



# The Citri-Fi® Showcase

## Introducing the Citri-Fi User's Guide!

Our best wishes to our partners and customers for a successful 2010!

At Fiberstar, we are looking forward to 2010 with great anticipation. We are eager to expand the reach of our Citri-Fi products to enhance the quality, nutrition and healthfulness of food globally. We are proud to announce the completion and availability of the Citri-Fi User's Guide. The Citri-Fi User's Guide is intended to teach our distributors, brokers and customers the true value of Citri-Fi.

### *How Citri-Fi can be used to Improve...*

- Profit Margins
- Nutrition
- Quality
- Label Declarations

Citri-Fi accomplishes these objectives when its impressive functional properties are correctly used to manage moisture, partially replace eggs, oil and fat, replace synthetic ingredients, enhance texture, and thicken and stabilize oil and water emulsions. In the Citri-Fi User's Guide, you will find step-by-step instructions to achieve these objectives in a wide variety of food products. The User's Guide is available at [www.fiberstar.net/library.html](http://www.fiberstar.net/library.html) under the Citri-Fi User's Guide heading. It is also available in a booklet form upon request.

The purpose of the Citri-Fi User's Guide is to ensure that our customers have the greatest chance of success when incorporating Citri-Fi into their formulas. The User's Guide outlines all of the ways Citri-Fi can benefit food manufacturers and provides detailed incorporation instructions. Whether you are replacing oil in muffins to reduce costs and improve nutrition, or stabilizing dressing to improve quality, Citri-Fi provides natural functionality as well as many other benefits. The User's Guide offers the instruction to quickly and effectively enjoy the many benefits of Citri-Fi.

Sincerely,

The Fiberstar Team

### **A Functional Focus on...**

#### Moisture Management

Citri-Fi will bind and hold more moisture, more tightly than comparable natural ingredients through cooking, baking, freezing and product shelf life. Citri-Fi inhibits moisture migration such as purge, evaporative and drip loss, syneresis, and ice crystal formation to improve yields, profit margins and product quality.

#### Partial Oil, Fat and Egg Replacement

Citri-Fi is an excellent partial oil, fat and egg replacer used to reduce ingredient costs and improve profit margins, nutrition and ingredient declarations for a wide variety of food products. Citri-Fi and extra water cost less than the oil, fat or eggs it replaces. Citri-Fi will also help to improve nutrition by reducing fat, trans fat, saturated fat, cholesterol and calories per serving.

#### Replacement of Synthetic Ingredients

All natural Citri-Fi improves ingredient declarations and reduces costs by replacing chemicals such as phosphates, emulsifiers, stabilizers and complex gum systems.

#### Improvement of Label Declaration

Citri-Fi is GRAS, all natural, non-allergenic, gluten free, kosher, halal, non-GMO, and has a neutral odor and taste. Citri-Fi is a multi-functional ingredient made from orange pulp, not a food additive, and does not require an e-number in Europe.

### What's Inside

#### Pg. 2

- FSIS Non-Objection Letter For Whole Muscle Meat and Poultry
- Use Citri-Fi100M40 to Increase Profit Margins in Ham Injection

#### Pg. 3

- Use Citri-Fi 100M40 to Replace Phosphate
- Use Citri-Fi in Frozen Foods and Baked Goods to Improve Quality and Yield
- Fiberstar at the IBA to Demonstrate Citri-Fi in Baked Goods

#### Pg. 4

- Partial Egg Replacement in Bakery Cost Analysis
- Partial Replacement of Oil and Fat Cost Analysis

#### Pg. 5

- Market Penetration and International Sales Potential with Citri-Fi
- Fiberstar at Food Ingredients Europe
- Butter Buds and Citri-Fi Synergy for the Partial Replacement of Oil and Fat

#### Pg. 6

- Upcoming Events
- Food Technologist Laura Valverde Relocates to the European Union
- Water Activity and Citri-Fi

#### Attachment:

- Performance of Various Fibers in Meatballs and Cost Analysis



Designed by Nature.  
Enhanced by Fiberstar.™

For use in...

- Baked Goods
- Frozen Foods
- Meats
- Dairy Products
- Dressing and Sauces
- Beverages
- Fruits and Vegetables



# FSIS Approval for Citri-Fi in Whole Muscle Meat and Poultry

## Value and All Natural Functionality for Meat

### FSIS Approval

Fiberstar is excited to announce that the Food Safety and Inspection Service (FSIS) division of the USDA has issued a no objection letter for the use of Citri-Fi products containing dried orange pulp, e.g. Citri-Fi 100, Citri-Fi 100FG, and Citri-Fi 100M40, in non-standardized whole muscle meat and poultry products in the United States where binders are permitted and in standardized whole muscle products where standards of identity permit the use of binders.

### An Industry Solution

The enhanced functionality of Citri-Fi makes it the perfect all natural solution for global meat processors to use to improve the yield, profit margin and quality of their whole muscle meat and poultry products. When used in meat injection, Citri-Fi tightly binds and holds water and fat to inhibit drip loss, syneresis, purge and ice crystal formation. Although most formulations require usage levels of 0.5% or less to attain the desired functionality, Citri-Fi can be used at up to 3.5% of product formulation when permitted by standards of identity according to our FSIS no objection letter. In meat applications, Citri-Fi is labeled "dried orange pulp" on ingredient declarations. When compared to other binding ingredients, Citri-Fi binds and holds more moisture, more tightly to increase post cooked weight yields, natural flavors and profit margins.

### Improve Quality and Label Declaration

Citri-Fi is available in multiple particle sizes to perfectly match desired texture and mouthfeel. A high post-cooking water holding capacity enables Citri-Fi to capture natural juices and flavors that other fibers would lose. Less Citri-Fi is needed to tightly bind free water; other ingredients tend to negatively impact texture and flavor because of higher rates of use, thereby improving texture, consistency and quality. Citri-Fi is also used by meat processors to improve the label declaration of their products. Citri-Fi can be used to replace phosphate salts and other synthetic ingredients to enable clean labels while providing the functional properties of binders.

### Increase Profit Margins

The use of Citri-Fi presents a great opportunity to increase yields and profit margins. When used in combination with phosphates or carrageenan, Citri-Fi provides a synergistic increase in yield and a corresponding reduction in cost and increase in profit margins. Citri-Fi is easy to incorporate into existing manufacturing processes and thickens and stabilizes water and fat emulsions.

### Support

Fiberstar and its distributors have the technical resources to help you incorporate Citri-Fi into your applications. Our food technologists can show you how to use Citri-Fi to get the best combination of improved quality and profit margins in whole muscle meat and poultry products.

## Use Citri-Fi 100M40 to Increase Profit Margins in Ham Injection

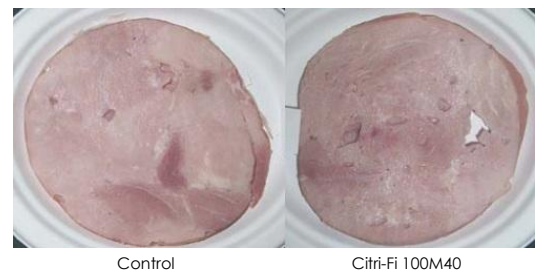
Citri-Fi Functionality:  
Advantage:

Moisture Management and Syneresis Control  
Improves Yields, Profit Margins, Nutrition, and Label Declarations

Customers are using Citri-Fi 100M40 to increase yields in injected meat applications. Citri-Fi 100M40 is incorporated into brines at usage rates of 0.30% to 0.50% in pre-cooked product to increase yields in ham. Tests have shown that Citri-Fi 100M40 enhances texture while increasing both pre and post cooked yields. In tests, product injected with 0.50% Citri-Fi 100M40 enjoyed a cooked weight yield increase of 5.4% while maintaining identical sensory characteristics as the control. At an injection rate of 0.30% Citri-Fi 100M40, cooked weight yields were increased by 2.4% and taste, texture and moistness were all improved as compared to the control. At this level, the incorporation of Citri-Fi increased the profit margin by 3.05%.

Citri-Fi's unique ability to tightly bind and hold both fat and water ensures a consistent product quality. Citri-Fi is all natural and can be used in conjunction with all natural rice starch to replace phosphates to create clean label products. Citri-Fi also displays a synergy with phosphates and carrageenan to increase yields. Citri-Fi's combination of functionality and its all natural status gives it a distinct competitive advantage in meat injection. Citri-Fi demonstrates excellent cost in use when the cooked weight yields are compared to the total formula cost. Here's an example of how Citri-Fi can be used to increase yield and profit margins.

Test	Percent Injection	Cure 6.2% Nitrite	Citri-Fi 100M40	Salt	Sugar	Cooked Yield	Revenues/ 100 lb	Finished Product Cost in Use/ 100 lb	Profit Margin/ 100 lb
Control	33%	0.20%	0.00%	2.00%	0.50%	91.20%	\$218.33	\$123.21	\$95.12
0.3% CF 100 M40	33%	0.20%	0.30%	2.00%	0.50%	93.60%	\$218.33	\$120.32	\$98.02 for a 3.05% increase





# Proven Applications for Citri-Fi

## Use Citri-Fi 100M40 to Replace Phosphate

Citri-Fi 100M40 is being used in all-natural injected brines to maintain yields, control purge, and improve the label declarations and quality of injected poultry products. In an injected poultry application, a 3.0% Citri-Fi 100M40 brine formula was compared to a 2.8% sodium tripolyphosphate brine formula.



Control      2.8% Phosphate Brine      3.0% Citri-Fi 100 M40 Brine

For complete phosphate replacement, it is suggested that Citri-Fi 100M40 be used in combination with all-natural rice starch to achieve maximum yields. See the Citri-Fi User's Guide.

On the other hand, when maximum yields are the primary objective, Citri-Fi 100M40 can be added on top of phosphate brines to achieve profit boosting, synergistic yield increases. See the Citri-Fi User's guide.

## Use Citri-Fi in Frozen Foods to Improve Quality and Yield

Fiberstar is excited about the success of using Citri-Fi in frozen food applications. Citri-Fi's unique physical structure and chemical composition enable it to bind and hold water and oil more tightly than other ingredients. This functionality inhibits moisture migration during frozen storage. Not only does this mean reduced ice crystal formation and syneresis upon thawing, it also means that a food manufacturer can increase the amount of water added to a frozen food product without increasing ice crystal formation and syneresis. In addition, the consumer benefits by having a higher quality product that has a more uniform distribution of moisture.



## Use Citri-Fi in Baked Goods to Improve Quality and Profit Margins

In baked goods, Citri-Fi is used to increase yields by reducing evaporative loss during baking. This increases yields, profit margins and the softness/freshness of the product.

## Fiberstar Demonstrates the Power of Citri-Fi in Baked Goods at the IBA in Dusseldorf!

Nick Kovalenko (Director of Sales and Marketing), Laura Valverde and Shirraj Sawant (Technical Sales) attended the 2009 IBA in Dusseldorf. It was an awesome opportunity to demonstrate the unique functionality of Citri-Fi to global baking industry professionals. Working with Fiberstar was special guest, Mr. Helmuth Scheel, the Director of Research and Development at MonPon, Chile's 3rd largest bakery. Mr. Scheel has a tremendous knowledge of the benefits of using Citri-Fi in baked goods and currently uses Citri-Fi in over 50% of MonPon's baked goods products to improve their quality, shelf life, nutrition and profit margins.

Mr. Scheel made cookies, muffins, meringue, cakes and pie crust. In muffins, he replaced 50% of the oil with a 1:9 ratio of Citri-Fi and water to reduce cost and improve profit margins and nutrition while maintaining organoleptic properties. In pie crust, he used Citri-Fi to replace 30% of the butter to reduce cost and improve profit margins and nutrition while achieving a 20% reduction in pie crust breakage. He made a beautiful full bodied meringue using Citri-Fi and water to replace 25% of the eggs in the formula to reduce costs and improve profit margins and nutrition. Mr. Scheel used a combination of Citri-Fi 200 and Citri-Fi 300 to replace 30% of whole eggs in yellow cake to reduce costs and improve profit margins and nutrition. In each case, all of Mr. Scheel's baked goods had similar or improved eating qualities when compared to the original formulas. Samples of both the reference and those made with Citri-Fi were available for show attendees to taste and compare.



Helmuth Scheel, Laura Valverde and Shirraj Sawant



Control Muffins      50% Reduced Fat Muffins



Control Cake      30% Reduced Egg Cake



# Reduce Ingredient Costs

## Use Citri-Fi and Water to Reduce the Cost of Eggs in Baked Goods

Citri-Fi can be used to partially replace eggs in baked goods to reduce costs and improve nutrition. The cost of Citri-Fi and extra water is less than the cost of the eggs replaced. With Citri-Fi, manufacturers can reduce the overall formula cost while maintaining texture, taste and volume. Extensive testing in our lab, as well as products already in the market clearly demonstrate Citri-Fi's cost saving advantage. Cost savings can be enjoyed in a wide range of baked good applications. In addition, this functionality has been demonstrated in dressings.



## Cost Savings in Muffins

In one test example, a muffin recipe called for 13.0 kg of whole eggs with a 100.0 kg of total ingredients in the formula. Citri-Fi and water were used to replace 15%, 20% and 25% of the formula eggs. The ratio of Citri-Fi to water ranged from one part of Citri-Fi to 17 to 21 parts of water. The example is based on the current cost of eggs at \$1.17/kg and the average cost of Citri-Fi at \$7.20/kg to calculate the cost savings. Calculations show a cost savings in every scenario! To determine cost savings using a 1:17 ratio, divide the price of Citri-Fi by 18, the lowest used ratio, and compare that price to the price of eggs, and see an immediate 65.8% savings in egg costs. In the most cost effective scenario Citri-Fi and water can reduce egg costs by 71.9%. Partially replacing eggs with Citri-Fi and water is an effective method to reduce costs and improve margins and nutrition without reducing quality.

**Table 1. Cost Savings Using Citri-Fi and Water to Partially Replace Eggs in Muffins**

Percent Egg Replacement	Kg of Eggs Replaced	Cost of Eggs Replaced	Citri-Fi to Water Ratio	Cost of Citri-Fi and Water In Formula	Cost Savings Of Eggs Replaced	Percent Cost Savings of Eggs Replaced
15%	1.95	\$2.28	1 to 17	\$0.78	\$1.50	65.8%
			1 to 19	\$0.70	\$1.58	69.2%
			1 to 21	\$0.64	\$1.64	71.9%
20%	2.60	\$3.04	1 to 17	\$1.04	\$1.97	65.8%
			1 to 19	\$0.94	\$2.07	69.2%
			1 to 21	\$0.86	\$2.15	71.9%
25%	3.25	\$3.80	1 to 17	\$1.30	\$2.50	65.8%
			1 to 19	\$1.17	\$2.63	69.2%
			1 to 21	\$1.07	\$2.73	71.9%

Whole liquid pasteurized eggs at \$0.53/lb & \$1.17/kg (From Milling and Baking News 2/19/10)

## Use Citri-Fi and Water to Reduce the Cost of Oil and Fat in Food Products

Citri-Fi and water can be used to partially replace oil and fat in a wide variety of food applications. This can reduce ingredients costs, fat content and calories while improving profit margins and nutrition. When Citri-Fi and water are used to partially replace oil and animal fat, the oil/fat is usually replaced using a ratio of 1 part Citri-Fi to 7 to 10 parts water. In Table 2, the cost of Citri-Fi and water is compared to the cost of different oils. Using Citri-Fi and water to partially replace oil provides ingredient cost savings in 13 out of the 16 formulas below. Citri-Fi is easy to incorporate into existing formulas with detailed instructions provided in the Citri-Fi User's Guide.

**Table 2. Cost Savings Using Citri-Fi and Water To Replace Various Edible Oils**

	Cost of Oil (2/19/2010)		Cost of Citri-Fi & Water in a 1/7 ratio		(Cost) Savings	Cost of Citri-Fi & Water in a 1/8 ratio		(Cost) Savings	Cost of Citri-Fi & Water in a 1/9 ratio		Savings	Cost of Citri-Fi & Water in a 1/10 ratio		Savings	
	Lb.	Kg.	Lb.	Kg.		Lb.	Kg.		Lb.	Kg.		Lb.	Kg.		
Soybean	\$0.35	\$0.76	\$0.41	\$0.90	(-18%)	\$0.36	\$0.80	(-5%)	\$0.33	\$0.72	5%	\$0.30	\$0.65	15%	
Corn	\$0.39	\$0.86	\$0.41	\$0.90	(-4%)	\$0.36	\$0.80	7%	\$0.33	\$0.72	12%	\$0.30	\$0.65	25%	
Palm	\$0.46	\$1.01	\$0.41	\$0.90	11%	\$0.36	\$0.80	21%	\$0.33	\$0.72	25%	\$0.30	\$0.65	35%	
Sunflower	\$0.52	\$1.15	\$0.41	\$0.90	22%	\$0.36	\$0.80	31%	\$0.33	\$0.72	44%	\$0.30	\$0.65	43%	
Citri-Fi	\$3.26	\$7.20	See shaded areas for savings.												

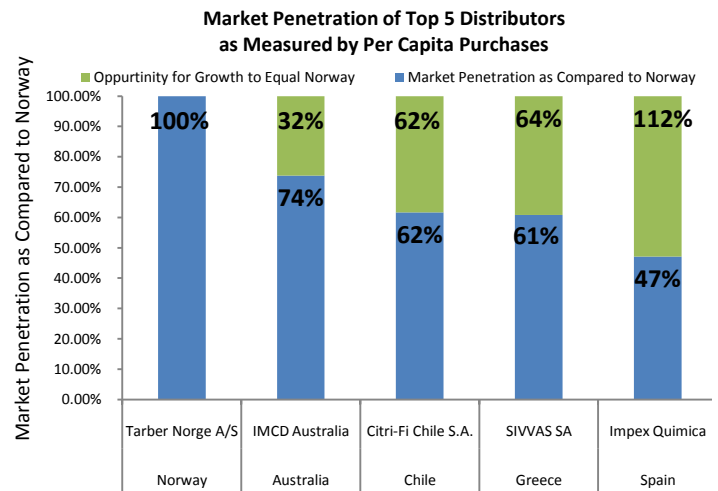


# Opportunity to Grow Citri-Fi Sales in 2010

*Congratulations to Fantastic Effort in 2009! Great Opportunities for Sales Growth in 2010!*

## International Sales Growth Potential with Citri-Fi

We measure our distributor's performance by a number of criteria, one of which is market penetration. The chart to the right honors our top five distributors in 2009. We measure market penetration by per capita purchases which are determined by dividing the distributor's total purchases by the population of their territory. Tarber Norge A/S, our distributor in Norway, had the highest per capita purchases or market penetration in 2009. We gave Norway a market penetration value of 100%. Thereafter, the per capita number for each country was divided by Norway's per capita number to obtain a comparative market penetration value for each of the other countries as compared to Norway (blue bars). In the chart to the right, IMCD achieved a 74% market penetration in Australia as compared to Norway and Citri-Fi Chile had achieved a 62% market penetration in Chile as compared to Norway. The green bars show the potential for sales growth in each of the other top four markets before reaching the same level of market penetration as has been achieved by Norway: 32% in Australia, over 60% in Chile and Greece and 112% in Spain. Let us help you grow your sales.



## Fiberstar at Food Ingredients Europe

Fiberstar exhibited at Food Ingredients Europe in Frankfurt last November. As the recipient of the silver award for the "Most Innovative Food Ingredient" in 2007, we were excited to return to FIE and reconnect with our distributors, customer and friends. This year we placed special emphasis on Citri-Fi's ability to thicken and stabilize water and oil emulsions in a wide variety of food products. These new applications utilize Citri-Fi's unique ability to thicken and stabilize water and oil. Small percentages of Citri-Fi (0.25% to 1.50%) can be used to create water and oil emulsions that remain stable through freeze/thaw and baking/cooking cycles. Please contact us if you have projects requiring an all-natural thickening and stabilizing agent for water and oil emulsions.



Nick Kovalenko and Dale Lindquist meeting with customers at FIE 2009 in Frankfurt

## Butter Buds Maintains Full Fat Flavor when Citri-Fi is Used to Replace Higher Levels of Fat Ingredients

Fiberstar has been working with its distributors in Canada and Australia to explore and promote the synergy between Citri-Fi and Butter Buds® products when fat is being partially replaced by Citri-Fi and water to reduce costs and improve profit margins and nutrition. In a technical demonstration, food technologists from Fiberstar and Dealers Ingredients (our distributor in Canada) used Butter Buds and Citri-Fi to improve profit margins by partially replacing higher priced fat in every item on a three course dinner menu. The success of the event has encouraged us to continue to work together to find additional synergistic applications.

One of the primary issues with fat replacement is the diminishment of flavor as higher levels of fat are replaced. Citri-Fi can be used to replace from 20% to 50% of fat in a wide variety of applications without diminishment of flavor. However, when customers want to increase the level of fat replacement beyond those points, flavor levels need to be fortified to compensate for flavor loss. That is where Butter Buds comes into play. Butter Buds uses an enzymatic process to separate flavor molecules from real butter. Butter Bud's products provide all natural butter flavors with approximately 5 calories per serving. When Citri-Fi and Butter Buds are used in combination, Citri-Fi provides the mouthfeel, texture, volume and other functional properties of fat while Butter Buds replenishes the natural fat flavor that is diminished when high percentages of oil and fat are replaced with Citri-Fi and water. When these products are used in combination, the level of fat replacement can be increased while maintaining the organoleptic qualities of the product. We would like to thank our distributors who have worked with us to realize the benefit of combining Citri-Fi and Butter Buds ingredients. We are currently working on this potential synergy in reduced fat dairy applications and tomato and white sauce applications. If you have a project where high levels of oil replacement have diminished flavor, please let us know and we will put you in contact with the Butter Bud's distributor in your country.

Butter Buds® is a registered trademark of Cumberland in the United States and may be registered in other countries or jurisdictions.



# Announcements from Fiberstar

*News from River Falls, WI and around the world*

## Events Schedule in 2010

Fiberstar is planning on exhibiting at the following tradeshow in 2010.

Food Ingredients China	March 23 <sup>rd</sup> - 25 <sup>th</sup>	Shanghai, China
IFFA	May 8 <sup>th</sup> - 13 <sup>th</sup>	Frankfurt, Germany
IFT National Meeting	July 17 <sup>th</sup> -20 <sup>th</sup>	Chicago, Illinois
Food Ingredients South America	September 21 <sup>st</sup> - 23 <sup>rd</sup>	Sao Paulo, Brazil
Food Ingredients Russia	November 23 <sup>rd</sup> - 26 <sup>th</sup>	Moscow, Russia

### **Up to 75% Funding Available to Promote Citri-Fi**

Fiberstar offers its distributors a great cost sharing advertising program to promote the use of Citri-Fi in their respective country. When pre-approved, Fiberstar will reimburse its distributors for up to 75% of trade show, media advertising, and direct mail, etc. expenses. For 2010, joint marketing campaigns have been pre-approved for the amounts shown for the following countries (in USD): Russia (\$20,000), Japan (\$10,000), Canada (\$20,000), and a joint campaign in Brazil and Argentina (\$20,000). If you are interested in this program to promote Citri-Fi in your country please contact Nick Kovalenko.

### **Food Technologist Laura Valverde Relocates to Europe**

Laura Valverde, our Spanish and English speaking food technologist, has moved to Spain to head Fiberstar's technical sales operations in Europe. Laura is located outside of Gerona and is available during normal business hours (CAT). She will also continue to be actively involved with our customers and distributors in South America and other parts of the world.

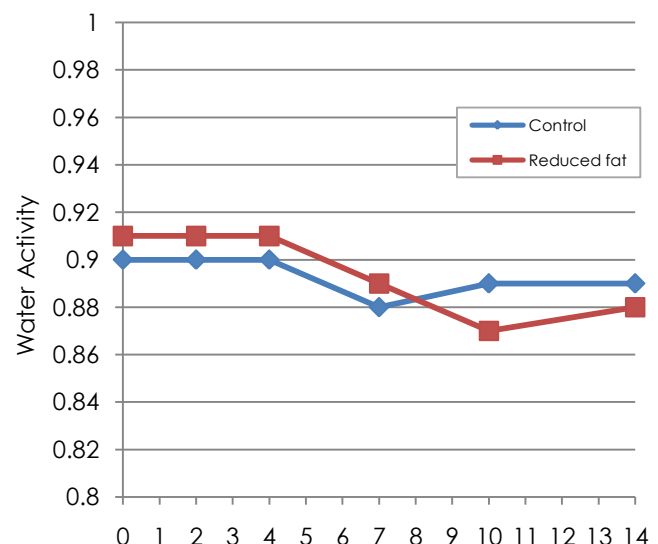
Email: [l.valverde@fiberstar.net](mailto:l.valverde@fiberstar.net)  
 Office Phone: 34 93 889 0365  
 Cellular Phone: 34 62 042 3230

### **Water Activity and Citri-Fi**

We are often asked about the changes in the water activity of foods when customers incorporate Citri-Fi and extra water into their formulas. Citri-Fi's unique ability to tightly bind and hold water ensures that when Citri-Fi and extra water are correctly incorporated into a formula, the extra water is not free water. Laboratory testing and real world applications have proven water activity level does not rise in foods when Citri-Fi and extra water are incorporated into formulations if the correct Citri-Fi to water ratio is used. See the Citri-Fi User Guide for guidance.

The data to the right is from experiments conducted in the Fiberstar Innovation center in River Falls, Wisconsin. In this test, 25% of the oil was replaced with a ratio of one part Citri-Fi and nine parts of water (10 parts of oil replaced). There was no statistically significant difference in water activity between the full fat and reduced fat version of the muffins. Experience with other products has consistently demonstrated that adding Citri-Fi and water will not raise the water activity level as long as the correct ratio of Citri-Fi to water is used. See Citri-Fi User Guide.

Water Activity in Muffins Over 2 Weeks





# Performance of Various Fibers in Meatballs

## A Comparison of Yields, Profit Margins and Lost Profits by Fiber Type and Levels in Meatballs

### Test to Compare Yield and Profit Margin by Fiber in Meatballs:

Citri-Fi and five other fibers were tested to compare yields, profit margins and lost profits in a meatball application. For this test, Citri-Fi, bamboo fiber, citrus peel fiber, oat fiber, two types of wheat fiber, and two types of potato fiber were each incorporated into a standardized meatball formula. The percentage of fiber incorporated into each trial varied between 0.5% and 2.0%. Cooked weight yields, revenues, cost and profit margins of each formulation were compared. In every comparison, Citri-Fi 100 at a 1.0% use rate produced the greatest yield and profit.

### Yield Comparison Methodology:

For these tests, 200 g of 80/20 ground beef and 2 g of salt was used as the standard meatball formula. The ground beef, salt and each respective test fiber were thoroughly mixed. Meatballs were made to weigh approximately 35 g each. A total weight measurement was taken for each of the control and test batches before cooking. The meatballs were then cooked on tin foil in an oven at 400° F (204.4 C°) for 8 minutes and 50 seconds. After cooking the meatballs were removed from the oven and allowed to sit for ten minutes. They were then removed from the tin foil and weighed. The total post cooked weight for each batch was divided by the total precooked weight for each batch to determine post-cooked yield. Several rounds of testing were done and average numbers were recorded. The graph below shows the increase in yield over the control and the composition of the yield increase (added fiber and retained cooking juices).

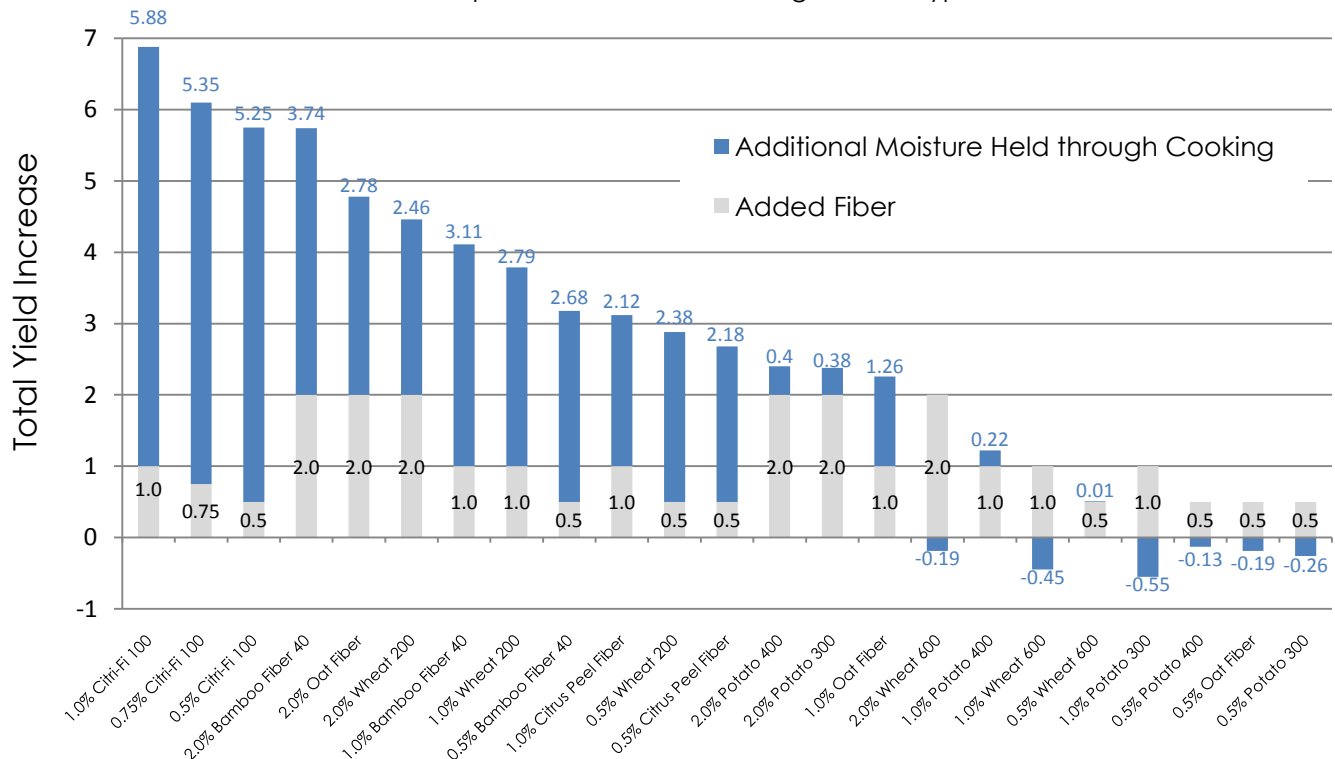
### Profit Margin Analysis Methodology:

To determine revenues, a sell price of \$5.00/kg was used for finished meatballs. A standard cost of \$2.50/kg for the meatball mixture was used to which the estimated fiber costs for each trial were added. The cost comparison was based on 100 kg of pre-cooked weight for each test batch. Profit Margin was calculated as the revenue (yield x \$5.00) minus the cost for 100 kg of the control and each test. Profit Margin results are shown as the percentage increase in profitability over the control.

### Conclusion:

When it comes to binding and holding more water through a cooking process, no other fiber can compare to Citri-Fi. Other fibers require two to four times more fiber be incorporated into the formula and even then the bound water is less than the amount held by Citri-Fi. Citri-Fi provides higher yields and lower cost in use than other fibers resulting in larger profit margins. The charts on the next page show Citri-Fi as compared to five other fibers in terms of increased yield and profitability.

% Yield Increase Comparison of Meatballs Using Various Types and Levels of Fibers





# Profit Comparison of Various Fibers in Meatballs

Citri-Fi Compared to Wheat Fiber, Potato Fiber, Citrus Peel Fiber, Bamboo Fiber and Oat Fiber

- % Yield Increase as Compared to Reference
- % Increase in Profit as Compared to Reference
- % Profit Lost Compared to Formulation with 1.0% Citri-Fi 100

