

DemandTec, Inc.  
Form SC 13G/A  
February 14, 2012

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934**

**(Amendment No. 3 )**

DemandTec, Inc.  
(Name of Issuer)

Common Stock  
(Title of Class of Securities)

24802R506  
(CUSIP Number)

December 31, 2011  
(Date of Event Which Requires Filing of this Statement)

OMB APPROVAL

OMB Number:

Expires:

Estimated average burden

hours per response.....

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

CUSIP No. 24802R506

13G

NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY).

**1**

Black River Asset Management LLC

Tax ID #41-2066451

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)

(a)

**2**

(b)

SEC USE ONLY

**3**

CITIZENSHIP OR PLACE OF ORGANIZATION

**4**

State of Delaware

SOLE VOTING POWER

**5**

NUMBER OF 2,137,869  
SHARED VOTING POWER  
SHARES

BENEFICIALLY **6**  
0

OWNED BY

EACH **7** SOLE DISPOSITIVE POWER

REPORTING

PERSON 2,137,869  
SHARED DISPOSITIVE POWER

WITH:

8  
0

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

9

2,137,869

CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions)

10

Not applicable.

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

11

6.3%

TYPE OF REPORTING PERSON (See Instructions)

12

IA

CUSIP No. 24802R506

13G

NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY).

**1**

Cargill, Incorporated

Tax ID #41-0177680

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (See Instructions)

(a)

**2**

(b)

SEC USE ONLY

**3**

CITIZENSHIP OR PLACE OF ORGANIZATION

**4**

Delaware

SOLE VOTING POWER

**5**

NUMBER OF 2,137,869  
SHARED VOTING POWER

SHARES

BENEFICIALLY **6**

0

OWNED BY

EACH **7** SOLE DISPOSITIVE POWER

REPORTING

PERSON 2,137,869  
SHARED DISPOSITIVE POWER

WITH:

8  
0

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

9

2,137,869

CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions)

10

Not applicable.

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

11

6.3%

TYPE OF REPORTING PERSON (See Instructions)

12

CO

Item

1.

(a) Name of Issuer  
DemandTec, Inc.

(b) Address of Issuer's Principal Executive Offices  
One Circle Star Way, Suite 200  
San Carlos, CA 94070

Item

2.

(a) Name of Person Filing

This statement is filed by: (i) Black River Asset Management LLC ("Black River") with respect to shares of common stock of the Issuer ("Shares") owned by Cargill, Incorporated ("Cargill"); and (ii) Cargill with respect to Shares owned by it.

(b) Address of Principal Business Office or, if none, Residence

Business office of Black River  
12700 Whitewater Drive  
Minnetonka, MN 55343

Address of the principal business office of Cargill  
15407 McGinty Road West  
Minnetonka, MN 55391

(c) Citizenship

Black River is a Delaware limited liability company.  
Cargill is a Delaware corporation.

(d) Title of Class of Securities

Common Stock

(e) CUSIP Number

24802R506

Item 3. If this statement is filed pursuant to §§ 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is  
a:

(a)  Broker or dealer registered under section 15 of the Act.

- (b) £ Bank as defined in section 3(a)(6) of the Act.
- (c) £ Insurance company as defined in section 3(a)(19) of the Act.
- (d) £ Investment company registered under section 8 of the Investment Company Act of 1940.
- (e) £ An investment adviser in accordance with § 240.13d-1(b)(1)(ii)(E).
- (f) £ An employee benefit plan or endowment fund in accordance with § 240.13d-1(b)(1)(ii)(F).
- (g) £ A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G).
- (h) £ A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act.
- (i) £ A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940.
- (j) £ Group, in accordance with § 240.13d-1(b)(1)(ii)(J).



**Item 4.**

**Ownership**

The percentages used herein are calculated based upon the Shares issued and outstanding as of December 30, 2011, as reported on the Issuer's quarterly report on Form 10-Q filed for the quarterly period ending November 30, 2011.

1. Black River Asset Management LLC ("Black River")

(a) Amount beneficially owned: 2,137,869

(b) Percent of class: 6.3%

(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote: 2,137,869

(ii) Shared power to vote or to direct the vote: 0

(iii) Sole power to dispose or to direct the disposition of: 2,137,869

(iv) Shared power to dispose or to direct the disposition of: 0

2. Cargill, Incorporated ("Cargill")

(a) Amount beneficially owned: 2,137,869

(b) Percent of class: 6.3%

(c) Number of shares as to which the person has:

(i) Sole power to vote or to direct the vote: 2,137,869

(ii) Shared power to vote or to direct the vote: 0

(iii) Sole power to dispose or to direct the disposition of: 2,137,869

(iv) Shared power to dispose or to direct the disposition of: 0

Black River does not own any Shares or securities convertible into Shares. Pursuant to a managed account agreement, Black River has investment and voting power with respect to the securities held by Cargill.

*Instruction.* For computations regarding securities which represent a right to acquire an underlying security *see* §240.13d-3(d)(1).

**Item 5. Ownership of Five Percent or Less of a Class**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following

*Instruction.* Dissolution of a group requires a response to this item.

**Item 6. Ownership of More than Five Percent on Behalf of Another Person.**

Not applicable.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company**

Not applicable.

**Item 8. Identification and Classification of Members of the Group**

Not applicable.

**Item 9. Notice of Dissolution of Group**

Not applicable.

**Item 10. Certification**

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.



**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

February 14, 2012

Date

/s/ Thomas C. Wagner

Signature

Black River Asset Management LLC

Thomas C. Wagner, Chief Compliance Officer

Name/Title

February 14, 2012

Date

/s/ Thomas C. Wagner

Signature

Cargill, Incorporated

By: Black River Asset Management LLC, Its Investment Adviser

Thomas C. Wagner, Chief Compliance Officer

Name/Title

The original statement shall be signed by each person on whose behalf the statement is filed or his authorized representative. If the statement is signed on behalf of a person by his authorized representative other than an executive officer or general partner of the filing person, evidence of the representative's authority to sign on behalf of such person shall be filed with the statement, provided, however, that a power of attorney for this purpose which is already on file with the Commission may be incorporated by reference. The name and any title of each person who signs the statement shall be typed or printed beneath his signature.

*NOTE:* Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. *See* § 240.13d-7 for other parties for whom copies are to be sent.

**Attention: Intentional misstatements or omissions of fact constitute Federal criminal violations (See 18 U.S.C. 1001)**

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