

Corporate Efforts from the Food Industry in Argentina:

Compañía de Alimentos Fargo S.A.



Doble

Doble Integral

Un Sabor Tipo

Rodajas Finas

Ideal para
Sandwiches



Following its tradition of developing better bakery products, Compañía de Alimentos Fargo S.A. has committed itself to the World Health Organization (WHO) *Global Strategy of to Prevent Chronic Disease* by building a category that educates and raises awareness by delivering tasty and wholesome products to the market.

This commitment became effective in 2004 by becoming one of the first Argentinean companies to incorporate high-oleic vegetable oil into its entire line of bakery products, as a substitute to hydrogenated vegetable oil the source of trans-fatty acids)



But we must continue working to reaffirm our avant-garde position within the food market in Argentina.



Step 2: Salt Reduction Strategy



The Role of Salt in Bread

Salt is an essential ingredient in bread.

- Improves rheological features of the dough by producing tougher gluten, making the dough more elastic and improving the retention of gas, giving final products better volume.
- Strengthens the dough by allowing for proper kneading and handling
- Controls rates of yeast activity
- Favors crust color
- Increases the dough's water absorption, helping bread retain its humidity once its has left the oven
- Prevents the bread from crumbling when sliced
- Contributes to taste and enhances flavor



Importance of Taste in Consumer Preference

Taste — along with freshness — is the most important attribute when choosing bread

The latest food trends show that consumers attach a primary role to taste and flavor



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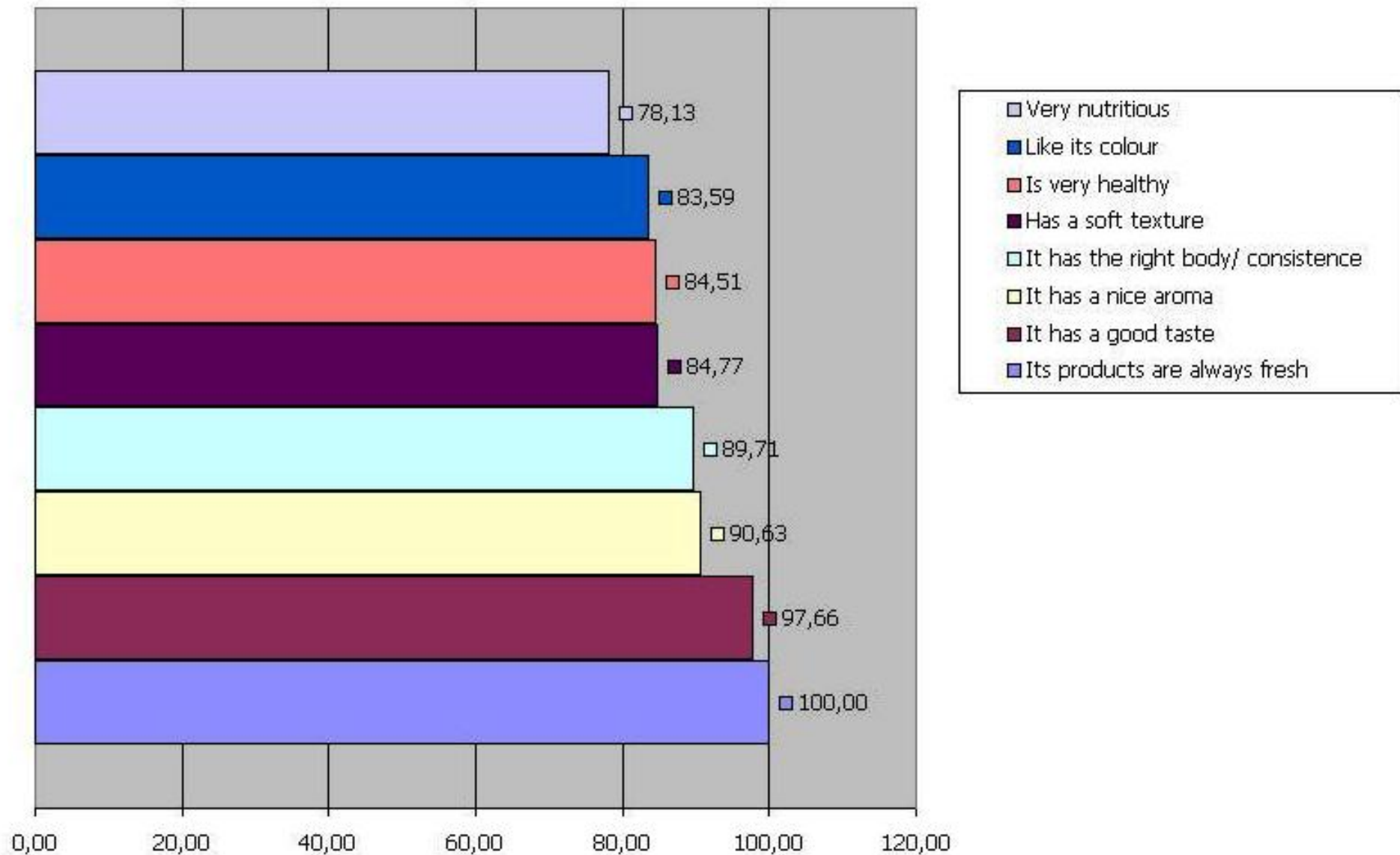
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% of importance of attributes when choosing a bread



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How did we face this challenge at Fargo?

A two-step transition: Sodium reduction carried out in two phases

- Formula changes
- Assess ingredients interactions and process interactions
- Shelf life
- Creating appealing products: Consumers should not be aware of the salt reduction
- Product cost



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The Result of Our Work

	<i>Original Sodium Value (mg)</i>	<i>1st Modification (mg)</i>	<i>Difference (mg)</i>	<i>Difference in %</i>	<i>2nd Modification (mg)</i>	<i>Difference (mg)</i>	<i>Difference in %</i>
Diet Double Bran Bread	519	435	-84	16.2	297.4	-221.6	42.7
Sliced White Bread	477	396	-81	17.0	381.1	-95.9	20.1
Milk Bread	413	361	-52	12.6	290.2	-122.8	29.7



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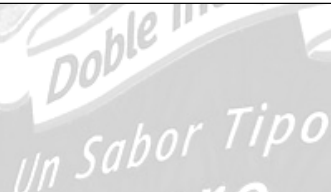
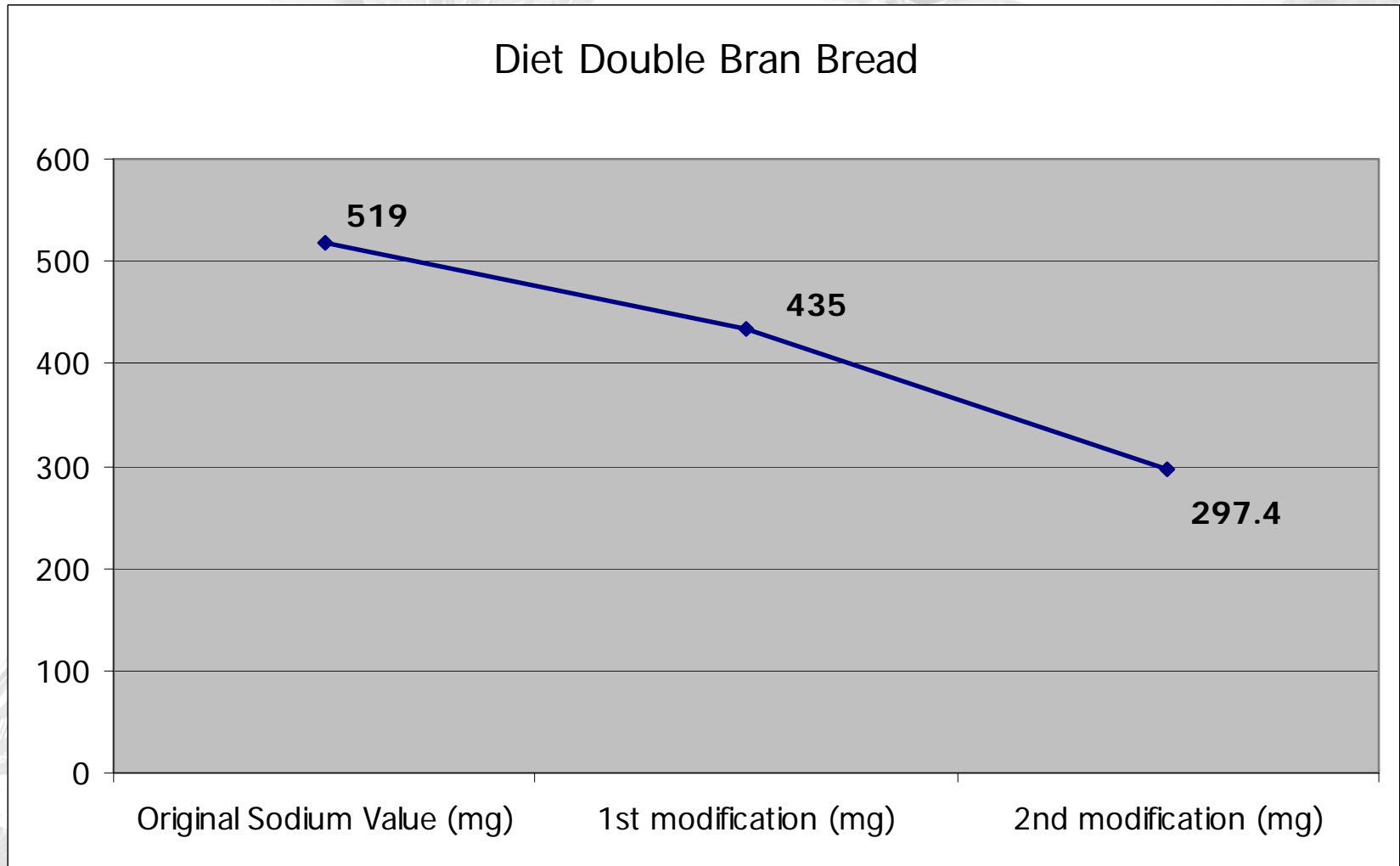
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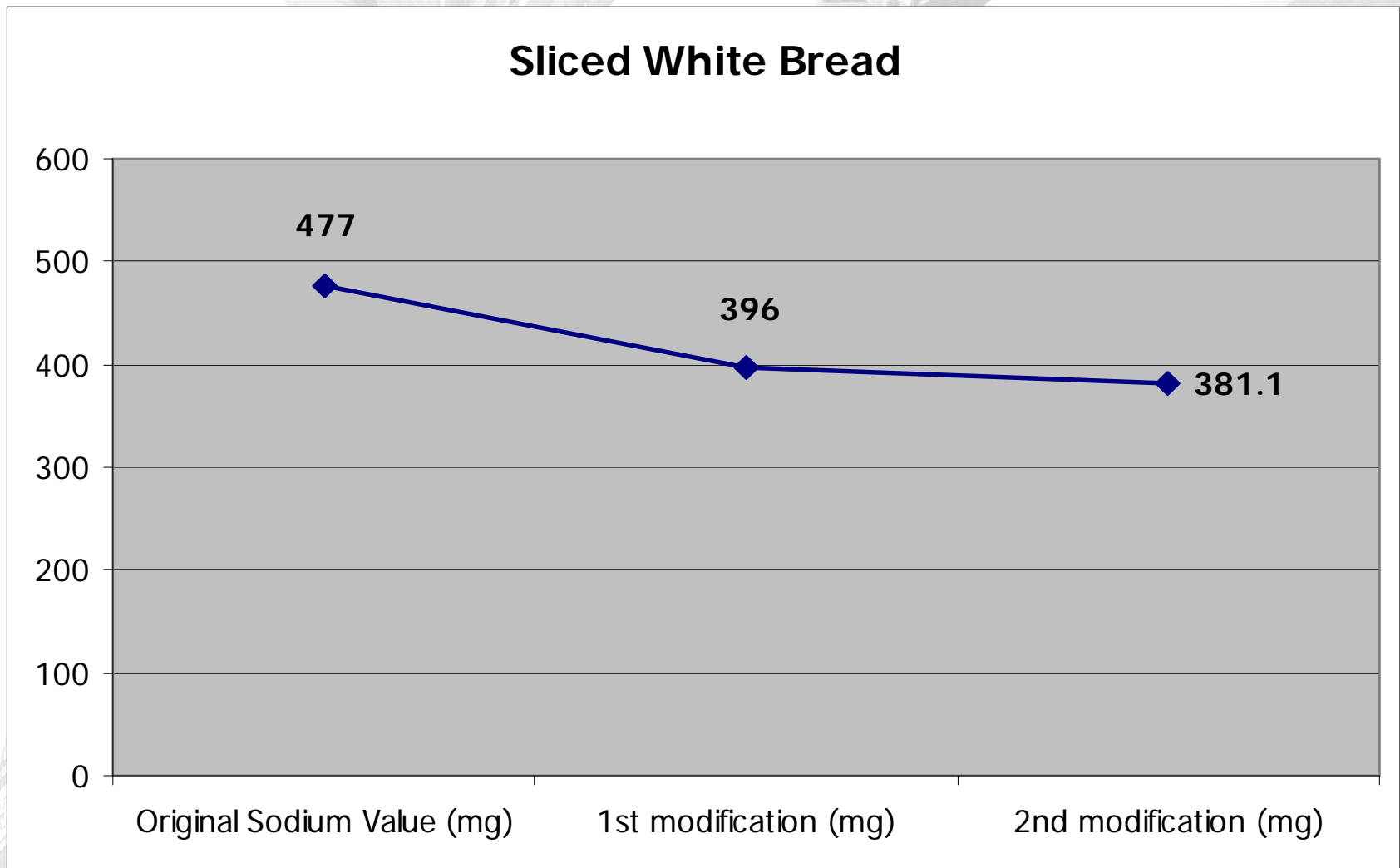
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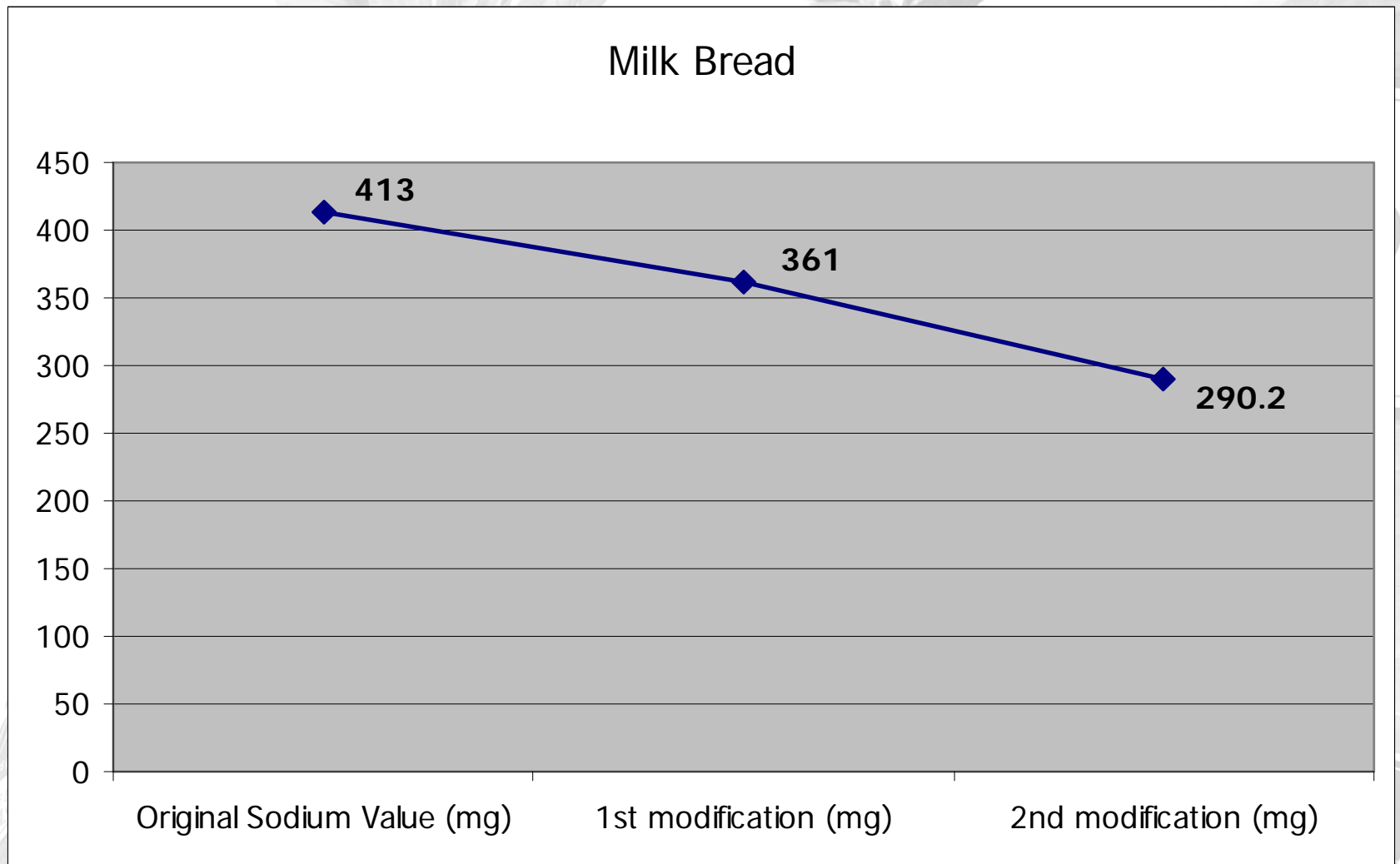
Diet Double Bran Bread



Sliced White Bread



Milk Bread



We should also stress that Fargo is the only industrial baking company that offers the market products without added salt:

- Double bran bread without added salt and with phytosterols
- White bread without added salt and with phytosterols
- Water crackers without added salt
- Bran crackers without added salt
- Mini-toast without added salt
- Toast with gluten without added salt





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Thank very much for your attention!

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