



10 things food ingredient manufacturers can do to increase market share

Your customers rely on you for the ingredients they need to produce some of the world's best-known food and beverage brands. Because the success of your customers depends on innovation and your ability to deliver the exact product they ordered, your business needs to be a leader in agility and continuous improvement.

What drives formula agility for food ingredients?

- 1 Color influences our perception of a food's nutritional value—and consumers want more **natural ingredients**. But natural dyes can be unstable, weaker in concentration, and more expensive, [notes the Chicago Tribune](#).
- 2 Today's consumers want more intense flavors to choose from, notes [an article at Food Processing](#). Consumers' tastes keep changing and old trends reappear, so if you want to keep up, you'll need more formulas and SKUs.
- 3 The gluten-free market in the US is predicted to grow to \$6.6 billion by 2017, [observes Time Magazine](#), citing research by Packaged Facts. That may mean creating formulations with alternate components to keep up.
- 4 Consumers are turning away from fats. Many manufacturers of emulsifiers are using fat replacers or healthier fats instead. [Read an eBook from Food Processing for more](#).
- 5 Whether you make oils, gums, emulsifiers, or stabilizers, one thing holds true—any substance that will be used as a component in food is [subject to intense FDA regulation](#).

How can you maintain operational efficiency while optimizing your formulas?

- 6 Balance a growing inventory by frequently analyzing your SKUs, [suggests Food Manufacturing](#). Can you eliminate an SKU, or combine two together? Knowing this can help you control your inventory needs.
- 7 When balancing special orders with regular manufacturing, tools for daily and seasonal forecasting, replenishment planning, and inventory optimization help predict ingredient and formula demand.
- 8 In the event of a recall, track and trace tools can isolate contaminated batches—so you reduce lost revenue potential fines, and bad PR. [Read Food Quality & Safety's Food Recall Survival Guide](#) for more.
- 9 Optimize your formulations for ingredient variability and seasonality. You'll be better able to maintain or even improve your margins, and produce ingredients with better efficiency.
- 10 Flawless labeling can help you prepare for regulatory scrutiny, while [clean labels](#) support the more natural formulation strategy many customers want. Learn more in [FDA's food ingredient decision tree](#).

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