

# Redefining dairy innovation



Humans may have been consuming dairy since the Neolithic age,<sup>1</sup> but modern-day dairy is evolving at a dizzying pace. Dairy — and its plant-based alternatives — is a key focus of innovation at Cargill.

## Cargill Dairy Center of Expertise

Located in our Minneapolis Research & Development Center, this state-of-the-art facility creates a fertile ground for fresh ideas.



**Collaborative space** where food scientists, applications experts & customers work closely together



**Pilot plant & test kitchens** can rapidly deliver concepts, mock-ups & prototypes



**Capabilities to develop & scale up solutions,** including process development & testing

## Dairy Innovation Video Series: Trends & opportunities

Cargill dairy experts met up recently to chat about what's trending — and shared key implications for product development. In these videos, you'll hear from:



**Christine Addington**  
Senior Technical Services Manager

**McKenna Mills**  
Senior Technical Services Specialist

**Mark Fahlin**  
Marketing & Business Development Manager

**Pam Stauffer**  
Global Marketing Programs Manager

### Clearing up label-friendly criteria



More consumers are looking for label-friendly dairy, but what exactly does “label-friendly” mean?

**We'll discuss:**

- **Consumer perceptions** from Cargill proprietary IngredienTracker™ research
- **3 top trends** influencing label-friendly dairy development
- **Innovative ingredients & applications** Cargill is bringing to the forefront

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### Successfully reducing sugar content



Dairy perceptions have undergone a major shift, from indulgence to healthful, but expectations are still high.

**Come explore:**

- **Trends influencing** the focus on sugar content
- **Strategies for reducing sugar** and addressing functional challenges
- **An exciting new ingredient** for an indulgent sensory profile with less to no sugar

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### Joining the plant-based revolution



Plant-based dairy alternatives are one of the industry's fastest-growing categories, with 21% growth forecasted through 2024.<sup>2</sup>

**You'll learn:**

- **The #1 reason** plant-based dairy alternatives are making huge strides
- **How to overcome gaps** in sensory profile and protein levels to gain more fans
- **Key growth segments** Cargill is developing new innovations around

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See all 3 videos at: [cargill.com/dairyinnovationvideoseries](https://cargill.com/dairyinnovationvideoseries)  
Contact us at 1-800-932-0544 or [customerservice@cargill.com](mailto:customerservice@cargill.com)

SOURCES:

<sup>1</sup> Rincon, Paul. "Earliest Direct Evidence of Milk Consumption." BBC News, September 10, 2019. <https://www.bbc.com/news/science-environment-49650806>

<sup>2</sup> Packaged Facts. "Plant-based Dairy Products." December 2020; cited in *Food Technology Magazine*, "Top 10 Food Trends of 2021." <https://www.ift.org/news-and-publications/food-technology-magazine/issues/2021/april/features/top-10-food-trends-of-2021#anchor-70bdb998-f881-4c26-b1e8-1f7202b90b43>