

Winner's Circle

Wellness Foods announces the winners of its fourth annual Readers' Choice Awards for the best suppliers of nutritional ingredients. *By David Feder, R.D.*

This year we fine-tuned some of our categories to reflect changes in ingredient trends. We separated some ingredients into different categories and combined others. Changes were made with several approaches in mind: First, we base categories on the ingredients featured in our editorial line-up. Secondly, we consider the ongoing trends in nutraceutical ingredients.

Finally, we try to present ingredients in groups similar to those offered by suppliers. No ingredient or category is meant in any way as an endorsement or exclusion of a single manufacturer.

Most categories brought out dozens of ingredient companies. For this reason, winning percentages can seem small. To place required at least 5 percent of votes. For this reason, several categories had no second- or third-place winners. In the event of a statistical tie (within 2 percent), all the tying companies are listed but only the company with the highest percentage is accompanied by a photo. For categories with a numerical tie, both companies are pictured. Also, a first-place tie meant no second place; the next company placing would receive a third-place win.

The survey was open to those *Wellness Foods* readers who indicated they purchase these ingredients. We applied no definition to the description of what makes a particular vendor the "best." Best was what is best for you and your operation. Efficacy, service, availability and cost could then be weighed according to your needs. Here are the choices you made:



ANTIOXIDANTS

First Place TIE

- (10%) Eastman Chemical Co. (www.eastman.com), Kingsport, Tenn.
- (9%) Kemin Industries Inc., (www.kemin.com), Des Moines, Iowa
- (8%) DSM Nutritional Products (www.nutraaccess.com), Parsippany, N.J.
- (8%) BASF Corp. (www.basf.com), Florham Park, N.J.

Third Place

- (8%) – ADM (www.adm.com), Decatur, Ill.



BOTANICAL EXTRACTS (Fruit, Vegetable, Tea Extracts and Powders)

First Place TIE

- (5%) DSM Nutritional Products (www.nutraaccess.com), Parsippany, N.J.
- (5%) Kalsec Inc. (www.kalsec.com), Kalamazoo, Mich.



CALCIUM

First Place TIE

- (7%) Fortitech Inc. (www.fortitech.com), Schenectady, N.Y.
- (7%) Purac America Inc., (www.purac.com), Lincolnshire, Ill.



FIBER

First Place TIE

- (11%) Sunopta Ingredients Group (www.sunopta.com), Brampton, Ontario, Canada
- (9%) ADM (www.adm.com), Decatur, Ill.

Third Place TIE

- (8%) Cargill (www.cargill.com), Minneapolis
- (6%) International Fiber Corp. (www.ifcfiber.com), North Tonawanda, N.Y.
- (6%) MGP Ingredients Inc. (www.mgpingredients.com), Atchison, Kan.



SOY PROTEIN / SOY ISOFLAVONES

First Place

- (27%) ADM (www.adm.com), Decatur, Ill.

Second Place TIE:

- (14%) Cargill (www.cargill.com), Minneapolis
- (14%) The Solae Co. (www.solae.com) St. Louis



INULIN, OLIGOSACCHARIDES, RESISTANT STARCH

First Place

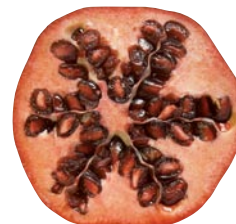
- (28%) Orafiti Active Food Ingredients (www.orafiti.com), Malvern, Pa.



SUPERFRUITS (açai, pomegranate, mangosteen, goji, etc.)

First Place TIE

- (12%) iTi Tropicals (www.ititropicals.com), Lawrenceville, N.J.
- (10%) POMWonderful Inc. (www.pomwonderful.com), Los Angeles



LUTEIN, LYCOPENE, ZEAXANTHINE

First Place TIE

- (20%) DSM Nutritional Products (www.nutraaccess.com), Parsippany, N.J.
- (20%) Kemin Industries Inc., (www.kemin.com), Des Moines, Iowa



Third Place

- (15%) BASF Corp. (www.basf.com), Florham Park, N.J.

VITAMINS

First Place

- (21%) DSM Nutritional Products (www.nutraaccess.com), Parsippany, N.J.

Second Place TIE

- (13%) Fortitech Inc. (www.fortitech.com), Schenectady, N.Y.
- (11%) Watson Foods Inc. (www.watson-inc.com), West Haven, Conn.



OMEGA-3 OILS

First Place

- (14%) Martek Biosciences Corp. (www.martek.com), Columbia, Md.

Second Place TIE

- (10%) Ocean Nutrition Canada Ltd. (www.ocean-nutrition.com), Nova Scotia, Canada
- (10%) Omega Protein Corp. (www.omegapure.com), Houston



WHEY PROTEIN

First Place TIE

- (7%) Grande Custom Ingredients (www.grandecig.com), Lomira, Wis.
- (6%) Glanbia Nutritionals Inc. (www.glanbianutritionals.com), Monroe, Wis.
- (6%) Leprino Inc. (www.leprinofoods.com), Denver

