Beech-Nut Nutrition Company Spotlight

Conserving the Goodness of Nature

About Beech-Nut Nutrition

Beech-Nut Nutrition makes real food for babies as close to homemade as possible using recipes inspired by moms. It does this by preparing the food very carefully using non-GMO verified, natural or organic ingredients in almost all its products. At Beech-Nut Nutrition, work is organized around the company’s mission to Delight Consumers by Conserving the Goodness of Nature. The company cares deeply about its mission, others, and the planet, and its team is empowered to make a difference.

Beech-Nut Nutrition and Cornell

Cornell and Beech-Nut Nutrition have worked together for many years in various areas of research, development, and strategic consultation. Beech-Nut Nutrition also has recruited Cornell graduates for both internship experiences and career opportunities and was an early member in the Cornell Institute for Food Systems Industry Partnership Program (CIFS-IPP). This partnership was particularly important as Beech-Nut went through a transformation in recent years, opening a new facility in 2010, investing in its brand, and launching a number of new products.

On June 1, 2010, BNN opened a state-of-the-art facility and new corporate headquarters in the Mohawk Valley. This location is a fertile agriculture region, which allows the company to source fruits and vegetables close to its facility, improving freshness while eliminating the need for environmental waste. The company takes pride in feeding its young customers and uses a unique cooking method that allows its natural and organic products to retain the taste, texture, vibrant colors, and nutritional value of the fruits and vegetables. Beech-Nut’s cooking method has three simple steps: blending fruits and vegetables cold to avoid losing any nutrients or flavor,
removing air from the purée through de-aeration, and using indirect heat to prepare the food as gently as possible.

Beech-Nut interacts frequently with moms to learn about how they feed their babies as well as their concerns and motivations. The launch of the Beech-Nut® Naturals™ line was inspired by this type of dialogue with moms, which led to innovation in the company’s range of products.

Cornell and Beech-Nut have worked together during this important chapter in the company’s history. Since the company makes products for babies and toddlers, some of the most vulnerable and sensitive consumers, they consider this a mandate to seek out and work with highly respected partners. Cornell University was selected as one of these partners to ensure the company is educated about emerging processing technologies and the best food safety programs in order to prepare the highest-quality baby foods. Beech-Nut Nutrition and Cornell University have worked together on several initiatives throughout the years, leveraging Cornell’s expertise in food safety science and environmental monitoring. As examples, the two organizations have designed a sensory evaluation lab and developed a program focused on reducing environmental hazards in its facility.

Through CIFS-IPP, Beech-Nut Nutrition Company aims to improve its overall capabilities through a relationship with a trusted, technical resource partner. The company also hopes to leverage the CIFS program as a resource to evaluate modern technologies and to keep Beech-Nut informed on advances in food science. In addition, the company believes Cornell is the right partner to help it achieve its main business goals, including increasing the amount and variety of organic produce available in New York State and engaging in research focused on helping Beech-Nut deliver products to its consumers as close to fresh as possible.

More about Beech-Nut Nutrition Company
Producing Beech-Nut baby food since 1931, the Company has been built on a history of innovation and dedication to infant nutrition. Headquartered in Amsterdam, New York, Beech-Nut Nutrition is a leading baby food purveyor in the United States. As a subsidiary of Hero AG of Lenzburg, Switzerland, a global leader in consumer goods and infant feeding, it is able to combine resources to continuously improve food and nutrition for infants. Read more here.