

# case study

## Fats and Oils



### Quick response and new formulation preserve critical market presence

When Wal-Mart speaks, suppliers listen. Spurred by health concerns and negative publicity regarding trans fat, Wal-Mart challenged its food suppliers to reduce or eliminate trans fat from their products. Not wanting to jeopardize shelf space at the world's largest retailer, one of those suppliers came to Cargill seeking a solution for its biscuits.

#### collaborate > Knowledge and collaboration provide the basis for a timely solution

Cargill technical application experts reviewed the company's product and processing requirements. By evaluating the properties of a variety of oils, Cargill quickly identified a solution that would not only deliver the right taste and texture, but also work with the customer's production equipment. Cargill experts collaborated with the food manufacturer's R&D team every step of the way to develop prototypes and test them in the application process.

#### case study brief

- Wal-Mart challenged its food suppliers to reduce or eliminate trans fats from their products
- A major food manufacturer came to Cargill seeking a trans fat free solution for its biscuit product
- Cargill's technical applications team worked closely with the manufacturer's R&D team through prototyping and testing to achieve the right taste, texture and flake dimension.
- The flake dimension was crucial to the product application
- To ensure an uninterrupted supply, Cargill installed additional tanks at the source site

Extensive experience in developing product applications in fats and oils allowed Cargill to quickly find and apply the right oil solution for the manufacturer's biscuits.

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collaborate > create > succeed™



### Quick response and new formulation preserve critical market presence

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#### **create > Increasing capacity for a special solution**

The real challenge came in finding the right source to deliver the solution. For this product application, the flake dimension was crucial, and only one Cargill plant could produce that type of flake. Since the biscuit product was distributed through a high-volume retailer, the manufacturer needed to ensure an uninterrupted supply. Cargill made a capital investment for additional tanks to handle the volume.

#### **succeed > A quick turnaround demonstrates success**

In just three to four months, the newly formulated biscuit was on Wal-Mart's shelves. The customer was impressed with the solution — and particularly the turnaround time — which allowed them to demonstrate to Wal-Mart the importance of its business.

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