

A ROBUST NUTRIENT DATABASE IS AN ESSENTIAL INGREDIENT FOR PRODUCT DEVELOPMENT

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Objective

Provide insight and understanding of the
resources invested to maintain the General
Mills Ingredient Nutrient Database

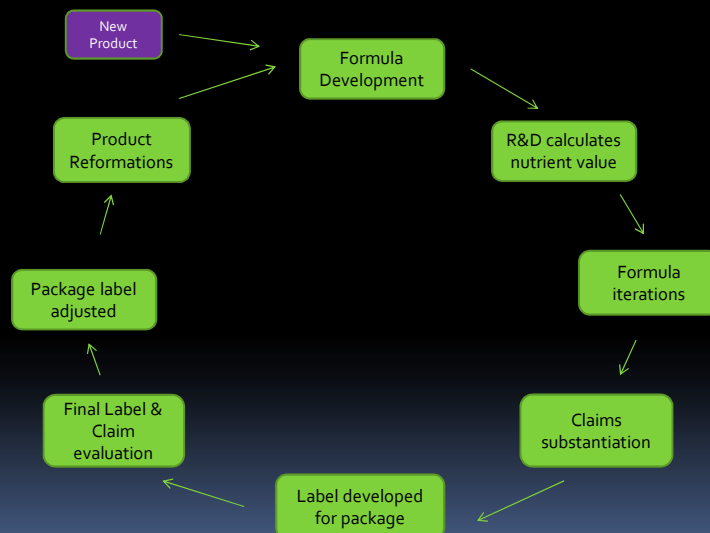
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Agenda

- Food Product Development Cycle
- Experimental Formula Tool
- GMI Nutrient Database Maintenance
- Conclusion

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Product Development Lifecycle



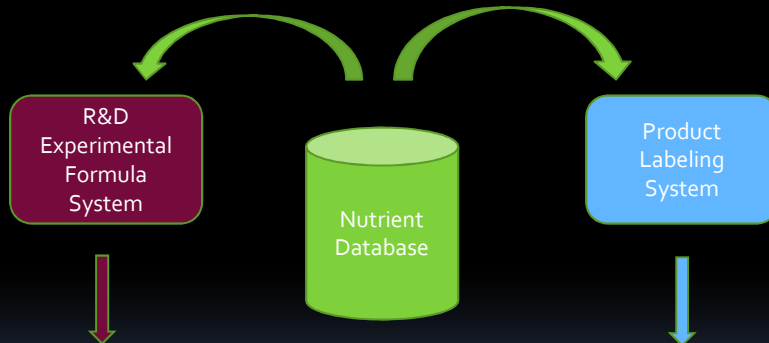
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Ingredient Nutrient Database is a Key Tool for Product Development

- Ingredient Nutrient Database is the basis for early evaluation
 - Single sourced
 - Centrally managed and maintained
- Experimental Formula System
 - Determine preliminary nutrient values
 - Provide early claim evaluation

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Ingredient Nutrient Database is Dual Purposed



Ingredient	Units	Value - Raw	Value - Rounded	% DV - Raw	% DV - Rounded
Calories	kCal	162.2179	161.0000		
Calories from Fat	kCal	98.8235	100.0000		
Total Fat	g	19.9816	19.0000	38.9643	37.0000
Saturated Fat	g	9.9908	10.0000	49.9542	49.0000
Trans Fat	g	0.0007	0.0000		
Cholesterol	mg	0.1375	0.0000	0.0458	0.0000
Sodium	mg	49.4902	50.0000	2.0668	2.0000
Total Carbohydrate	g	34.8338	35.0000	11.6112	12.0000
Dietary Fiber	g	4.4998	5.0000	1.6279	0.0000
Sugars	g	10.0950	10.0000		
Protein	g	1.4208	1.0000	2.8772	
Vitamin A	IU	32.8086	1.6070	0.0000	
Vitamin C	mg	0.0000	0.0000	0.0000	
Calcium	mg	10.7960	1.0796	0.0000	
Iron	mg	0.2043	1.1248	0.0000	

Nutrition Facts		Amount Per Serving		% Daily Value	
Serving Size 1 pouch (37g)		Total Fat 19g		40%	
Calories 162		Saturated Fat 10g		20%	
Calories from Fat 99		Trans Fat 0g		0%	
		Cholesterol 0mg		0%	
		Sodium 50mg		10%	
		Total Carbohydrate 35g		70%	
		Dietary Fiber 5g		10%	
		Sugars 10g		20%	
		Protein 1g		2%	
		Vitamin A 1.61 IU		3%	
		Vitamin C 0.00 mg		0%	
		Calcium 1.08 mg		2%	
		Iron 1.12 mg		20%	

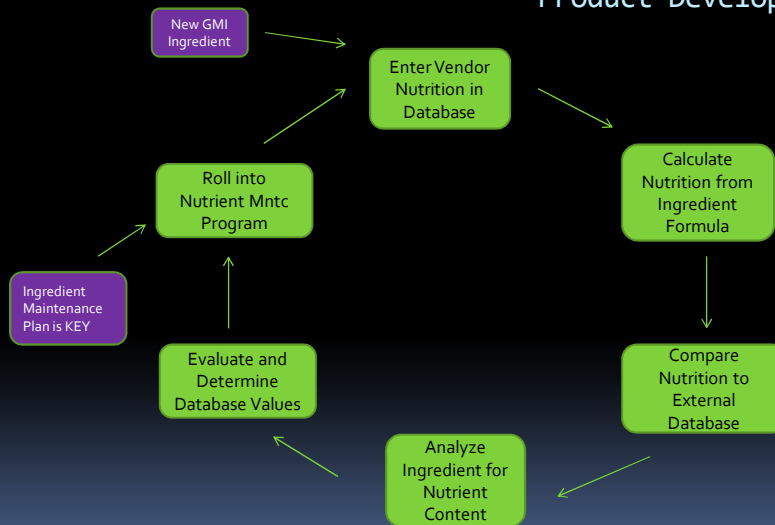
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GMI Ingredient Nutrient Database

- Includes 5,000+ ingredients
- Nutrient profile derived from multiple data sources
 - Vendor
 - Ingredient Formula Calculations
 - External Databases
 - Analytical

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Ingredient Nutrient Database Impacts Product Development



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Top Factors for Successful Analytical Maintenance Plan

- Involve the right experts
 - Labelers, analytical, sourcing
- Determine product implications
 - Understand product claims and business goals
 - Understand the number of products impacted
- Plan clear communication
 - Supplier
 - R&D
 - Analytical Labs

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Conclusion

- General Mills is a health-focused food company
- Proprietary nutrient database is an essential ingredient for product development
 - Enables accurate nutrient estimates throughout the development cycle
 - Requires commitment and resources to maintain in a dynamic environment
 - Provides fiscally responsible means to develop nutrient estimates throughout product development lifecycle
- Protects Brand, Consumer, Company
 - Provides the first step of regulatory compliance

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QUESTIONS?

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