



collaborate > create > succeed™

THE QUEST FOR HEALTHIER CEREAL NEVER ENDS.

Behind the cute characters and slogans, cereal companies are serious about putting healthier products on the table for consumers. One national cereal brand turned to Cargill to help them convert their entire line of products to the nutritional benefits of whole grain, with the requirement that the change not affect flavor or texture. Collaboration between Cargill and its customer was the key ingredient for success.

One issue presented by the changeover was that whole grain corn is rich in oil that can shorten shelf life. So Cargill scientists developed a unique process for stabilizing whole corn enzymes, thus enhancing shelf life and taste appeal. Cargill and the cereal company also collaborated to restructure the supply chain, shifting from truck to rail to improve delivery.

The result was the successful makeover of all the company's cereal brands in just 18 months, a quick development cycle for food products. The successful conversion means that Americans will eat an additional 1.5 billion whole grain servings each year. This is how Cargill works with customers.