. LinPRO-R® (*organic*) opens the door for the production of Omega-3 enriched organic alternatives for consumer foods such as dairy products."

LinPRO-R® (*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 meats) 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/>

