

PRESS RELEASE

For immediate release



Lallemand Inc. Petition FDA to Increase the Allowed Level of Vitamin D in Yeast-raised Baked Goods *Scientists urge for more food sources with Vitamin D*

January 20, 2010

The Federal Register, December 17, recognizes the food additive petition by Lallemand, on behalf of the US baking industry, to amend the food additive regulations to provide for the safe use of vitamin D2 yeast for baked goods at higher levels than 90IU vitamin D per 100 g food.

The petition addresses the fact that many people's intakes are below their Adequate Intakes (AI) for vitamin D and requests that the safe limit be increased to 400IU of vitamin D per 100 g of yeast-raised baked goods. "Upon approval by the FDA, bakers will have the opportunity to achieve the levels of vitamin D necessary to make "excellent" or "good" sources claims, giving them one more tool at their disposal to reinforce the contribution bread can make to a healthy diet", said Gary Edwards, President of Lallemand/American Yeast.

Vitamin D - important for your health

The USDA states that approximately 69% of the population is not meeting their Adequate Intakes (AI) for vitamin D.ⁱ "Considering the widespread deficiency even in Florida and that vitamin D plays a critical role in bone health, as well as new information indicating that it could potentially play a significant role in strengthening the body's defences against chronic and immune diseases, one can realize the importance of improving the vitamin D content of the food supply so that the status of vitamin D improves", said Asst. Prof. of Nutrition, Wendy Dahl, University of Florida.

Needs for more food sources with vitamin D

Based on consumer surveys made by Angus Reid and TNS Global, milk is perceived to be the most important source of vitamin D. "While fortified milk has been recognized as an important source of vitamin D, there are many in the population who choose not to consume this food. Thus, non-milk drinkers are placed at an increased risk for deficiency. Were there more foods containing vitamin D, especially foods that are consumed by persons of different ages and different ethnicities such as baked goods, then this would go a long way to improve vitamin D intakes", said Asst. Prof. of Nutrition, Wendy Dahl, University of Florida.

To read the full petition, visit: <http://www.lallemand.com/VitaminD/petition.pdf>

About Lallemand

Lallemand Inc. is a privately held Canadian company specializing in the research, development, production, marketing and distribution of yeast and bacteria. Lallemand has approximately 2,200 employees located in more than 30 countries on all continents. Lallemand/American Yeast operates plants in the US in Memphis and Baltimore and in Montreal, Canada. For more information about Lallemand, please visit www.lallemand.com.

Contact: Lallemand Inc. Cilla Ingman +1-514- 522 2133 cimgman@lallemand.com

ⁱ USDA, 2009, What we eat in America, NHANES 2005-2006 usual nutrient intakes from food and water compared to 1997 Dietary Reference Intakes for Vitamin D, calcium, phosphorus and magnesium. U.S. Department of Agriculture, Agricultural Research Service, Beltsville Human Nutrition Research Center, Food Surveys Research Group. Pp. 1-24.