



Health and Agri Food Strategy

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CAPL Leaders Summit

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A zero calorie all natural sweetener



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3



Sara Lee looks to green bread to boost EarthGrains

- Reuters News
English
February 1, 2010
503 Words
(c) 2010 Reuters Limited
- * Sara Lee's EarthGrains first brand to use Eco-Grain
- * Price same as standard EarthGrains loaf
- * Sara Lee hopes to expand use of Eco-Grain wheat

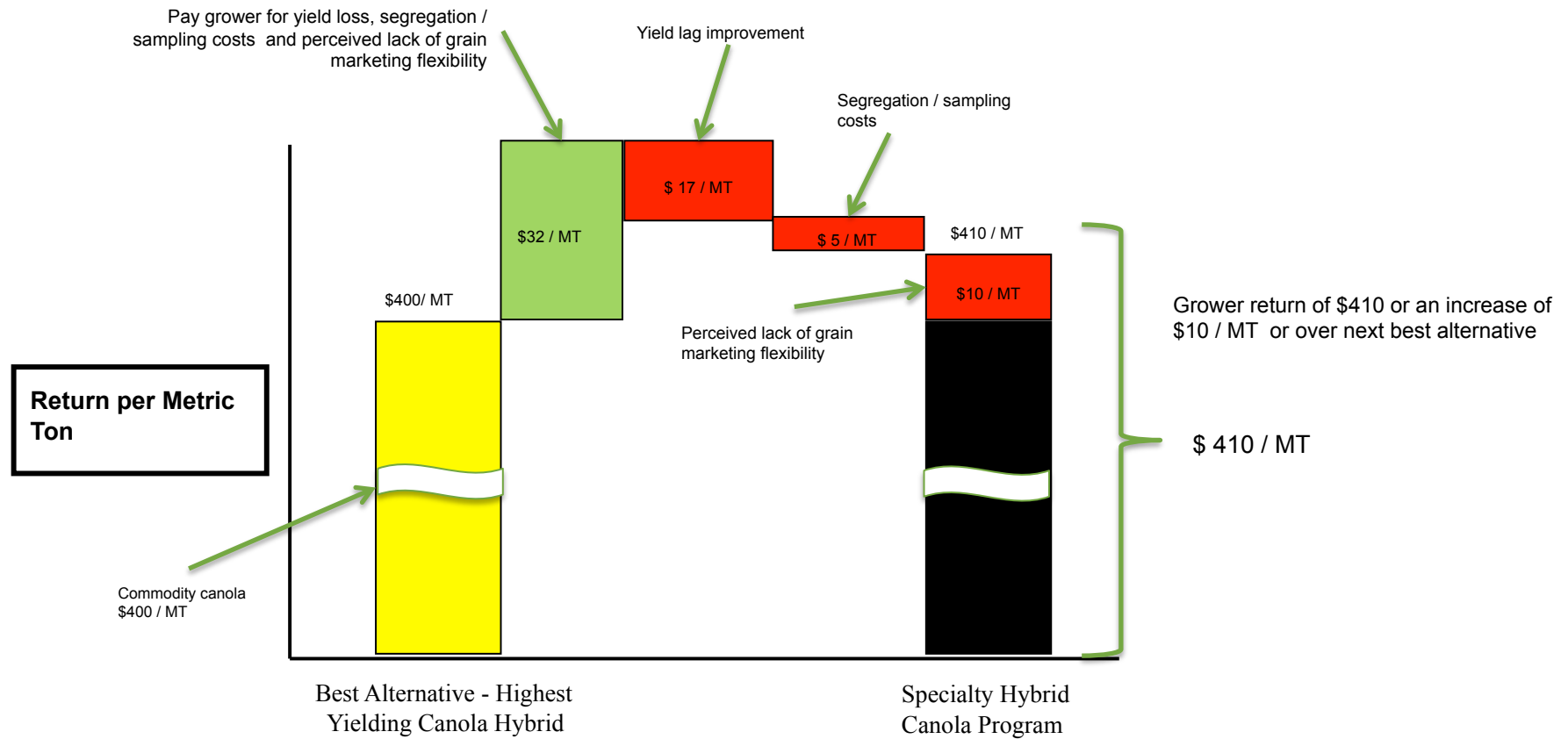


The Value Chain

Cargill
Specialty Canola Oils



Product & Pricing

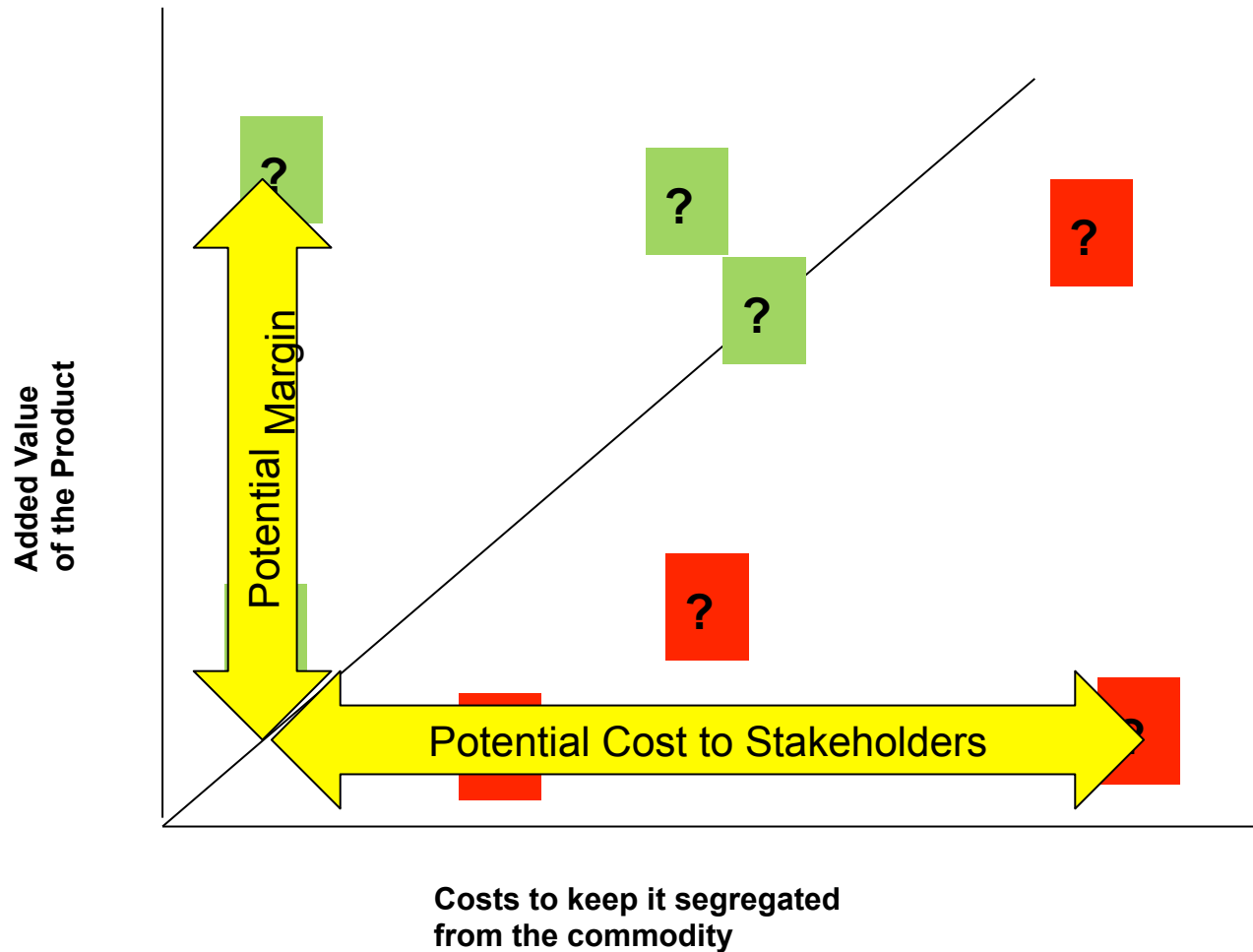


Challenges:

- **Time**
 - Adding a genetic trait without altering agronomic traits
- **Cost**
 - Assured supply
- **Finding the “Burning Platform”**



Risk Assessment and Risk Management outcomes help identify true value

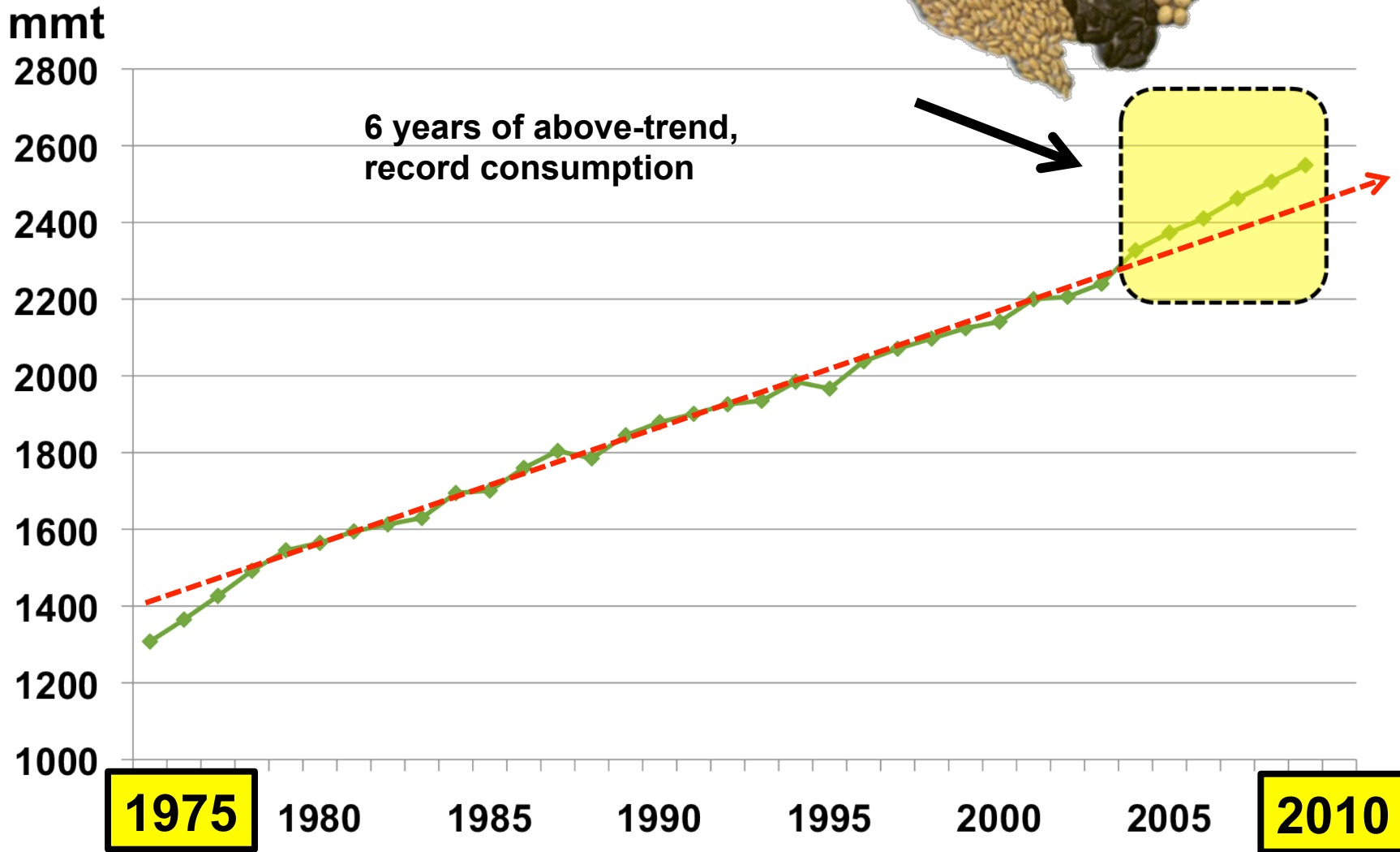


What's Needed to Accelerate Success:

- **What is “Healthy” – No Claim – No Market**
- **Biotechnology**
- **Collaborative Effort**



Global *consumption* of grain, rice, and major oilseeds



Source: USDA FAS





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