

Innovation through Integration

Oct. 11, 2018

Steve Hanson - Cargill



Located In
70
Countries



150+
Years of
Experience

155K
Employees



Speaking
65+
Languages



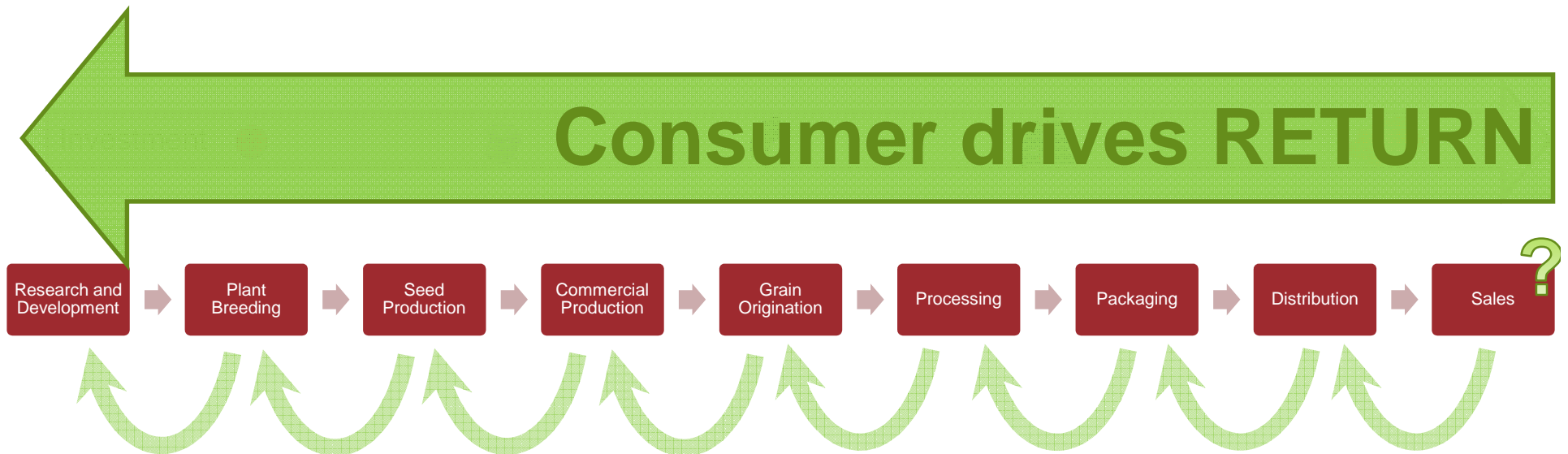
Innovation:

“The introduction of money into the
knowledge of INNOVATION by the
introduction of new elements money”
for Greg Page
– Oxford English Dictionary



Traditional Value Chain Model (Disconnected)

Agricultural Trait Products



Example:
"long shelf
life wheat"



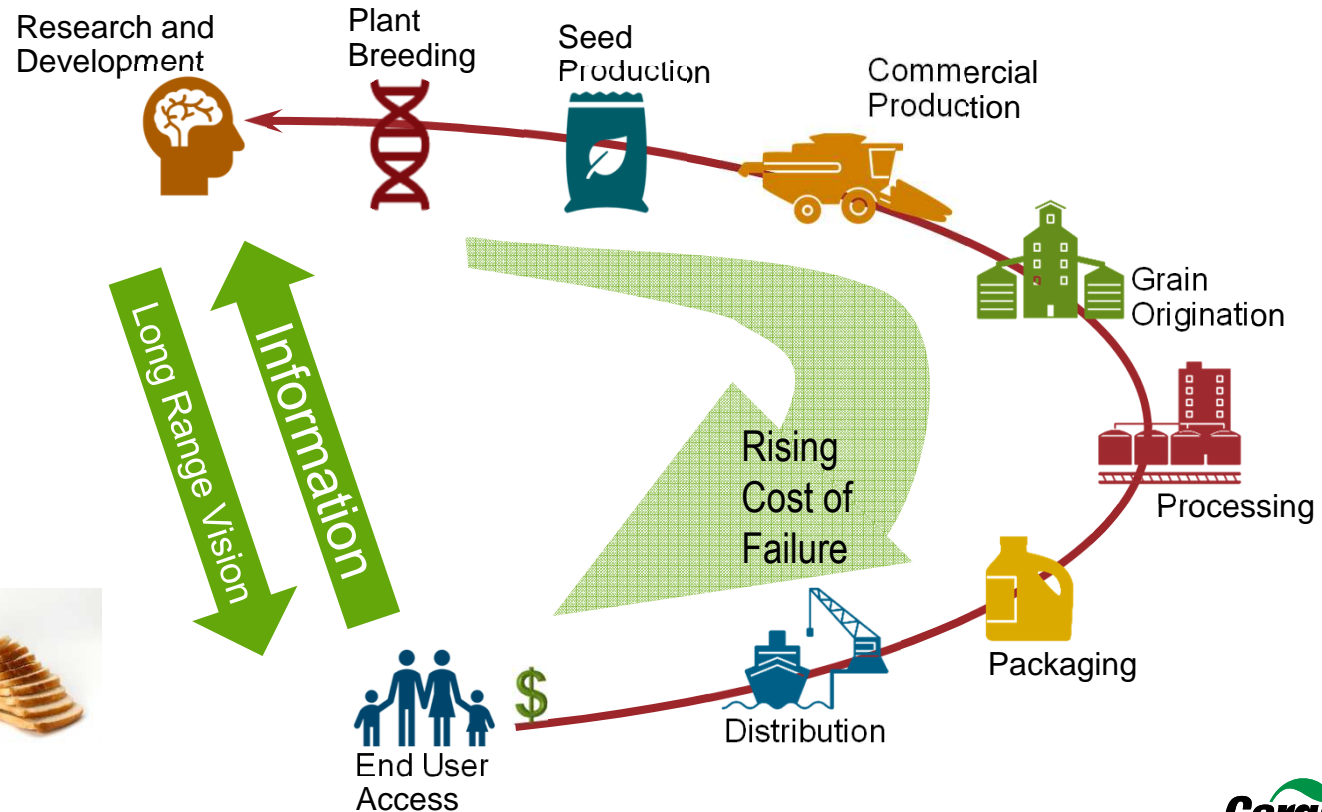
Maximize profits at each node



Integrated (Connected) Model Confirms Marketability

Value
Proposition
Test =
“fast failure”

Example:
“long shelf
life wheat”



Cargill

High Oleic Canola

Victory seed and Clear Valley oil brands



Low Saturate Canola

Victory seed and Clear Valley oil brands

Omega-3 Canola

Latitude brand oil



Future...

Opportunity to work in new markets with new partners

Why Integrate?

1. Innovation =
Turning knowledge
into money
2. Early confirmation
of value
proposition
3. Innovation
REQUIRES
customer access

