

# The quest for healthier cereal never ends.



Behind the cute characters and slogans, cereal companies are serious about putting healthier products on the table. One national brand turned to Cargill to help convert their entire line of products to whole grain, requiring that the change not affect flavor or texture. Cargill developed a process for putting whole grain corn into their cereal while maintaining shelf life and taste appeal. We accomplished it all within the company's challenging time frame. 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.

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