



Spring is upon us and outside is a flurry of activity as buds bloom, trees blossom, birds nest and the circle of life starts all over again. If there is ever a time to be mindful about sustainability, it's now. Without the habitat, the climate and natural resources our wonderful planet affords, it would not be such a fecund time of the year. From all of us here at Natures Crops, we wish you a bountiful season.

- Andrew Hebard, President and CEO of Natures Crops International



Even the chickens like Ahiflower oil!

Human Clinical Trial Published. Hot off the press! The second human clinical study involving Ahiflower oil published in March in the peer-reviewed journal [Nutrients](#). The study found that dietary Ahiflower oil elevates the expression of interleukin-10 in lipopolysaccharide stimulated whole blood—the first such finding with a plant-based omega dietary oil that contains omega-3 SDA at 18-20%. The study associated cytokine IL-10 expression—part of the body's normal inflammatory response mechanism—with immune-modulatory effects consistent with marine omega oils. The randomized, double blinded placebo study was led by Dr. Natalie LeFort at the University of Moncton.



“I have been taking Ahiflower oil for more than two weeks now and I have noticed that my energy levels have increased. The tablets are easy to swallow and I feel that they are priced reasonably”
- Edward H., UK*

The Ahiflower Buzz. In January, we partnered with Media Relations Agency who specialize in PR and media communications and we are thrilled to be working with such a great team. One of the main activities will be working with Key Opinion Leaders that are passionate about Ahiflower and will both inform and educate a broad audience about the health benefits of Ahiflower. [Bryce Wylde](#) and [Marie Spano](#) will showcase the Ahiflower ingredient along with Ahiflower brands on Nationally syndicated television shows like Breakfast Television Toronto. There will be particular focus will be on anti-inflammatory and skin health (beauty from within) benefits associated with its consumption.



Below, check out Bryce Wylde as he tells us, “How to Turn Your Kitchen into a Medicine cabinet”, and how to “Spring Clean” your diet.



[Spirit and Destiny](#) - Featured in April's Issue of "Mind, Body & Spirit", 10 lucky readers can win a 3-month supply of Ahiflower oil supplements.

[Good Housekeeping \(UK\)](#) - Featured in the "Eat Better" section about the importance of omegas in your diet and the benefit they have on your body. A nutritionist who writes for this page has gone for the vegetarian angle and explains, "The richest source of omega 3 fats is oily fish, but if you're vegetarian or simply don't like fish then you need to make sure you get your omega 3s elsewhere".

[My Weekly](#) - The January issue of My Weekly was a fantastic piece featuring nutritionist Sarah Schenker about how Ahiflower Oil is an excellent alternative to marine sources of Omega 3.

[Daily Mirror Top 10 Spot \(UK\)](#) - Ahiflower was featured in the Daily Mirror's Top 10 slot which is a small daily column within the news pages.

*"I have been taking Ahiflower oil now for just over a month. After two weeks I noticed a huge difference. The aches and pains that I had in my joints are gone. The tablets were easy to take and that was the only thing I changed to my diet. I would highly recommend Ahiflower to friends and family after taking it myself. "- Katie L., UK**

Social Media. If you're not currently following us on social media, you should be! Each week we're sharing our news on products, science, videos, and healthy lifestyle topics. [Andrea Donsky of Naturally Savvy met with Bryce in January to discuss "Cooking oils and omegas"](#). The Facebook live show was very successful and received close to 1,000 comments and 20 shares.



"I was born with, CMT-- which is a degenerative neurological disease. I have been taking spirulina and was on painkillers such as paracetamol and codeine when the pain levels get really bad. I am on Amitriptyline which I take every day which is supposed to help with CMT. Someone suggested that I start taking Ahiflower oil and after a few weeks of being on Ahiflower I stopped taking the painkillers because I noticed an improvement and the pain levels were not as bad, I am also not as tired and overall I have less pain in my feet and ankles as well as my hips. I had an ankle fusion on both ankles and since I have been on Ahiflower the improvements have been very noticeable" - Jon, UK*

(These results are not typical)

Ahiflower Advances at Natural Products Expo West 2017. Following on last year's NEXTY Editor's Choice award for Best Novel Ingredient, Ahiflower featured at this year's show with **Natural Traditions'** launching the first culinary oil "Ahiflower Omega Herb Oil" (photo). This delightfully savory oil for salads, soups, and smoothies combines Ahiflower oil with rosemary and turmeric oils. It tastes fantastic. Also, new branding partner **Genesis Today** announced their forthcoming launch of a plant omega-rich complement to their "Total Nutrition Liquid Multi-Vitamin".

This great-tasting liquid “shot”—you take just 1 oz per day—is another innovative way that plant-based supplement brands are meeting consumer desires for food and beverage formats (vs. pills).

Andrew (our CEO) gave a great video interview with the path-breaking personalized nutrition start-up [Youtrients.me](https://www.youtrients.com) which will provide subscription based daily supplementation solutions based on a person’s genomic traits, diet, and lifestyle. Ahiflower softgels will be a featured omega-3-6-9 solution in the Youtrients platform.



New Products.



The Protein Works™ launched their Ahiflower product, Vegan Omega 3-6-9 Ahiflower oil in February of 2017. The Protein Works is an innovative and completely original sports nutrition brand in the UK that is committed to offering a superior level of products and service for our customers.

MHP launched their Super Vegan Omega 3 product in March. MHP has developed premier science-based, research-driven sports supplements to help athletes achieve their greatest physical potential.



In the field. Our Ahiflower crops have overwintered well and are healthy. With the warm weather, crops are beginning their spring development and the first flowers are showing!

***These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.**

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