

Bake smarter:

Baked goods for
gut-conscious consumers



Revolutionize baked goods with the gut-supporting science of HarvestEdge® Gold Digestive Support Flour Blend

74% of U.S. adults report experiencing digestive discomfort at least once per month, according to a 2024 Mintel survey.¹ These consumers want better-for-you solutions that can help them address their digestive discomfort and other things like food sensitivities and everyday stress. They expect baked goods that work as hard as they do without compromising taste, texture, or nutritional value.

When you partner with ADM and use our HarvestEdge® Gold Digestive Support Flour Blend, you can develop innovative products to meet these evolving consumer needs with our:

- ▶ Science-backed formula with clinically studied ingredients, including Fibersol® and our *Bifidobacterium longum* CECT 7347 postbiotic
- ▶ Consumer-ready benefits ranging from “excellent source of fiber” to “supports digestive health”²
- ▶ On-trend innovations that tap into the growing functional foods market

Whether you’re looking to create a better-for-you version of your existing products or looking to tap into the growing consumer demand for digestive support and gut health with a new baked good, ADM is your end-to-end partner.



¹ Mintel, “Digestive Health – US” (2024)

² Contains 25 mg of *Bifidobacterium longum* CECT 7347 postbiotic for digestive support benefit; benefits shown in capsule form



THE CHALLENGE:

Consumers want food that balances taste and health benefits

According to a recent OutsideVoiceSM survey, **70% of consumers prefer prebiotic and probiotic foods and beverages over nutritional supplements³** because they perceive these prebiotic and probiotic foods and beverages to be a tastier and more natural source of nutrition.³ These consumers want baked goods and other products that align with their values and lifestyle but also support their digestive health and overall wellbeing. They seek out food that is clean label and contains ingredients closer to nature but doesn't compromise on taste and sensory experience.

Our researchers found that products made to support gut health and digestive discomfort have a strong appeal to consumers, and prominently featuring digestive health claims and nutritional facts related to fiber, protein, and prebiotic content on packaging correlated with purchase intent. Consumers were particularly drawn to products made with flour that is rich in fiber and biotics, like HarvestEdge[®] Gold Digestive Support Flour Blend, for their perceived health benefits and ingredients closer to nature. They also liked the idea of being able to receive their daily fiber, protein, and other nutrition as part of their meals in lieu of taking daily supplements.

ADM is here to help your brand meet the growing desire among consumers for baked goods that meet their individual health needs and nutrition solutions while also delivering traditional taste and texture.

49% of global consumers are interested in supporting their digestive health.⁴







³ FMCG Gurus Global, "Digestive Health" (2023)

⁴ FMCG Gurus, 2023 Global Health & Wellness Study (2023)

What's driving the market for better-for-you baked goods?

As consumers become increasingly aware of their bodies, their preferences are shifting toward baked goods and other products that provide a one-stop solution for nutrition. Secondary factors like clean-label products and those made with ingredients closer to nature also drive consumer purchase intent for better-for-you products to a lesser extent. Better-for-you baked goods that have nutritional and wellness benefits at an affordable price, like those made with our HarvestEdge® Gold Digestive Support Flour Blend, are uniquely positioned to deliver on these and more consumer desires.

▶ Consumer groups with potential interest in better-for-you baked goods:

-  Parents looking for healthy, nutritious foods for their kids as part of a balanced and healthy diet
-  People who have altered routine activities due to digestive discomfort
-  Shoppers looking to personalize their wellness plans with products with clearly labeled health and wellness benefits
-  Health-conscious consumers who prioritize clean-label ingredients and ingredients closer to nature



Total U.S. sales of digestive health products reached **\$6.2 billion** in 2024.⁵



⁵ Mintel, "Digestive Health – US" (2024)

THE SOLUTION:

HarvestEdge® Gold Digestive Support Flour Blend

▶ Bake in digestive wellness with our turnkey flour blend

Our innovative digestive support flour blend includes well-tolerated prebiotic fiber, Fibersol®, and the cutting-edge *Bifidobacterium longum* CECT 7347 postbiotic to help you develop high-fiber bread and a variety of baked goods with the digestive health benefits that consumers want. Our HarvestEdge® Gold Digestive Support Flour Blend has the digestive support benefits consumers want and makes it easy to produce on-trend products that taste great.⁶ With sales of digestive health products forecasted to grow 13.5% by 2029,⁷ we believe that there is a growing market for baked goods that support digestive comfort.

▶ Benefits of HarvestEdge® Gold Digestive Support Flour Blend

We have reduced the operational risk of measuring ingredients and ensuring correct formulation for your team to help you deliver these impactful benefits:

- ✔ Excellent source of fiber (6 grams per serving)
- ✔ Source of prebiotic fiber
- ✔ Supports digestive health with *Bifidobacterium longum* CECT 7347⁸

Contact us for a sample of HarvestEdge® Gold Digestive Support Flour Blend and technical consultation today

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⁶ ADM, Bread Concepts for Digestive Health Survey, (2024)

⁷ Mintel, "Digestive Health – US" (2024)

⁸ Contains 25 mg of *Bifidobacterium longum* CECT 7347 postbiotic for digestive support benefit; benefits shown in capsule form



Revolutionize your baked goods with gut-supporting science from ADM

▶ Cutting-edge ingredients and bakery mix solutions

Our team of formulation experts is here to help you create better-for-you products featuring our digestive support flour blend and broad portfolio of cutting-edge ingredients, including Fibersol® and our *Bifidobacterium longum* CECT 7347 postbiotic. Our easy-to-use HarvestEdge® Gold Digestive Support Flour Blend can be adapted to your existing formulations or in innovative new products with the digestive health benefits consumers want.

▶ Extensive, global research and development capabilities

We've partnered with scientists and researchers from around the world to create the cutting-edge ingredients found in HarvestEdge® Gold Digestive Support Flour Blend that deliver the digestive health benefits consumers expect without compromising taste, texture, or nutritional benefits.

▶ Our commitment to creating clean-label solutions

We've invested in regenerative agriculture programs across millions of acres of farmland around the world through our global re:generations™ program. With our deep-rooted relationships with growers and an integrated supply chain, ADM is uniquely positioned to help you deliver consumer-friendly clean-label solutions.

Baked goods that balance: From gut health to taste

Baked goods made with our HarvestEdge® Gold Digestive Support Flour Blend can support the holistic wellness benefits consumers want in a tasty format they'll love. Our team of ingredient experts is constantly innovating new solutions to help you meet evolving consumer demands.

Request a sample or technical consultation today

ADM has the formulas, technical applications, and processing instructions you need to develop baked goods with the digestive health benefits consumers want.



**Contact us today to request a sample or a technical consultation
for our HarvestEdge® Gold Digestive Support Flour Blend**

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