

Cost Benefit Example:

FLAX SEED:

Flax seed specifications generally show a value for omega-3 fats as 106,006.3 mg/L whereas for Virginia Prime Gold the amount of total omega-3 calculates out to 338,160mg/L (wet volumes).

According to the spec sheet, the same amount of Virginia Prime Gold has over three times the amount of total Omega-3 as the ground flax seed. So if flax seed dips to \$0.40 per pound (bulk), since it has 1/3 the level of omega three you can add 1/3 the volume in Virginia Prime Gold. So the price comparison would be \$0.40 for the flax seed versus \$0.12 for Virginia Prime Gold (bulk).

FLAX OIL:

Flax oil was analyzed at 52% total omega-3, all short chain, while Virginia Prime Gold is 36% total omega-3, both long and short chain. So if flax is \$0.71 per pound (bulk) and Virginia Prime Gold is \$0.365 per pound (bulk) you would have to add \$0.511 worth of Virginia Prime Gold for every \$0.71 worth of flax oil just to equalize the amount of total omega-3. This would be applicable if it is for label purposes only.

If you want to get the same benefits after you take into account the conversion rate of short chain into long chain, you will then need to add 10 to 20 times the volume of flax oil versus Virginia Prime Gold to achieve the same results. To get the same benefits of long chain EPA and DHA, you would have a price comparison of \$0.511 worth of Virginia Prime Gold compared to \$7.10 - \$14.20 worth of flax oil.