



PROTEIN

Western Australian pollen proteins are high compared to many other plant species. Banksia pollens are highest at greater than 30% followed by eucalypt and acacia, which range from 20–28%.

STORAGE

- Dried pollen should be stored away from direct light.
- Pollen should always be kept in airtight containers.
- Pollen is most nutritive when fresh—its food value may decline if not stored correctly.

CONSUMPTION

Western Australian Pollen is sought after worldwide. US pollen buyers have deemed Western Australian eucalypt pollen to be ‘the tastiest in the world’.

Serving suggestion: Recommended serving one dessertspoonful (10 g) per day. Add to cereal, in a smoothie or spread on toast.

Nutritional Information:

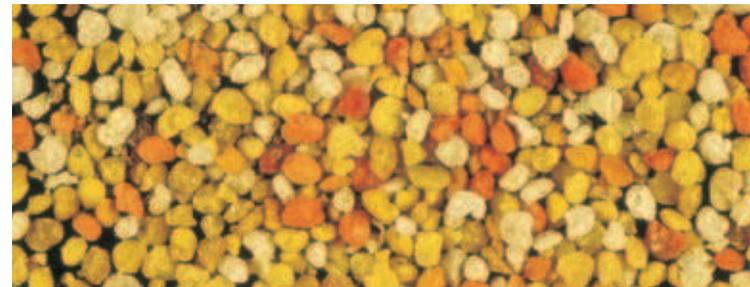
Serves Per Pack 300 (3kg)		Serving Size 10g	
Average Quantities		Per Serve	Per 100 grams
Energy		130kJ	1310kJ
Protein		2.5g	25g
Fat	Total	Less than 1g	1g
	Saturated	Less than 1g	Less than 1g
Carbohydrates	Total	5g	50g
	Sugars	5g	50g
Sodium		1mg	10mg

FOOD SAFETY

A safe quality standard: A Hazard Analysis Critical Control Point (HACCP) guides the Western Australian Pollen industry to produce unique quality pollen to an internationally recognised standard.

FOOD WARNING

Note that in rare cases severe allergic reaction to pollen may be experienced.



ACKNOWLEDGMENTS

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PHOTOGRAPHS: Department of Agriculture and Food

FURTHER INFORMATION (POLLEN RESEARCH):

Dr Rob Manning

Plant Biosecurity Division

Department of Agriculture and Food

Locked Bag 4, Bentley Delivery Centre

Bentley Western Australia 6983

Tel: (+61 8) 9368 3567 Fax: (+61 8) 9474 1295

Email: rmanning@agric.wa.gov.au

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POLLEN



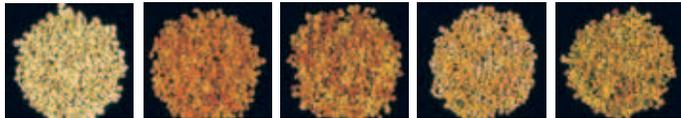
Pollen

from Western Australia
at a glance



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Western Australia has a high density of unique plant species that produce high-quality pollens. These are harvested free of chemicals from pristine forests and conservation reserves. New health properties have been identified and should excite health conscious consumers.



WHAT IS BEE POLLEN?

In its original state, bee pollen is a fine dust composed of thousands of microscopic particles that enable a plant to reproduce via seed. Pollen is discharged from the anther of a flower and is the major food source for bees and other insects. Worker bees (all females) travel from flower to flower collecting nectar and pollen as they move around. As the pollen covers the bee's body, she brushes and packs it into specialised hairs on her hind legs to take back to the hive.

Worker bees collect more pollen than the hive needs, so beekeepers are able to collect the surplus in a mesh trap. As the bees enter a hive, they pass through a bank of specific-sized holes where the pollen is gently removed and falls into a collection tray. The quality and safety of Western Australian pollen is second to none.

Bee pollen is a biologically active compound rich in vitamins, amino acids, proteins, lipids, carbohydrates, minerals, enzymes and other micronutrients. Research at the Department of Agriculture and Food has shown that up to 73 fatty acids can be found in pollen.

Western Australia has unique plant species in forests and conservation reserves that produce high-quality pollens.

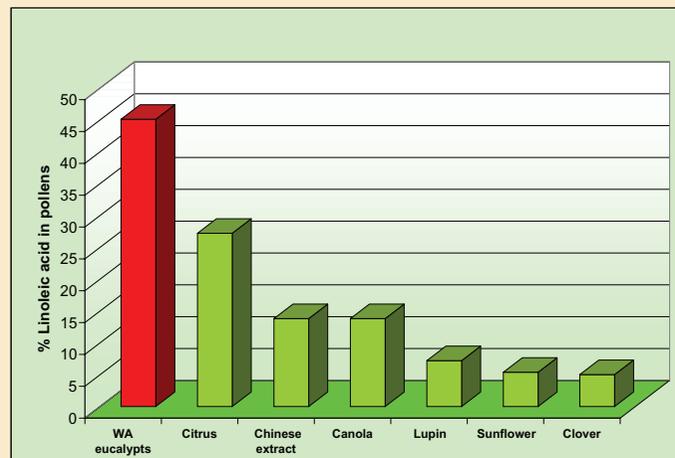
POLLEN — THE HEALTH BENEFITS

Pollen is a natural source of protein. It is low in fat and contains a range of minerals and vitamins. It is nature's growth and maintenance supplement.



ESSENTIAL FATTY ACIDS

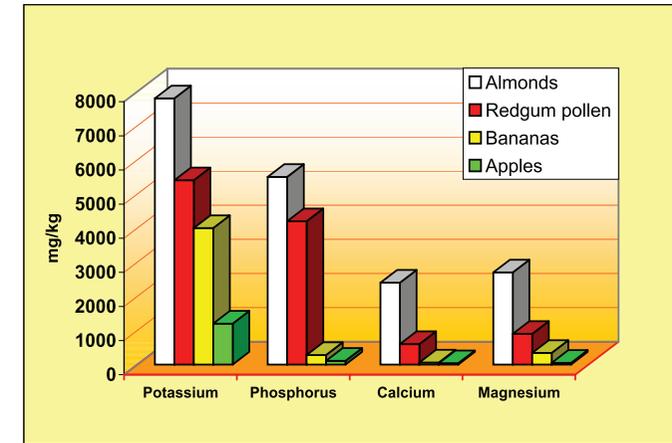
Eucalyptus pollens are dominated by an essential fatty acid known as linoleic acid, which plays a role in weight loss. Linoleic acid can decrease the amount of fat that is stored after eating. It can also increase the rate of fat breakdown in fat cells. The human body cannot manufacture linoleic acid and so it must be consumed.



Source: Department of Agriculture and Food

MACRONUTRIENTS

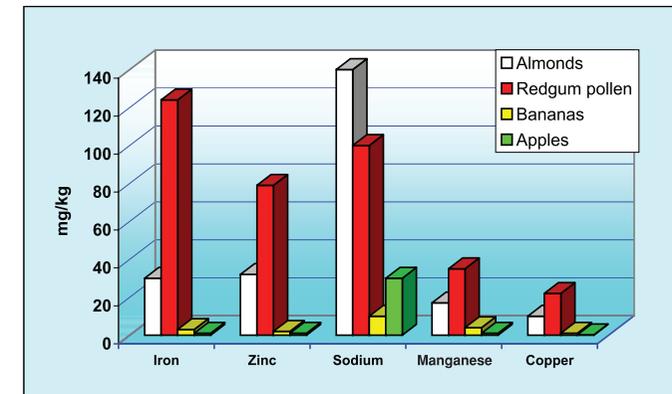
Pollen from the Western Australian marri known as redgum has more healthy nutrients than commonly eaten fruits and nuts.



Source: Department of Agriculture and Food

MICRONUTRIENTS

Pollen is a good source of iron, zinc, manganese and copper which are essential key factors in human health.



Source: Department of Agriculture and Food