

Nothing fishy about fish oil fortified nutrition bars

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In today's fast-paced society, consumers often reach for nutrition bars when looking for a healthy on-the-go snack. A new study in the September issue of the *Journal of Food Science* published by the Institute of Food Technologists (IFT) found that partially replacing canola oil with fish oil in nutrition bars can provide the health benefits of omega-3 fatty acids without affecting the taste.

Producers have been hesitant to incorporate [fish oil](#) into foods because it tends to give off a fishy taste or smell, therefore requiring additional processing steps to eliminate these unwanted qualities. In the study, four levels of fish oil were evaluated to determine consumer acceptance of fish-oil fortified nutrition bars. The results showed that oat and soy-based nutrition bars fortified with the lowest replacement level (20 percent) of fish oil did not affect [consumer acceptance](#) or purchase intent.

Omega-3 fatty acids from fish oil are known to lower triglyceride levels and may help with rheumatoid arthritis.

Provided by Institute of Food Science & Technology

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