

KINDS OF PROTEIN SUPPLEMENT

March 03, 2011

There are 4 types of protein supplements like whey, casein, soy and egg. Whey protein is wealthy in all of the amino acids (because of its Branched -chain amino acid constituency), which aid to create proteins. The amino acids also assist in muscle recovery. Whey protein is of two sorts, Isolate and Concentrate. This protein supplement is normally employed by the bodybuilders, just before or right after their function out. But the quantity of whey protein taken just before the workout is slightly much less (25-30 gms) than taken following it (30-50 gms). The casein protein supplement will be the slowest digesting one inside the market. It gives our body having a continuous supply of amino acids for minimum seven hours. Therefore, casein is the most anabolic protein. It truly is simply because casein turns into a "gel" in acidic ambiances like stomach and therefore releases a steady flow of amino acids, which keep your body anabolic. Milk could be the main supply of casein. Casein protein could be taken prior to going to sleep or within the daytime, but never after the function out. Soy protein comes from Soya beans and is cost-free of cholesterol, lactose and fat. This protein doesn't have any animal supply, and therefore is usually preferred by the veggies. Soy protein supplementation is utilised in breads, pancake batters and also in other baked stuffs and foods to cover up and enhance the protein requirement in them. It is very flexible because it's a medium digesting one. It contains saponins which lower down the cholesterol level. The egg protein is produced from the white portion of the eggs and therefore is cholesterol and fat no cost. It truly is the best protein supplement given that it consists of all of the important eight acids. Therefore this is ideal for sportsmen and weightlifters. Egg protein is actually a medium digesting protein and has the highest rate of total nitrogen functioning which assists the body to make use of the maximum nitrogen (amino acids) to build your muscles.



EDIBLE OIL DEMAND MAY TOUCH 21.3 MILLION TONNE BY 2015

Financial Express

March 07, 2011

With the country importing more than half of close to 15 million tonne of domestic edible (mostly palm, soyabean and groundnut) oil from Indonesia, Malaysia and Argentina, canola oil (mostly grown and used in the US and Canada) could provide an alternate and healthy option for the Indian consumers. RPS Kholi, director & CEO, Jivo Wellness Canola Oil spoke to FE's Sandip Das on the domestic edible oil market. Excerpts:

What is purpose of bringing in canola oil to the country? How do you compete with other edible oil (soya, palm, groundnut, mustard etc) in the market?

Edible oil demand by 2015 is expected to be 21.3 million tonne from the current level of around 15 million tonne. Realizing this huge opportunity we have recently introduced canola edible oil. We believe that canola cooking oil is mother nature's gift to mankind, and arguably, the healthiest cooking medium known. Unlike other... cooking oils, canola cooking oil provides the highest unsaturated (good) fats and the lowest saturated (bad) fats amongst all cooking oils in the world. Having the best ratio of Omega-3 to Omega-6 as compared to all available cooking oils makes it better. US Food & Drugs Administration (USFDA) has approved a qualified health claim on its potential to reduce the risk of coronary heart disease, owing to its unsaturated fat content.



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How big is the 'healthy edible oil' market in the country? Is there any other a player or units refining Canola oil in the country?

There are so many centuries old brands in the Indian market, international and domestic both. The per capita consumption of oil in India is 11.5 kg per year is way below the world average of 18 kg. Even China is at 17 kg. There is huge potential of growth. Assuming per capita consumption increase of 4% and a population growth of 1.9% which translates to an overall growth in demand 6% per annum. But if we see the advantages of the oil then it would make it stand apart from other brands. Oil consumption is less than 35% due to the sheer double bond molecular layout of the unsaturated fats; it simply means less absorption in food cooked in Canola Oil. Some of the key edible oil players in the market are Ruchi Soy, Marico and ITC agrotech.

How much have been his investment in putting up the refining unit in Delhi?

Seeing the demand, we are planning to escalate our production, and we will invest R40 crore to set up three bottling plants over two years. By increasing canola oil production to 2 million liter per month, the company is targeting R100 crore turnovers by 2012-13. Currently, most of our requirement...



CHINA TO IMPORT RECORD SOY TOTALS, USDA

Dow Jones

March 09, 2011

China is expected to import a record amount of soybeans in 2011-12 as growing meat consumption continues to fuel demand despite a fall in plantings, the U.S. Department of Agriculture's Beijing attache said. The world's biggest soybean importer is expected to buy 58 million metric tons next season, up 5.5% from an estimated 55 million tons this year, the USDA said in a report seen by Dow Jones Newswires Wednesday. Although a slowdown in import growth, which spiked 22% in 2009-10, falling to 9.3% this season, the forecast would still mark a record level of imports, putting increased pressure on already tight world markets. The attache forecasts soy imports from the U.S.--its largest supplier with a 45% share--are expected to reach 27 million tons, or 992 million bushels, next season. It also raised the USDA's current estimate for U.S. exports to China by 1 million tons for 2010-11 to 25 million tons. "Soybean imports will show steady growth in the foreseeable future because of the strong and growing demand for protein meals and vegetable oils," the USDA said, adding that "limited arable land and a preference for grain crops by farmers for better returns will continue to restrict domestic soybean production growth."

Chinese soybean production is expected to fall to 14.8 million tons in 2011-12, down from 15.2 million tons the year before due to a fall in acreage to 8.7 million hectares and poor yields of just over half of the U.S. average of 3 tons a hectare. Soybean acreage is also expected to lose ground to cotton and corn in the Shandong, Henan and Hebei provinces this season, where farmers intend to raise cotton production by 4% in 2011-12. Still, the attache said it doesn't think the government has any plans to lower import tariffs for soybean and soyoil, currently at 3% and 9%. "Facing a growing supply and demand gap for oilseeds, the government of China is likely to maintain the current trade and industry development policy in 2011-12," it said.



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THE TASTE OF PEANUT BUTTER WITHOUT THE PEANUT BUTTER

Peanut Butter is becoming less and less welcome at schools, functions and bake sales due to the alarming rate of allergies in today's family's. Kids love peanut butter cookies, but can no longer take them to school. We tried soya butter for the first time, wow...everyone liked it and it really has the taste you want. The kids take soya butter sandwiches, soya butter and jelly sandwiches too !!! So, the next thing was to try soya butter cookies that the kids could take to school in their lunches. I was very surprised at how good they turned out, and how well they tasted. The recipe below is one my Oma and Mom used to bake for me as a kid, only with peanut butter.



Funny, as I was trying the recipe with the soya butter substitution I couldn't figure out why I was thinking about growing up on the farm in Manitoba, but now it all comes together...once the first batch of baked cookies came out of the oven, Oma would lean back against the kitchen counter and taste test her own baking. Once she was finished testing she would finish baking the rest. Once all the cookies were baked, she would call everyone to come have a cookie. Til this day I cannot figure out whether she was testing her own baking or it was the only cookie she would get out of the batch !!! Now that I have my own kids, I am pretty sure it's because it's the only one you will get !!!

Soya Butter Cookies

1 cup butter, 1 cup brown sugar, 2 eggs, 1/2 teaspoon salt, 1 teaspoon vanilla, 1 cup white sugar, 1 3/4 teaspoon baking soda, 1 cup soya butter, 2 cups flour, 1 cup mini chocolate chips

Mix Well. Use tablespoon measuring spoon, roll into balls. Flatten a little with fork. Pre-heat oven to 350. (put rack at top of oven). Bake 10 to 14 minutes or until light brown.



SUPERMARKETS SIGN UP TO 'SUSTAINABLE' GM SOY LABEL

The Telegraph

March 28, 2011

Sainsbury's is the latest major retailer to sign up the Roundtable on Responsible Soy (RTRS) after Asda, Waitrose and Marks and Spencer. The scheme will label GM soy as "sustainable" as long as the farmer protects wildlife, uses pesticides in a responsible way and respects worker's rights. However environmental groups are split over the controversial label. While WWF backs the initiative Friends of the Earth and others insist it will encourage more GM to be used in the UK food chain. Some three million tonnes of soy is already imported into the UK very year, a large proportion of which is GM, at a cost of more than £1 billion. Most of the GM soy is used as animal feed for pigs and cows. This means that meat and dairy sold in supermarkets and used in major brands, mostly processed, is from animals fed GM. Supermarkets that have signed up to RTRS will be able to tell customers that their suppliers are using a more sustainable source of soy. Kirtana Chandrasekaran, of Friends of the Earth, urged consumers not to "buy the lie". She said 230 civil

society organizations in over 30 countries are against the scheme because it encourages farmers to continue growing GM soy. "The RTRS criteria are so weak that they will allow massive soy plantations to expand at the expense of small-scale farmers, forests, and other important ecosystems," she said. "Massive spraying of pesticides will continue, with resulting damage to health and the environment. "If supermarkets in Europe are serious about their green credentials they must take steps to move away from soy altogether and not hide behind labelling schemes." Pete Riley of GM Freeze said GM soy harms the environment and questioned the health effects. "UK shoppers want their supermarkets to deliver safe food, and they want honest information to help them shop more sustainably. The RTRS certification provides only a false guarantee, misleading consumers about what they are buying," he said. However Isabella Vitali of WWF said the scheme will help to improve the majority of plantations, which are now mostly GM. She said RTRS encourages the use of non-GM soy, but where the new technology is used it ensures communities and wildlife are not harmed. "Most of the impacts of soy is common to any kind of monoculture, regardless of whether it is GM or not, so what we trying to do is tackle the majority of problems with soil, water, community relations, workers rights and so on," she said. The supermarkets said it is "worth engaging with a global imitative" that can tackle some of the problems associated with soy cultivation such as deforestation and the loss of wildlife. Dr Julian Little, of the Agricultural Biotechnology Council, insisted GM soy uses less pesticides and can be sustainable.

End of the Monthly News



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