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## **REDEFINE HEALTH & WELLNESS WITH RBO**

**8<sup>th</sup> JULY 2015 Commercial Session 10:55 to 11:15am**

**Global Rice Bran Oil Conference – 2015**

The objective of this presentation by a nutrition & diet expert is to demystify the technical jargon and forge a strong link between the Rice Bran Oil [RBO] Industry on one hand and the Consumer on the other.

With the wide array of products displayed for a single food item and each industry stakeholder claiming differently with wordplay, the consumer is flummoxed. The consumer passes on this confusion to a nutrition & diet expert who then is bombarded with questions from the consumer on one hand, and constantly goaded by industry to vouchsafe these claims.

This presentation therefore attempts to explain as to why cooking oils are important in general and why **rice bran oil** in particular can redefine health and wellness of the populace who is constantly, warned, cautioned, threatened with dire consequences, wrt usage and consumption of cooking oils and their products.

Answers of a nutrition & diet expert on specific questions such delineated below will form the crux of this presentation

- ❖ Are all brands of rice bran oils made equal – in other words, are they all as good as another and do they meet the basic requirements?
- ❖ What do we know about their ‘fatty acid profile’?
- ❖ Are they free of pesticides, heavy metals and toxins—the scourge of our times?

This presentation summarizes conclusion that

- Oils/fats & products - important role in our diets worldwide
- Despite wide differences in dietary habits, modern products made from fats and oils are essential for healthy diets for children and adults worldwide
- Switching products from animal fats to cooking oils contributes positively to a healthy diet
- Significant improvements to the nutritional quality of cooking products by the food industry

And not the very least

- **RBO** meets not only the recommendation of a well blended combination of SFA, MUFA & PUFA but it is the one closest to the ideal recommendation &
- Of the 11 brands of RBO available with various retailers in India, the good news is that in the overall score a mere four points separate the brands at the top and the bottom.

**Consumer not aware of the benefit of cooking oils:  
Time to Educate & Motivate for Better Health & Wellness!**



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