

BUY WITH CONFIDENCE

When you look at the ingredient labels on the prepared foods you buy, you can be assured that when cottonseed oil is listed, the product contains quality and is a nutritious contribution to your diet.

The original, healthy cooking oil

Thanks to concerns about diet and health, as well as a growing fascination with creating new foods and getting the best features from ethnic cuisine, consumers and food industry professionals alike have expressed renewed enthusiasm about the benefits of America's Original Vegetable Oil ... cottonseed oil.

Benefits beyond health

Cottonseed oil enhances, rather than masks, the fresh natural flavors of foods. Its neutral taste makes it perfect for frying seafood, snack foods and oriental foods, especially stir-fry. In snack foods, where oil becomes part of the product, cottonseed oil is recognized as being superior because of its low flavor reversion especially when used at high temperatures. And, toward the end of its useful life, cottonseed oil won't produce objectionable flavors as some oils do.

Another of cottonseed oil's benefits is the high level of antioxidants (Vitamin E) that contribute to its long life in the cooker or on the shelf. Studies show that these natural antioxidants are retained at high levels in fried products, creating longer shelf life.

*Remember to
read your labels*

Look for cottonseed oil.
It's "Grown and Made
in the U.S.A."



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Association

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**Cottonseed
Oil: Naturally
the Right Choice**

Why is it important to know about vegetable oils?

Vegetable oils are in most of the processed foods we eat today — everything from soups to crackers. Fats and oils contain fatty acids that can either be harmful or helpful to our health. Oils high in saturated fatty acids have been shown to raise blood serum cholesterol

levels, which may lead to heart attacks in some people. Unsaturated oils have been shown to reduce serum cholesterol levels.

Diet and health experts generally agree that reducing total fat and saturated fat intake would be beneficial for many people, especially those who should reduce their

blood cholesterol levels. Managing our fat intake to get the most benefit for our bodies is the key. The right kinds of fats and oils are therefore important for good nutrition. Being aware of the differences in vegetable oils and other fats will help when planning for a balanced diet.

Why should I choose foods made with cottonseed oil?

TASTE AND FLAVOR: Cottonseed oil brings out the flavor of foods. It is ideal for dressings and marinades and enhances vegetable and meat flavors. Many chefs prefer it for imparting a fresh taste to their “house” dressings. Also, cottonseed oil’s light, non-oily consistency, plus its high smoke point, make it most desirable for oriental dishes and stir-fry vegetables. It is excellent for the finest baked goods.

Cottonseed oil is also popular for cooking potato chips and other snack foods where flavor is especially important.

STABILITY: Cottonseed oil stays fresh longer in a fryer or in products on the shelf. The flavor of cottonseed oil does not deteriorate or “revert” as much as some other oils when it is used at high temperatures.

GROWN AND MADE IN THE USA: American farmers produce cottonseed oil in the United States. This is good because it helps keep U.S. farms strong and supports our own agricultural community that brings us the wide variety of foods we enjoy. Besides, cottonseed oil is America’s original vegetable oil and has been a part of the American diet for well over a century. It has stood the test of time in our foods.

How does cottonseed oil come from the cotton plant?

In the United States, cotton is grown from Virginia to California and as far north as southern Kansas. Because the cotton plant produces about twice as much seed as fiber, there was motivation as early as the late 18th Century to find a commercial use for cottonseed. Around the end of the 1860s, a commercially viable method to extract oil from cottonseed kernels was

invented and cottonseed oil has been in use continuously since then.

Nowadays, the U.S. annually produces over 1 billion pounds of cottonseed oil. As much as one-fourth may be exported. High quality cottonseed oil products are readily available throughout the entire year. Like all vegetable oils, cottonseed oil is cholesterol free. Naturally, cotton grow-

ing and cottonseed oil processing must meet all of the rigid and demanding government regulations and requirements for food crops and food processing. Refined and deodorized, cottonseed oil is one of the purest food products available. Few foods can be as highly purified and refined and still maintain their nutritional quality.