

AMERIFLAX 2006



Energizing the Flax Message!!

Crop Overview



2004

- 516,000 Harvested Acres in U.S.
- 20.3 Bu./Acre; 10,474,800 Bu. 2004
- 266,147 MT

2005

- 840,000 Harvested Acres in N.D.
- 931,000 Harvested Acres in U.S.

AmeriFlax 2005 Marketing Program



Food Industry Marketing



Promotion Materials



- Flax Facts Brochure
- Flax World Class Recipe Book
- Flax Bakery Formulas
- Baking Info from Northern Crops Inst.

AmeriFlax Website



DATABASE

Click here to visit the Flaxseed Trade and Handler's Database.



TASTY RECIPIES

Almost too good to be true. Flax recipes at your own fingertips! Click here.



FLAX FACTS BROCHURE

Find important questions and answers for improved health and nutrition.



Flaxseed for Consumers

- Flaxseed for Food Manufacturers
- Flaxseed in Animal and Poultry Feed
- About AmeriFlax / Producer Information
- Flaxseed for Industrial Use



Contact Us: AmeriFlax • 3015 Hwy 25 • Mandan, ND 58554

**Some pictures compliments of the Saskatchewan Development Commission.*

Food Industry Shows



- American Society of Baking – Chicago, IL
- Research Chef's Association – Conference – Montreal, Quebec
- Institute of Food Technology Expo – New Orleans, LA
- Retail Baker's Association Expo – Chicago, IL

American Society of Baking



IFT Expo



Research Chef's Assoc.



Research Chef's Assoc.



Retail Bakers Association Expo



Livestock Industry Marketing



Livestock Industry Marketing



- NCBA – San Antonio, TX
 - Shared Booth with ND Ag Dept.
- Dairy Market – Increased Conception Rates from Feeding Flaxseed
- Identified Market as Next Area of Research

Producer Events



- AmeriFlax/NDSU Producer Meetings
 - Langdon, Bottineau, Minot, Carrington
- Marketplace – Bismarck
- ND Ag Expo - Minot

Producer Meetings



Other Activities



- SaskFlax Days
- Bio-Tech Meeting– Flax for use in PMPs
- Ag Dept. – Pesticide Division
- Position Statement on PMPs
- Meeting with FCC, SaskFlax

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Energizing the Flax Message!!

Consumer Marketing



- Reprint World Class Recipes
- Reprint Health Brochure
- Upgrade the "Flax For Consumer" Section-www.ameriflax.com
- Develop a Q & A Section



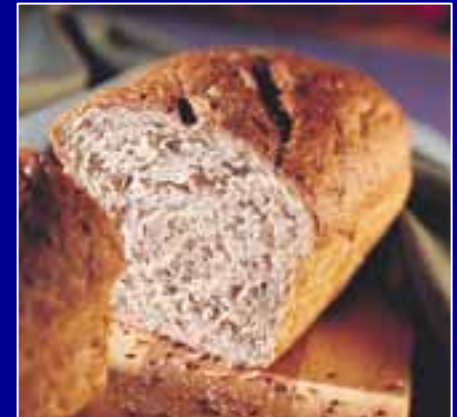
Food Industry Marketing



Formula Development/ Marketing Kit-CD



- Hire NCI to Formulate New Formulas
- Develop Marketing Kit with Formulas and Photographs
- Develop CD with 20 Bakery Formulas, Health Information and Product Marketing Ideas



CIA Promotion/Harvard School of Public Health



- Worlds of Healthy Flavors Initiative
- Cooperate with Northern Canola Growers Assoc. and SaskFlax
- Participate in Corporate Retreat
- Gain a Prominent Link to CIA Website for a Year – 2M Hits per Year.

Roasted Flax - CIA Promotion

An advertisement for roasted flaxseed. The central image is a clear glass bowl filled with dark brown, roasted flaxseeds, set against a blue gradient background. The text 'The Essential *Flax*' is written in a mix of sans-serif and cursive fonts at the top. Below it, 'ROASTED FLAXSEED' is written in a smaller, all-caps font. At the bottom left is the 'AmeriFlax' logo with a blue flower icon. In the center bottom are the websites 'www.ameriflax.com' and 'www.saskflax.com'. At the bottom right is the 'SaskFlax' logo, which features a stylized flax seed head icon above the brand name.

Ameri
Flax

www.ameriflax.com
www.saskflax.com



SaskFlax

Food Industry Shows



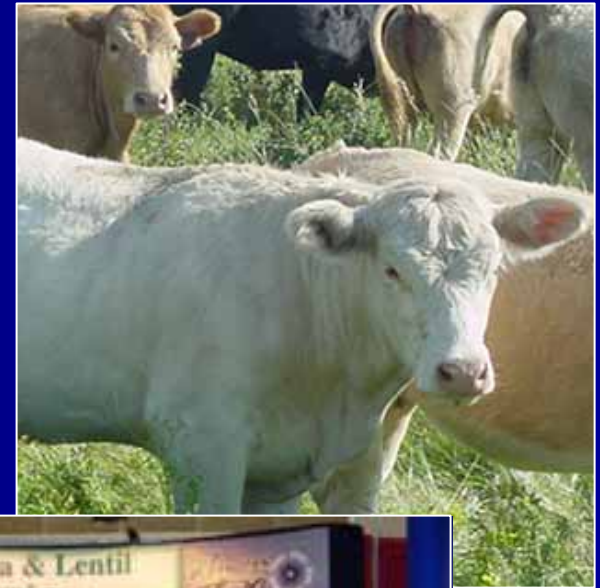
- CIA-World of Healthy Flavors
- American Society of Baking Expo
- Institute of Food Technology
- American Bakery Expo

Food Industry Newsletter



- Create 3 Newsletters Targeted Toward Food Companies & Media
- Promote Health Information
- Promote New Uses for Flaxseed
- Promote New Link to CIA Website
- Promote New Bakery Kit/CD
- Develop Food Industry Mailing List

Livestock Industry Marketing



Livestock Industry Marketing



- National Cattlemen's Association Expo
– Denver, CO – Booth Co-Sponsored
by ND Dept. of Agriculture
- Currently Soliciting Dairy Research
Proposals with Several Key Universities
within the U.S.

Communication Consultant



- Hire Nita Cordill to:
 - Update AmeriFlax Website
 - Write Baking Kit Information
 - Assist with CIA Website Initiative
 - Write 3 Food Industry Newsletters
 - Write NCBA Update
 - Write 3 Dairy Industry Newsletters
 - Develop Mailing Lists for Food/Dairy Industry
 - Assist with Placement of Stories Within Media

Producer Events



- SaskFlax Days – Saskatoon, SK
- ND Ag Expo – Minot, ND
- Pesticide Registration Meetings
- Insurance Issues

**Eat Your Flaxseed
Thank You!!**

