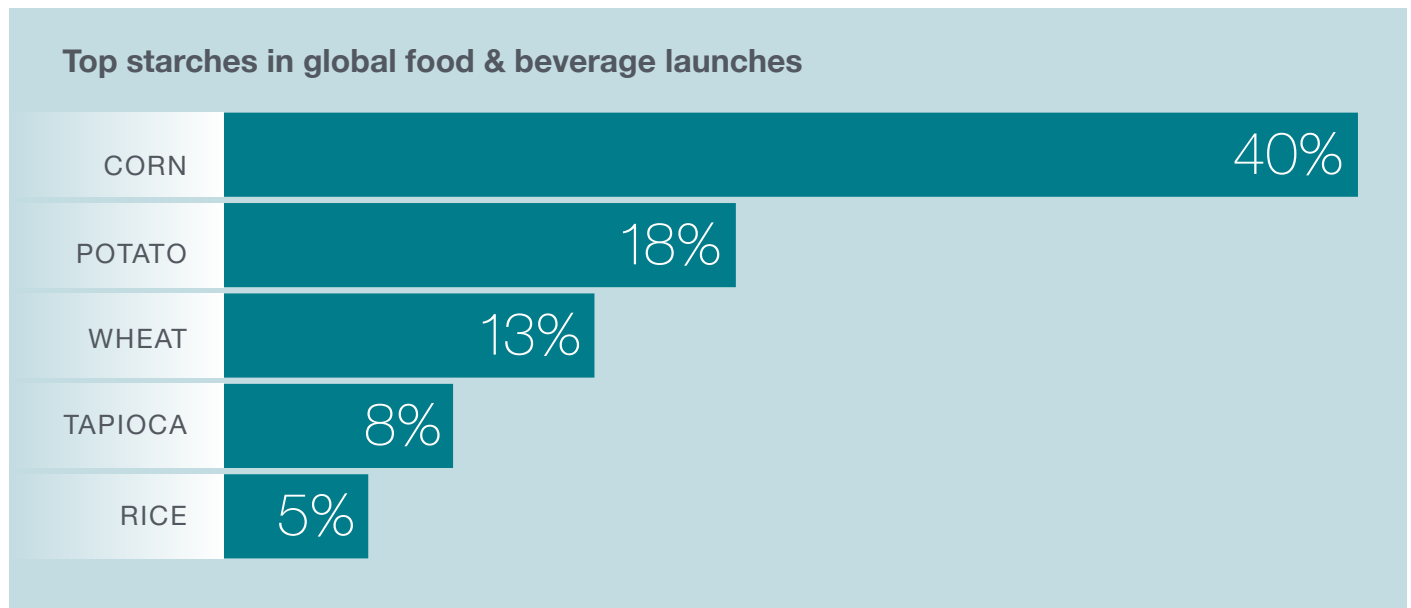
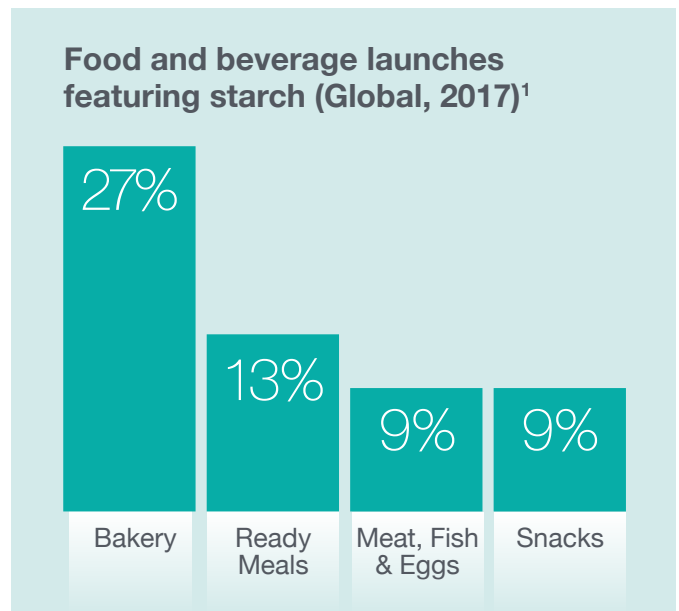
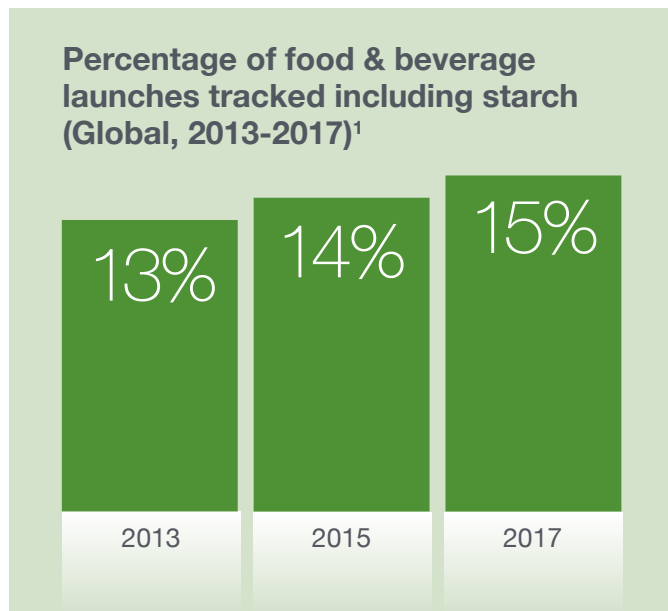




Starch Use on the Rise, Thanks to Label-Friendly Varieties

Today's label-conscious consumer wants it all: great taste, texture, performance and recognizable ingredients.

For decades, food formulators relied on modified food starches for controlling moisture, thickening and enhancing mouthfeel. But now, many turn to more label-friendly native starches such as corn, potato and cassava. Thanks in part to the availability of these next-generation starches, starch use in new products is on the rise.



New starches taking hold

Starches from other sources are also growing in popularity. Cassava and pea starch have both experienced a 30 percent increase (CAGR) between 2013 and 2017.¹

Cargill's new SimPure™ line of functional native starches offers manufacturers a label-friendly solution to address unique texturizing challenges.

Cargill experts up to the challenge of replacing modified food starches

Shiva Elayedath, Cargill senior technical services manager, is working to replace modified starches in other applications as well – such as canned goods, baked goods and dairy. “To be successful in developing label-friendly products, formulators have to start thinking differently and understand all the tools they have available. The tool box is shrinking as far as what consumers want, so it's important to take a second look at these ingredients.”

Cargill offers a wide variety of plant-derived texturizers to help formulators develop consumer-friendly and cost-competitive products. In addition to SimPure™ functional native starches, Cargill's label-friendly starch portfolio includes:

- **Pre-gelatinized and cold-water swelling starches:** These develop viscosity without the need for heat.
- **Native starches:** Generally used for food texturizing and thickening, these are derived from maize, wheat, potato and cassava.
- **Specialty starches:** Offer a range of functional properties, such as texturizing, binding, thickening, gelling and stabilizing. They offer unique benefits for specific applications.

¹ Innova Market Insights

Claims: The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.