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## **CHINA MINISTRY OF HEALTH APPROVES OMEGA-3 FISH OIL AND FISH OIL POWDER AS NOVEL FOOD INGREDIENTS**

*Ocean Nutrition Canada's MEG-3® Ingredients Lead the Way*

Ocean Nutrition Canada Limited (ONC), supplier of MEG-3® brand Omega-3 EPA/DHA food and dietary supplement ingredients, is pleased to announce that earlier this year the **People's Republic of China** formally announced that both Omega-3 fish oil and fish oil powder were approved as Novel Food Ingredients for all food and beverage categories and for all ages; children through to seniors. This is a profound acknowledgement by the China government that long-chain omega-3 fatty acids are necessary "good" fats that deliver a wide array of health benefits that are most likely missing in the typical Chinese consumer's diet.

ONC was the lead company to start this submission over 2 years ago and they provided a wealth of regulatory, scientific and safety information as part of the submission dossier in 2007. It is anticipated the Chinese market will quickly follow the lead of both North America and Europe, where Omega-3 fortified food and beverage new product launches are showing excellent growth. The China market already has some good knowledge of the health benefits of DHA, one of the Omega-3's, as it is included in many of the Chinese infant formulas to aid in brain and eye development. DHA from fish oil already had regulatory coverage in China as a nutritional fortifier allowed to be added to infant formula and children's foods.

ONC will be growing their ingredient business in China through their long-time distributor, Ruihua Hexin International. They also plan to support the growing China market by opening a sales and marketing office in Shanghai and adding local staff. This should all be in place by the end of the year.

Jon Getzinger, Chief Sales and Marketing Officer at ONC, said "We're very excited about this announcement by the Chinese government as it comes after 2 years of regulatory submissions. We

pride ourselves on producing MEG-3® fish oil ingredients , the purest, safest fish oil and fish oil powder, and we are looking forward to working with the Chinese food and beverage companies that will be interested in fortifying their products with Omega-3's for the benefit of their local consumers.”

### **About Omega-3:**

Omega-3 is a family of essential fatty acids (EFA), including EPA (eicosapentaenoic acid), DHA (docosahexaenoic acid), and ALA (alpha-linolenic acid). Oily fish (such as sardines, anchovies, mackerel, and salmon) are the major known natural sources of Omega-3 EPA/DHA. ALA is found in plants, such as flax and chia. It is important to note that EPA and DHA are the primary contributors of the many health benefits associated with Omega-3. While the body can convert ALA into EPA/DHA, it does so very inefficiently (typically less than one percent), making it difficult to derive Omega-3-related health benefits from plant sourced ALA. Furthermore, although Omega-3 EPA/DHA is important to overall good health, the human body is not able to produce it on its own, so supplementation is required, either by eating oily fish or foods fortified with Omega-3 EPA/DHA, or by taking fish oil supplements. Learn more about the health benefits of Omega-3 EPA/DHA at [www.meg-3.com](http://www.meg-3.com).

### **About Ocean Nutrition Canada Limited (ONC):**

Ocean Nutrition Canada is a privately held company, whose major shareholder is Clearwater Fine Foods Incorporated. Clearwater Fine Foods Incorporated is a diversified holding/investment company whose significant holdings include a controlling interest in Clearwater Seafood's Limited Partnership, the world's largest integrated shellfish harvester and processor.

ONC is the world's largest supplier of Omega-3 EPA and DHA ingredients from fish oil, marketed into the dietary supplement and food manufacturing markets. To date MEG-3® ingredients have been included in almost 80 billion servings of food and supplement products worldwide. For more information on the health benefits of MEG-3® ingredients please visit [www.meg-3.com](http://www.meg-3.com).

### **About Ruihua Hexin International Trade Co. Ltd.**

Ruihua Hexin, located in Qinhuangdao, is a national trading and distribution company specializing in dairy and food and beverage ingredients. Their ingredient portfolio includes Colostrum, Lactoferrin , Milk Calcium, Whey Protein, Milk Protein and other nutritional ingredients into China. They have a national sales force as well as providing expert technical advice across a wide number of food and beverage applications.

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