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Cargill Cocoa & Chocolate

# Beans & more

Customer Newsletter – February 2016

## From ideation to creation at the innovation center Vilvoorde

Cargill's European R&D center in Vilvoorde, Belgium, offers innovative solutions for the food industry and beyond. From reformulation to new product creation, the team of scientists and technologists is ready to support a speedy market launch.

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## A new approach to increasing cocoa farmers' skills and knowledge

As we continue our journey to drive sector transformation through the delivery of our Cargill Cocoa Promise, we will train 1,000 Cocoa Coaches in Côte d'Ivoire. Between them, they will provide individually tailored advice to 70,000 cocoa farmers.

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## The 2015 Cargill Cocoa Promise global report launches in March



[Read more about the Cargill Cocoa Promise here](#)

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### Get inspiration for your next big hit thanks to Cargill trends expertise

Curious to learn about the next big challenges that shape your market? Or, find out which flavours are flying off the shelf in your category? We have answers to these business-defining questions. Cargill actively monitors diverse trends to help you get inspiration for your next hit product. From macro to category trends, a wealth of knowledge is available.

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### Innovation on display at the Food ingredients Europe 2015 event in Paris

For those in the food and beverage industry, the biennial Food ingredients Europe tradeshow is one of the most important events in the calendar. New ingredients and applications are on display and valuable connections made. We review the 2015 show in Paris, where Cargill presented under the theme 'enabling sustainable growth through innovation.'

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## ASEAN customer conference uncovers opportunities for growth

In November 2015, Cargill hosted the 4th annual 'Success Through Partnership' conference for customers in Southeast Asia. Experts from across the region presented insights, innovations and opportunities for growth. The wide range of Cargill food ingredients available for Southeast Asian businesses was also showcased, including cocoa and chocolate products.

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