

# Meet Joe Driscoll

## From field to fork: Building consumer brands in allergen-free foods

As President and CEO of Red River Commodities, Joe Driscoll brings fresh energy to building a consumer-facing business within Acomo. We sat down with him to talk about market trends, consumer insights, and what makes Red River Commodities unique.

**You joined Red River Commodities in September 2025. What attracted you? And what's your first impression?**

What attracted me was the combination of a strong foundation with massive untapped potential. Red River Commodities has been around for 53 years. We've dominated the allergen-free space for over 20 years with our sunflower seed spread, SunButter®. There's a reason we've lasted this long. A diverse portfolio of edible seeds, world-class processing infrastructure, and deep expertise built on quality and innovation.



My first impression? The team's openness and energy. People are eager to explore new opportunities. That's energizing.

**Sunflower seeds and specialty crops are gaining attention in plant-based and allergen-free applications. What excites you most about where this market is heading?**

Multiple trends are converging beautifully. Plant-based protein demand is accelerating, driven by health consciousness pushing people toward higher protein intake. Clean label products with minimal processing appeal to a broader audience, not just allergen-sensitive households.

The allergen-free category is expanding beyond traditional boundaries. Emerging brands are seeking genuinely allergen-free facilities, and even pet food markets are embracing allergen awareness. We're not just serving allergen-sensitive families anymore. There's a much broader audience seeking clean label, clean ingredient, nutritious alternatives. That's where the real growth opportunity lies.

**Red River Commodities covers the full value chain from field to fork. Where do you see the biggest opportunities to create value?**

Our vertical integration is a unique competitive advantage. We source globally through diverse contracts with farmers, process everything from seeds to finished consumer products, and control quality at every step. This gives us flexibility and expertise that competitors operating only parts of the chain can't match.

The biggest opportunity is leveraging this integration to innovate faster. We can develop new textures, flavors, and product forms because we understand both agricultural and consumer markets deeply. We're testing new concepts based on consumer insights and data, not just incremental improvements, but entirely new categories.

**Acomo's mission is 'Building Routes to Healthier Foods'. What does that mean to you and how you work at RRC?**

*Building routes to healthier foods* means we're not just selling allergen-free products, we're making nutritious, plant-based protein accessible to families who need healthier alternatives.

Being part of Acomo gives us strategic advantages that enable us to execute this mission at scale. Acomo provides deep market intelligence, pricing information, and global trading networks we couldn't access independently.

Their treasury expertise supports our investment decisions and M&A opportunities. That confidence accelerates our long-term growth plans and innovation.

**Sustainability and resilient supply chains are core to Acomo's approach. What priorities do you see for Red River Commodities?**

Our first priority is building resilience through operational efficiency. We're investing in redundancy and capacity expansion, particularly in allergen-free production lines, to prevent downtime. Given our large customer dependencies, we can't afford disruptions.

We're also launching a network optimization project to measure logistics efficiency and analyze our CO<sub>2</sub> footprint. The goal is to optimize our entire supply chain, which simultaneously strengthens resilience and minimizes environmental impact.

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**A diverse portfolio of edible seeds, world-class processing infrastructure, and deep expertise built on quality and innovation**



Customers increasingly demand transparency and minimal environmental footprint. We're connecting sustainability with our allergen-free positioning. It's all part of delivering healthier food choices.

**Red River Commodities has a strong track record turning consumer insights like allergen awareness into innovative products. How do you stay close to what consumers want?**

I'm a self-described consumer nerd. We use data analytics tools to identify trends and opportunities. We maintain active contact with customers and developers for feedback and innovation requests. Our team studies consumer preferences and market potential to guide product development.

Innovation focuses on taste, texture and new applications. The recently launched honey variant succeeded because it's a natural sweetener aligned with clean label trends. Consumers appreciate authentic, nutritious experiences.

**Acomó values entrepreneurship and leadership. How would you describe your leadership style, and how do you empower teams across different facilities?**

I lead by example. I don't ask people to do things I wouldn't do myself. And I'm a listener. I have regular conversations with line workers about improvements and goals. Transparency about business objectives helps people see their contribution and understand how we're building something together.

It's about engagement. When people feel connected to the vision, when they see how their work matters, that's when magic happens. The structural changes we've made removed blockers and created energy and enthusiasm. There's strong confidence in our future. You can feel it across all facilities. That energy is contagious.

**What has surprised you most about joining Red River Commodities so far?**

The speed of the mindset shift. The organization embraced consumer-driven thinking faster than expected. People are genuinely open and excited about growth and innovation.

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**Plant-based protein demand is accelerating, driven by health consciousness pushing people toward higher protein intake.**

Also, the strength of the Acomó network. Building relationships with leaders from other Acomó companies provides access to diverse experiences and potential synergies. It strengthens Red River Commodities' position globally.

**To wrap up: Which SunButter product is your favorite?**

The crunchy spread. The texture and taste are incredible. The whole seeds make all the difference.

