Local Toronto company GoodWindWater is determined to put a new kitchen staple on your pantry shelf: red palm oil. The beauty of this cooking aid is what it lacks—no GMO, no transfat, and no cholesterol. The healthiest component of the red palm oil is its concentration of beta-carotene—a form of vitamin A which helps build strong bones and teeth. But red palm oil is not well-known as a cooking alternative, so consumer education became the crucial first step. GoodWindWater came to the Food Innovation & Research Studio (FIRST) to develop recipes using red palm oil in place of traditional cooking oils. After a round of tests and nutritional analysis, ten recipes were chosen for inclusion in a recipe booklet to demonstrate the product’s versatility. Next stop: pantry shelves across Canada.

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