

GMO label doesn't deter European companies' interest in new soybean oil with less saturated fat

DuPont Pioneer's soybean oil Plenish has been approved for the EU and, despite having to label on pack it as genetically modified, European manufacturers have already shown interest, says US trade group Qualisoy.

DuPont's Pioneer-branded soybean oil, Plenish has been genetically modified to have a healthier nutritional profile and longer fry life than conventional soybean oil.

Developed in 2012 and launched on the US market around one year later, Plenish was approved for the EU by risk assessors and the Commission just over a month ago (December 2017). This means that the stacked traits found in the high oleic soybeans can be used in food and feed.

Plenish has 20% less saturated fat than typical soybean oil and 75% less than palm oil. DuPont also says it has an oleic content of more than 75%, which is similar to olive oil, and a linolenic content of less than 3%, which means it has greater oil stability and a longer fry life. Commodity soy oil has around 7%. An additional benefit for food service operators is a reduced build-up of polymers on equipment, according to the supplier.

The United Soybean Board said the EU regulatory approval was "a monumental decision" which, combined with China's authorization for imports of Monsanto's Vistive Gold high oleic soybeans, will "increase the reliability of supply of high oleic soy for the food industry".

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