



POSTERS

ESSENTIAL FATTY ACIDS

Everybody talks about no trans fat... But what does it mean? And why is it important?

Essential fatty acids (EFA) are required for all mammals for optimum health. They are called essential fatty acids because, although they are essential to all mammals for life, they cannot be manufactured by the body, but instead must be derived from dietary sources. EFAs are used by the body primarily to build cell membranes (phospholipids). EFAs in natural configuration (cis) cause a C=C configuration in which the double bond between two carbon atoms creates a more flexible, bendable structure. Fatty acids that can be easily incorporated into the cell membrane.

Cis-configuration fatty acids are found in the liver and used to build cell membranes. They are called essential fatty acids because, although they are essential to all mammals for life, they cannot be manufactured by the body, but instead must be derived from dietary sources. EFAs are used by the body primarily to build cell membranes (phospholipids). EFAs in natural configuration (cis) cause a C=C configuration in which the double bond between two carbon atoms creates a more flexible, bendable structure. Fatty acids that can be easily incorporated into the cell membrane.

Omega-3 fatty acids are found in the liver and used to build cell membranes. They are called essential fatty acids because, although they are essential to all mammals for life, they cannot be manufactured by the body, but instead must be derived from dietary sources. EFAs are used by the body primarily to build cell membranes (phospholipids). EFAs in natural configuration (cis) cause a C=C configuration in which the double bond between two carbon atoms creates a more flexible, bendable structure. Fatty acids that can be easily incorporated into the cell membrane.

What's CIS?

CIS-configuration essential fatty acids are the natural form of essential fatty acids.

Naturally occurring, CIS-configuration essential fatty acids are bendable, flexible, and are a natural fit for cell membranes.

Omega-3 Essential Fatty Acid

Omega-6 Essential Fatty Acid

Omega-3

Omega-6

NO TRANS fat!

Trans fatty acids compete with and block the incorporation of the natural CIS-configuration fatty acids, resulting in an unhealthy, rigid, looking cell membrane.

Trans configured essential fatty acids become straight, solid, saturated with hydrogen, or twisted from heat processing.

Omega-3

Omega-6

Omega-3

Omega-6

OMEGA-FEND

BIONICHE

WHAT'S CIS? NO TRANS FAT!

Client: Bioniche Animal Health Inc.

Nutrequin Elite

Nutrequin Elite is a vitamin and chelated mineral used as a supplement (100 g per day) in the horse's daily grain ration. This supplement has been formulated by nutritionists and veterinarians to meet the exceptional needs of performance horses.

Ingredients:
 Vitamin A (all-trans-retinol) (E307), Vitamin B1 (thiamine) (E305), Vitamin B2 (riboflavin) (E302), Vitamin B3 (niacin) (E305), Vitamin B5 (D-calcipantoinic acid) (E305), Vitamin B6 (pyridoxine hydrochloride) (E305), Vitamin B12 (cyanocobalamin) (E304), Vitamin C (ascorbic acid) (E303), Vitamin E (dl-alpha-tocopherol) (E306), Vitamin K3 (menadiol) (E307), Vitamin K4 (menadiol sodium salt) (E307), Vitamin K5 (menadiol sodium salt) (E307), Vitamin K6 (menadiol sodium salt) (E307), Vitamin K7 (menadiol sodium salt) (E307), Vitamin K8 (menadiol sodium salt) (E307), Vitamin K9 (menadiol sodium salt) (E307), Vitamin K10 (menadiol sodium salt) (E307), Vitamin K11 (menadiol sodium salt) (E307), Vitamin K12 (menadiol sodium salt) (E307), Vitamin K13 (menadiol sodium salt) (E307), Vitamin K14 (menadiol sodium salt) (E307), Vitamin K15 (menadiol sodium salt) (E307), Vitamin K16 (menadiol sodium salt) (E307), Vitamin K17 (menadiol sodium salt) (E307), Vitamin K18 (menadiol sodium salt) (E307), Vitamin K19 (menadiol sodium salt) (E307), Vitamin K20 (menadiol sodium salt) (E307), Vitamin K21 (menadiol sodium salt) (E307), Vitamin K22 (menadiol sodium salt) (E307), Vitamin K23 (menadiol sodium salt) (E307), Vitamin K24 (menadiol sodium salt) (E307), Vitamin K25 (menadiol sodium salt) (E307), Vitamin K26 (menadiol sodium salt) (E307), Vitamin K27 (menadiol sodium salt) (E307), Vitamin K28 (menadiol sodium salt) (E307), Vitamin K29 (menadiol sodium salt) (E307), Vitamin K30 (menadiol sodium salt) (E307), Vitamin K31 (menadiol sodium salt) (E307), Vitamin K32 (menadiol sodium salt) (E307), Vitamin K33 (menadiol sodium salt) (E307), Vitamin K34 (menadiol sodium salt) (E307), Vitamin K35 (menadiol sodium salt) (E307), Vitamin K36 (menadiol sodium salt) (E307), Vitamin K37 (menadiol sodium salt) (E307), Vitamin K38 (menadiol sodium salt) (E307), Vitamin K39 (menadiol sodium salt) (E307), Vitamin K40 (menadiol sodium salt) (E307), Vitamin K41 (menadiol sodium salt) (E307), Vitamin K42 (menadiol sodium salt) (E307), Vitamin K43 (menadiol sodium salt) (E307), Vitamin K44 (menadiol sodium salt) (E307), Vitamin K45 (menadiol sodium salt) (E307), Vitamin K46 (menadiol sodium salt) (E307), Vitamin K47 (menadiol sodium salt) (E307), Vitamin K48 (menadiol sodium salt) (E307), Vitamin K49 (menadiol sodium salt) (E307), Vitamin K50 (menadiol sodium salt) (E307), Vitamin K51 (menadiol sodium salt) (E307), Vitamin K52 (menadiol sodium salt) (E307), Vitamin K53 (menadiol sodium salt) (E307), Vitamin K54 (menadiol sodium salt) (E307), Vitamin K55 (menadiol sodium salt) (E307), Vitamin K56 (menadiol sodium salt) (E307), Vitamin K57 (menadiol sodium salt) (E307), Vitamin K58 (menadiol sodium salt) (E307), Vitamin K59 (menadiol sodium salt) (E307), Vitamin K60 (menadiol sodium salt) (E307), Vitamin K61 (menadiol sodium salt) (E307), Vitamin K62 (menadiol sodium salt) (E307), Vitamin K63 (menadiol sodium salt) (E307), Vitamin K64 (menadiol sodium salt) (E307), Vitamin K65 (menadiol sodium salt) (E307), Vitamin K66 (menadiol sodium salt) (E307), Vitamin K67 (menadiol sodium salt) (E307), Vitamin K68 (menadiol sodium salt) (E307), Vitamin K69 (menadiol sodium salt) (E307), Vitamin K70 (menadiol sodium salt) (E307), Vitamin K71 (menadiol sodium salt) (E307), Vitamin K72 (menadiol sodium salt) (E307), Vitamin K73 (menadiol sodium salt) (E307), Vitamin K74 (menadiol sodium salt) (E307), Vitamin K75 (menadiol sodium salt) (E307), Vitamin K76 (menadiol sodium salt) (E307), Vitamin K77 (menadiol sodium salt) (E307), Vitamin K78 (menadiol sodium salt) (E307), Vitamin K79 (menadiol sodium salt) (E307), Vitamin K80 (menadiol sodium salt) (E307), Vitamin K81 (menadiol sodium salt) (E307), Vitamin K82 (menadiol sodium salt) (E307), Vitamin K83 (menadiol sodium salt) (E307), Vitamin K84 (menadiol sodium salt) (E307), Vitamin K85 (menadiol sodium salt) (E307), Vitamin K86 (menadiol sodium salt) (E307), Vitamin K87 (menadiol sodium salt) (E307), Vitamin K88 (menadiol sodium salt) (E307), Vitamin K89 (menadiol sodium salt) (E307), Vitamin K90 (menadiol sodium salt) (E307), Vitamin K91 (menadiol sodium salt) (E307), Vitamin K92 (menadiol sodium salt) (E307), Vitamin K93 (menadiol sodium salt) (E307), Vitamin K94 (menadiol sodium salt) (E307), Vitamin K95 (menadiol sodium salt) (E307), Vitamin K96 (menadiol sodium salt) (E307), Vitamin K97 (menadiol sodium salt) (E307), Vitamin K98 (menadiol sodium salt) (E307), Vitamin K99 (menadiol sodium salt) (E307), Vitamin K100 (menadiol sodium salt) (E307).

GUARANTEED ANALYSIS:

Protein	100g/100g
Crude Fat	100g/100g
Crude Fiber	100g/100g
Moisture	100g/100g
Vitamin A	100g/100g
Vitamin B1	100g/100g
Vitamin B2	100g/100g
Vitamin B3	100g/100g
Vitamin B5	100g/100g
Vitamin B6	100g/100g
Vitamin B12	100g/100g
Vitamin C	100g/100g
Vitamin E	100g/100g
Vitamin K	100g/100g
Calcium	100g/100g
Phosphorus	100g/100g
Potassium	100g/100g
Sodium	100g/100g
Iron	100g/100g
Copper	100g/100g
Zinc	100g/100g
Manganese	100g/100g
Selenium	100g/100g
Iodine	100g/100g
Chlorine	100g/100g
Fluorine	100g/100g
Boron	100g/100g
Silicon	100g/100g
Vanadium	100g/100g
Cobalt	100g/100g
Nickel	100g/100g
Aluminum	100g/100g
Strontium	100g/100g
Barium	100g/100g
Lithium	100g/100g
Calcium	100g/100g
Phosphorus	100g/100g
Potassium	100g/100g
Sodium	100g/100g
Iron	100g/100g
Copper	100g/100g
Zinc	100g/100g
Manganese	100g/100g
Selenium	100g/100g
Iodine	100g/100g
Chlorine	100g/100g
Fluorine	100g/100g
Boron	100g/100g
Silicon	100g/100g
Vanadium	100g/100g
Cobalt	100g/100g
Nickel	100g/100g
Aluminum	100g/100g
Strontium	100g/100g
Barium	100g/100g
Lithium	100g/100g

NUTREQUIN ELITE NUTRITIONAL INFORMATION

Client: Bioniche Animal Health Inc.

WIN!
A weekend in Niagara's wine country!

Grand Prize



INN ON THE TWENTY
Niagara's First Wine Country Destination

This wonderful weekend for two includes two nights accommodations in a deluxe suite at the renowned Inn on the Twenty. Grand Prize package includes breakfasts, a delicious evening meal at the famous Inn on the Twenty restaurant, a private winery tour, and a gourmet cooking class with chef Roberto Fracchioni!

For further contest details or veal recipes go to www.ontarioveal.on.ca.

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350 Cookbook Prizes!

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VEAL CONTEST - NIAGARA GETAWAY

Client: Ontario Veal Association

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Look up Province of Ontario, Contests.

You provide the friends and we'll take care of the rest... and when it's done we'll leave you with a **new 2007 Napoleon Infrared Barbecue** and a **mini freezer filled with pork!**
And don't forget to try our original pork and beer recipes next time you fire up the BBQ!

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*Prizes may not be exactly as shown. Log on to putporkonyourfork.com to view or download official contest rules and regulations. © 2007 The Beer Store. All rights reserved.

ULTIMATE BACKYARD BBQ

Client: Ontario Pork