



Ingredient Buyer Survey Results

Below are the results from the gum supplier category.
The scale is based on a 5 point rating where "5" is highest and "1" is lowest.

Suppliers	Price/Value Rating	Technical Service Rating	Knowledgeable Salesforce Rating	Product Quality Rating
TIC Gums	3.8	4.2	4.1	4.3
Kelco	3.6	4.3	4.1	4.4
FMC	3.3	4.3	4.5	4.7
Gum Technology	4.2	4.2	4.2	4.2
Danisco	3.8	3.5	3.8	4.3
ADM	4.3	4.0	3.5	4.0
Colloides Naturale	2.8	2.8	2.8	3.5
Dow	3.7	4.7	4.7	4.7
CNI	3.0	4.3	4.3	4.3
Degussa	3.5	3.5	4.0	4.5
Coyote	4.5	5.0	5.0	5.0
Jungbunzalauer	4.5	4.5	4.0	5.0
ISP	3.0	4.5	4.0	4.5
Tate & Lyle	4.0	4.0	4.0	4.0
National Starch	4.0	4.0	3.5	4.0
Hercules	3.5	3.0	3.0	4.0
Cargill	3.0	3.0	4.0	3.0

Information reprinted with permission from Stagnito's New Products Magazine's 2005 Ingredient Brand Preference Study. The survey sampled via email invitations, 608 individuals with purchasing influence for ingredients in companies including ConAgra, HJ Heinz, Del Monte, General Mills, McCormick, Nestle, Kraft, Ventura and more (Gums category base # of respondents = 172). Stagnito publishes New Products Magazine, Snack Food & Wholesale Bakery, Beverage Industry, Dairy Field, Refrigerated & Frozen Foods, Candy Industry and more.