

Food and Agricultural Products Center



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ADM Launches Fat-Fighting Cooking Oil

STILLWATER, Okla. – Archer Daniels Midland Co. (ADM), located in Decatur, Ill., recently introduced a cooking oil that has been clinically shown to help fight against body fat and obesity and promote weight loss.

Kao Corporation in Japan first introduced the product as “Healthy Econa Cooking Oil” in 1999 where it has since become the best-selling cooking oil, said Nurhan Dunford, Food and Agricultural Products Center oilseed chemist. The product is now being manufactured in the United States and will be marketed under the brand name Enova by ADM Kao LLC., a joint venture between ADM and the Kao Corporation of Japan.

“Enova oil contains about 50 percent of diacylglycerols (DAG), which is a naturally occurring component of vegetable oils,” Dunford said. “Currently, DAGs are widely used as emulsifiers and stabilizers in many food applications. Common refined cooking oils contain about 98-99 percent triacylglycerides (TAG), which have a slightly different chemical structure than DAG.”

Enova oil is produced from a patented process that utilizes soybean and canola oil. The product has been granted a status of Generally Recognized as Safe (GRAS) by the U.S. Food and Drug Administration for use as a cooking oil and spread. ADM Kao is working to expand GRAS categories to include other uses for Enova oil, including any vegetable oil application.

The energy value of the DAG oil is practically the same as a common edible oil containing TAGs. How-

ever, DAG is metabolized differently. As a result, Enova oil is burned directly by the body as energy, rather than stored as fat, Dunford said.

“This means Enova oil can actually help people maintain or lose weight when Enova is included in a sensible diet,” she said. “A study conducted by the Chicago Center for Clinical Research has shown that, over a 24-week period, people who incorporated Enova oil into a calorie-controlled diet reduced their weight by an average of 3.6 percent and their body fat mass by 8.3 percent. Studies have also shown that Enova oil can help reduce post-meal serum triglycerides by 30 to 50 percent.”

Due to the similarities in chemistry, incorporating DAG oils in food systems as a partial or full replacement of TAG oils can be achieved without compromising product quality and flavor. With its light taste, Enova oil can be substituted for ordinary cooking oils in salad dressing, home frying, baking and cooking or in virtually any recipe in which vegetable oil is used.

Enova oil will be available in the Atlanta and Chicago metro regions, beginning as early as January 2003. It will also be available for sale at www.enovaoil.com.

According to Deborah Cohen of Reuters news service, the product will be sold through grocery and other retail food stores in 20-ounce bottles at a suggested price of \$4.79 or about four times the cost of common cooking oils.

Prepared Foods magazine has reported that ADM Kao is also working with leading U.S. food companies to

incorporate Enova oil into a wide range of prepared foods, including bottled salad dressing, margarine and mayonnaise. It is estimated that the long-term U.S. sales for Enova oil will exceed \$150 million per year.

Dunford is conducting research with a focus on the enhancement of nutritional properties of oilseed-derived products and process development. Her focus includes the utilization of oilseeds more prevalent to Oklahoma such as wheat germ. Oklahoma food

companies interested in learning more about Dunford's research are encouraged to contact the Center.

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