

thrive™



Label Friendly Texturizers & Emulsifiers

Consumer Demand & Market Dynamics



What is Clean Label?

Is there a Definition?



Clean Label is a broad concept...

Clean Label means different things to different consumers but it is, holistically about providing **simplicity & clarity.**

Enabling **trust in the products we consume.**

Ingredients consumers know & understand

Shorter ingredient lists

More information

More transparency

Consumer drivers for clean(er) labels



Clean Label, Cleaner Label, Label Friendly....???

CLEAN LABEL



Not clearly defined, used to describe product labels with simple, understandable ingredients.

LABEL-FRIENDLY



Ingredients which are **known & generally accepted** by consumers

CLEANER LABEL



Label-friendly ingredients can help a product get a **cleaner label**.
or
Have **fewer ingredients**,
or
Have **ingredients** which are **perceived better than the alternative**.

How could label-friendly ingredients be defined?

OBJECTIVE

- Organic/Non-GMO
- No preservatives
- No artificial colors
- Free of synthetic chemicals
- “Natural Flavor” by FDA regulation

LABEL-FRIENDLY GUIDELINES

Does not bear the label:

“Modified _____”

“Hydrogenated ____”

“Sodium ____”

Name is not an acronym (EDTA, BHT)

Is from a named source (eg, “Sea Salt,” “Potato Starch”, “Chicory Root Fiber”)

Accepted/not banned by major retailers

SUBJECTIVE

- Found in the kitchen cupboard
- Free from consumer NGO or public policy attack
- No unrecognizable /chemical sounding name
- Not heavily processed

TRENDING

Clean Label – No longer a Trend



It's mainstream across categories

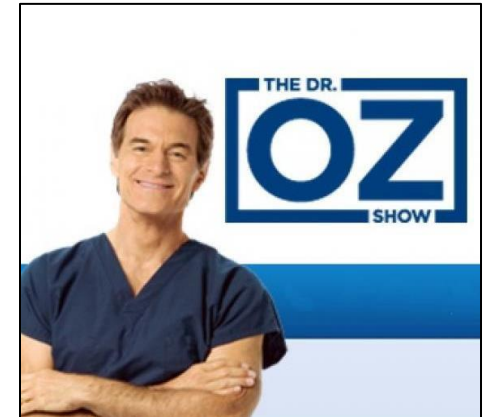
- Consumers perceive products with fewer, fresher and more recognizable ingredients as “healthier”
- Food manufacturers publicly announce commitment to cleaner products
- Regulatory & industry initiatives drive transparency, i.e. SmartLabel

How the trend took off...

Fear creation spreads quickly in the digital era



- Vocal sources (e.g. Food Babe) capitalize on the consumer fear of the unknown and distrust of big food
- TV Trusted Advisors sensationalize issues to maintain viewership
- Target companies respond reactively to protect brand equity, diverting R&D to reformulate



The information is confusing to consumers...

Almond Milk & Carrageenan: Stop the Panic!

Posted: 02/07/2014 11:07 pm EST | Updated: 06/05/2010 4:59 pm EDT

1.5k 795 0 13 5 1

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The dairy-alternative market has made big waves in the last 20 years or so with the birth of soymilk back as early as the 1980s. And when you consider that roughly 60 per cent of people can't digest lactose past infancy, you can imagine that these dairy alternatives have been the saviour for many.

How I Learned to Love Xanthan Gum (Through Gluten-Free Baking)

By Mary Margaret Chappell June 16, 2015 Category: Gluten-Free



clean?

not clean?

Good (positive / ok)	Bad / borderline (some familiarity)	Ugly (would avoid)
Starch	Pectin	E-numbers
Unbleached and heat treated flours	Maltodextrin	GM ingredients
Vegetable oils	Lecithin	Bleached flours
Sugar	Guar gum	Mono-di glycerides
Glucose		Xanthan gum
Natural flavours		Polysorbate
Natural colours		Carboxy methyl cellulose (CMC)
Unrefined cellulose / bran		Hydroxy propyl methyl

Shaklee
Living Nutrition

I've heard scary things about carrageenan. Is it bad for my health?

Carrageenan is a dietary fiber isolated from several species of seaweed and has been consumed by humans for more than 2,000 years. It is commonly used as a food ingredient due to its thickening and gelling properties. In dietary supplements, it works as a tableting aid and is often used to make sustained-release formulations. It is used in about a half dozen Shaklee products at very low levels.

Numerous studies have been conducted on carrageenan to determine its safety. A July 2014 review of the scientific literature by the joint FAO/WHO Expert Committee in on Food Additives concluded that no acceptable daily intake limits were required for carrageenan because studies showed no observed adverse effects at levels that greatly exceeded the estimated human intake of carrageenan. They also concluded that use of carrageenan in infant formula at levels up to 1,000 mg/L was "not of concern." The committee's opinions were based on a full review of the literature, including a new safety study that will be published in 2015. The FDA also re-reviewed carrageenan safety in 2012 and concluded that it could continue to be used as a food additive.

Sustainability Trends

Includes transparency and traceability

- Transparency provides answers when consumers ask what's in it, where was it made, who made it
- Inability to provide information fuels suspicions of Big Food and Government
- “Locally Sourced” and “Food with a Story” are differentiators
- SmartLabel (QR code program) provides opportunity to tell the story
- Food waste reduction emerging as a component of a responsible supply chain

**Our solution to help
your business *thrive***

Cargill Label-Friendly Texturizers & Emulsifiers

A **diverse** selection of **label-friendly**, texturizers, emulsifiers, and plant proteins, allowing for **cleaner label** declarations.

Global, consistent, reliable supply chain

Custom solutions & top-notch technical expertise



General perception of label-friendly Texturizers & Emulsifiers

Starches from a variety of plants are **known & trusted** ingredients that can **replace less desired texturizing ingredients.**

STARCH

Originating from citrus and fruit peels, pectin is a kitchen cupboard familiar ingredient that can **replace less desired texturizing ingredients.**

PECTIN



CHICORY
ROOT FIBER

Fiber from chicory root, a crop cultivated for centuries, can **replace less desired texturizing and fiber ingredients.**

LECITHIN

Widely used and considered by many as the cleanest emulsifier solution, lecithin can **replace less desired ingredients and emulsifiers.**

PLANT
PROTEIN

Protein from plant sources is a **more sustainable and label-friendly alternative**