

TRUSOURCE™ WHEAT: A BREAKTHROUGH SOLUTION FOR TODAY'S FOOD INDUSTRY



Trusource™ wheat from Corteva Agriscience™ seeds, a high fiber durum, is the newest addition to the Value-Added Ingredients category. Trusource™ wheat delivers improved nutrition with the taste and texture expected of traditional pasta and baked goods, meeting the operational needs of the food industry and the demands of today's consumers without sacrificing performance.

Health

Trusource™ wheat helps consumers optimize their fiber intake. Flour from Trusource™ wheat contains more than double the amount of fiber compared to flour from traditional wheat. Studies show half of consumers would switch to pasta with double the fiber of traditional pasta when sold at an equal price.¹

Clean Labels

Trusource™ wheat was developed using modern plant breeding technologies and does not require additional nutritional fiber fortifiers. This may reduce manufacturing production costs and improve margins for millers, while delivering the cleaner labels consumers seek.

Taste and Texture

Taste is the most important attribute consumers seek in food.² The taste and texture of Trusource™ wheat match the traditional sensory experience consumers demand in pasta and baked goods. Alternatively, products made with whole-wheat flours have increased fiber, which consumers actively seek, but fail to deliver on taste and texture.

Sustainability

Trusource™ wheat is grown in Canada with regenerative agriculture farming practices that use 85% less irrigation and leave a 30% lower carbon footprint than Italian-grown wheat.³ It is also grown under an identity preservation (IP) to ensure the highest quality wheat can be traced from the farm to the mill. In select scenarios, this may allow for the inclusion of quantitative sustainability and production data.

FOR MORE INFORMATION,
VISIT [VALUEADDEDINGREDIENTS.COM](https://valueaddedingredients.com)

**VALUE-ADDED
INGREDIENTS**

**ADVANCING
AGRICULTURE
FOR BETTER
FOOD.**



¹ Corteva Agriscience™ Resistant Starch Durum: Consumer Communications Survey and Discrete Choice Modeling, 2024

² International Food Information Council, 2023 Food and Health Survey, 2023

³ Cereals Canada Environmental Sustainability of Canadian Durum Wheat, 2024

™ & SM Trademarks and service marks of Corteva Agriscience and its affiliated companies. © 2024 Corteva.