

# Clean eating is more than just a trend



Whether they're dining in a restaurant, preparing a home-cooked meal or picking up a snack on the run, today's consumers are looking for food and ingredients they can trust. "Clean eating" is quickly becoming the standard.

Cargill is helping customers meet this consumer demand. Our team of experts combined with our growing portfolio of label-friendly ingredients will help you develop winning products, solve formulation challenges and earn a healthier, streamlined label.

## Label-friendly is a broad concept

Clean eating means different things to different people, but holistically it is about providing simplicity and clarity.

It's largely driven by perception about the ingredient as well as how it's processed. Consumers perceive products with fewer, fresher and more recognizable ingredients as healthier.

## Our commitment to you

Cargill strives to provide food and beverage manufacturers with ingredient solutions that your customers will embrace. We understand that this may mean something different to each of our partners.

*"Cargill doesn't judge you by your choices. Our intent is to have a broad portfolio, so we have a solution for every eating solution and every value proposition. Whether you seek indulgence, are looking to replace artificial ingredients or want the same ingredients grandma used, we can help you achieve that clean, cost-competitive solution that maintains or improves quality."*

*"We've been facilitating this "trend" for more than 15 years. We offer a broad and growing selection of non-GMO and label-friendly ingredients. And we continue to innovate. We're investing generous resources so we continue to evolve and meet consumer demands."*

*"Thanks to our diverse ingredient portfolio, we can customize solutions across applications to address marketplace needs for our customer partners. There isn't an application for which we haven't developed some kind of label-friendly solution."*

– Brent Rogers, Technical Services Leader in the Americas for Cargill's Starches, Sweeteners & Texturizers group

## We deliver more

In addition to our diverse label-friendly portfolio and extensive technical expertise, Cargill offers a reliable global supply chain and unrivaled buying power. From sweeteners and starches to texturizers, fibers and oils, Cargill is your single resource for label-friendly ingredient solutions.