



Introducing ConAgra Mills®

SafeGuard™ Treatment & Delivery System

The new SafeGuard Treatment & Delivery System from ConAgra Mills is the state-of-the-art integrated production and distribution process for SafeGuard Ready-To-Eat Flour. SafeGuard preserves gluten functionality and taste while mitigating microbiological risk associated with raw flour.

Flour-Related Food Safety Risks Are Real.

The world of food safety is changing, and, depending on your application, flour can be a risk factor. Flour is a raw agricultural product, yet flour-containing foods (e.g., cookie dough and frozen pizza) are often consumed raw or undercooked, which can be unsafe.

- **Many products are at risk.** With much-improved outbreak detection and changing consumer behavior, more high-profile incidents have been reported. Products previously considered safe are vulnerable.
- **Protect your customers and your brand.** Don't risk the health of your customers and the cost of a food safety incident—to your brand, your reputation and your bottom line.
- **Increased food safety is your responsibility.** Food manufacturers are typically held responsible for food safety incidents, even when caused by factors outside of their control, like consumer preparation and handling.

ConAgra Mills Has the Solution.

The new SafeGuard Treatment & Delivery System from ConAgra Mills is not just a product or a process. It's a patent-pending, comprehensive, integrated solution that extends ready-to-eat flour safety assurance from our plant to yours. The SafeGuard Treatment & Delivery System provides:

- **The only safe-to-consume, functional flour** on the market with up to a 5-log validated pathogen reduction that can be customized based on your specific product requirements.
- **The one-of-a-kind, all-natural pathogen treatment** that maintains absorption, starch quality, gluten vitality and enzyme activity.
- **A full line of ready-to-eat flours** that reduce food safety risk while maintaining the flavor, texture, appearance and performance your production team and consumers expect.
- **The gold standard and only option for delivering safe, functional, high-quality flour in bulk;** our integrated milling, treatment, storage and transportation system ensures maximum safety.



The World of Food Safety is Changing.

In today's new reality, taking action to protect your brand is imperative.

Flour: A food safety risk factor

Manufacturers and consumers understand the risks of eating unpasteurized or untreated farm products like eggs or milk. Yet many don't consider the risks posed by one of the most universal ingredients: flour.

Flour is a natural agricultural product; birds, deer and other wildlife are at home in grain fields. Accordingly, flour is at risk of exposure to naturally occurring microbiological threats, including *E. coli* and *Salmonella*. USDA data indicate that pathogens are present in the flour supply. While most flour-based products undergo a validated kill step at the point of production, such as baking or cooking, many products *rely on the consumer to perform that step*. But recent research from ConAgra Mills shows that an alarming percentage of consumers often disregard package instructions—eating raw cookie dough, unbaked pizza and countless other products without fully cooking them as directed. That can put their health—and your reputation—at risk. Of course, you can't control what consumers do with your products. But now, when it comes to flour, you can mitigate food safety risks right from the start.

With our SafeGuard Treatment & Delivery System and Ready-To-Eat Flour, you have the only safe-to-consume, functional flour on the market that arrives *without contamination* straight to your plant.

Why should you care?

In today's food safety-conscious environment, sophisticated DNA analysis and advanced data-tracking networks can quickly link seemingly random food-borne illness incidents, implicating the consumer products responsible. That makes taking action to protect the consumer—and your brand—imperative.

While you have little control over your products' proper storage, preparation and consumption once they leave your facility, courts and Congress consistently hold the manufacturer liable for illnesses that result when consumers don't follow preparation instructions.

The products at risk

The age-old assumption that the consumer is accountable for properly preparing your product no longer applies. Products at risk include:

- Refrigerated cookie, pastry and biscuit dough
- Frozen pizzas
- Frozen pies and appetizers
- Cake, brownie and other bakery mixes
- Instant gravy and sauce mixes
- Soup mixes and bases
- Seasoning blends
- Infant formulas
- Candy
- No-bake dough inclusions

Outbreaks and recalls: The true costs

- **Food recalls:** Many consumers will turn their backs on a brand after a food safety recall. In a recent consumer study,* 14% of consumers say they'd never buy a brand again if that brand underwent a recall.
- **Lost consumers:** 30% of consumers say they would never buy the retail brand again if they believed it caused food poisoning; 53% say they would never return to a restaurant if they contracted food poisoning there.
- **Long memories:** 46% of consumers surveyed said they remembered a June 2009 *E. coli* outbreak linked to consumption of raw cookie dough—more than a year after the event occurred.

The costs that food-safety incidents exact on your brand are staggering. ConAgra Mills SafeGuard Ready-To-Eat Flour can help you mitigate the risk of a food safety incident.

* Source: ConAgra Mills' Flour Food Safety Study Executive Summary. Fielded August, 2010. Nationwide sample of 1,032 consumers ages 18–64. 50% male/50% female. (See back page for details.)



SafeGuard Treatment & Delivery System and Ready-to Eat Flour.

The new standard for flour safety and performance.

The system: **Integrated food safety**

Bulk SafeGuard Ready-To-Eat Flour uses our unique milling, treatment, storage and transportation system, including a fleet of custom trailers dedicated to delivering SafeGuard Ready-To-Eat Flour. Our system introduces a validated cleaning process that exceeds common flour-milling standards. (See back page illustration.)

The flour: **Safety with total performance**

SafeGuard Ready-To-Eat Flour improves food safety without sacrificing crucial flour functionality. Our one-of-a-kind process maintains absorption, starch quality, gluten vitality and enzyme activity. The result is SafeGuard Ready-To-Eat Flour, which lets you update your existing products to address today's food safety risks while maintaining the flavor, texture, appearance and performance that your production team and consumers expect.

The industry standard

The SafeGuard Treatment & Delivery System is the new standard for delivering safe, functional, high-quality flour:

- The only system that provides both superior risk protection and product performance.
- Delivers up to a 5-log validated pathogen reduction that can be customized based on your specific product requirements.
- Validation studies performed by a third-party.
- An all-natural process that protects against microbial risk without the need for ionizing radiation or chemical treatments.
- Maintains flour's natural flavor, color, absorption, appearance and gluten functionality.
- All of ConAgra Mills' flour products and specialty grains can be processed and delivered as part of our SafeGuard Treatment & Delivery System.



SafeGuard Treatment & Delivery System maintains full gluten functionality; see comparison between bread made with the same flour before (left) and after (right) SafeGuard treatment.



Consumer eating habits: **The raw truth**

- **Risky behavior:** 9 out of 10 consumers are aware that eating foods before they're cooked can cause food poisoning. Yet our 2010 study* revealed that consumers admit to eating many products without fully cooking them—and to allowing their children to do the same.
- **Cookie dough:** 70% of consumers say that eating raw cookie dough before it's baked isn't safe. Yet when making cookies at home, 67% of consumers admit to having eaten raw homemade dough before baking. Another 58% have tasted refrigerated store-bought cookie dough before baking.
- **Uncooked pizza, biscuits and pies:** 90% of consumers feel that pizza, biscuits and pies are not safe to eat without cooking. Yet 11% of consumers have eaten pizza dough before it's fully cooked and 22% and 24% respectively have tasted pie dough and biscuit dough before they're baked.

* Source: ConAgra Mills' Flour Food Safety Study Executive Summary. Fielded August, 2010. Nationwide sample of 1,032 consumers ages 18-64. 50% male/50% female. (See back page for details.)

The SafeGuard Treatment & Delivery System.

A truly integrated flour food safety solution.

Only ConAgra Mills' exclusive SafeGuard Treatment & Delivery System maintains end-to-end microbial integrity from our plant to yours. Available in bags or—for the first time—in bulk with our patent-pending food safety system.



1. PRISTINE MILLS: Wheat is milled into flour in our pristine, BRC-certified facilities.

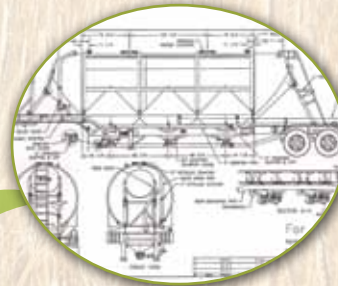


2. PROCESSING: The flour is milled in a closed system where it undergoes our proprietary, all-natural treatment. Our SafeGuard Flour becomes ready-to-eat through a series of validated, precise controls that deliver up to a 5-log reduction in pasteurization-like conditions.

3. POST-TREATMENT HANDLING: SafeGuard Ready-To-Eat Flour is then loaded out through piping and bins designed for cleaning and sanitizing, a validated process that exceeds common flour-milling standards. The facility uses dedicated filtered air handling for transporting the SafeGuard Ready-To-Eat Flour through the system.



5. YOUR END PRODUCTS: Flour is delivered directly to your facility to eliminate contamination during transportation. The unique start-to-finish process results in optimum food safety in our one-of-a-kind, functional flour.



4. DELIVERY: We've engineered every aspect of our SafeGuard delivery trailer fleet to optimize food safety. There's no safer way to transport flour.

- New fleet of custom-designed flour tankers:
 - Fewer hatches, aerators, penetrators and hoppers reduce potential micro hot spots.
 - An interior "gun barrel" finish contains no obstructions that could harbor micro growth.
 - Trailers are designed to be as full as possible when loaded to reduce environmental conditions for micro growth.
- Tankers are washed and sanitized at a new state-of-the-art sanitizing facility:
 - The tanker washing and sanitation systems are validated and verified.
 - Hot water is generated via an eco-friendly system.
 - Washing and delivery are carefully timed to ensure that flour is loaded into a freshly sanitized and dried bulk tank.



The SafeGuard Treatment & Delivery System is the most reliable, fully functional way to protect your customers, your products and your brand.

To learn more, contact your ConAgra Mills account manager, visit conagramills.com or call (800) 851-9618.

Download the ConAgra Mills' Flour Food Safety Study Executive Summary at conagramills.com.

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