



Canadian Flax Industry Launches New Marketing Program to Promote Health Benefits of Flaxseed

Winnipeg, Manitoba (February 19, 2015) — The Flax Council of Canada, Saskatchewan Flax Development Commission and Manitoba Flax Growers Association are pleased to announce the launch of a new marketing program for flaxseed called HealthyFlax.org.

"We want to create awareness about the health claim approved by Health Canada linking ground whole flaxseed to cholesterol lowering, a major risk factor for heart disease. The HealthyFlax effort is meant to provide consumers, dietitians and processors with information about flaxseed," says Wayne Thompson, Executive Director of the Saskatchewan Flax Development Commission.

The launch of the program includes a new website – HealthyFlax.org, as well as social media sites. The website and social media sites feature recipes, nutrition information and downloadable, nutrition fact sheets - which highlight the recent research done on the nutritional benefits of flaxseed. "There have been many hours and it has been an extremely cooperative effort developing this site, which will be a key source of information for industry stakeholders and consumers alike for years to come," says Don Kerr, President, Flax Council of Canada.

"Flaxseed is an incredibly nutritious crop, especially with its omega-3 fatty acids, fibre and lignan content. Our downloadable factsheets outline the latest research connecting flaxseed to not only lowering cholesterol but

also the reduction of certain cancers, help to manage diabetes and more," says Kelley Fitzpatrick, Project Manager, HealthyFlax.org.

Website: www.healthyflax.org

Facebook: www.facebook.com/healthyflax

Twitter: twitter.com/HealthyFlax

Google Plus: plus.google.com/117726234524333282924/posts

LinkedIn: www.linkedin.com/company/healthyflax-org/

Pinterest: www.pinterest.com/healthyflax/

About HealthyFlax.org: HealthyFlax.org is the source of information on the health benefits and uses of whole flaxseed, ground flaxseed and flaxseed oil. The website includes recipes, nutritional evidence, facts and news about flaxseed in all its forms. HealthyFlax.org is supported by Canada's flax growers, processors, food manufacturers and governments.

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