

CERTIFIED ORGANIC WITH CONSUMER APPEAL

# Organic meets high functionality



## Achieve organic appeal and clean labels, even in harsh processing conditions

Now you can meet consumer preferences for simplified, organic labels and create foods and beverages full of sensory appeal — even when processing conditions are harsh — with **NOVATION®9330** and **NOVATION®9230** certified organic functional native tapioca and corn starches. No other organic viscosifier with the same level of process tolerance and stability exists on the market today.

CLEAN & SIMPLE™ 

Ingredion  
**idea labs**   
IDEAS TO SOLUTIONS

## Stronger organic appeal

Australia's organic industry reached A\$2.4 billion in 2018, with a double digit CAGR of 13% from 2012<sup>1</sup>. More than half of Australia's organic products are now exported to a growing East Asia market. With widespread appeal for organic products in Australia, organic produce buyers come from all ages, incomes and life stages.<sup>1</sup> The average per capita spend on organic food in 2017 was around A\$31 per person in both Australia and New Zealand.<sup>2</sup>

There is an increasing trend and distinct consumer preference for foods and beverages that are fresh, simple and natural, either unprocessed or with minimal processing.<sup>3</sup> Key drivers for organic purchases include personal health, food safety and quality, impacts on the environment, reduced exposure to GMO material, toxins and chemicals, as well as starting a family.<sup>4</sup>

## Innovate simply

**Achieve the functionality of traditional modified starches with a competitive, organic, clean label edge.**

**NOVATION® 9330 and 9230** certified organic functional native tapioca and corn starches produce a viscosity and gel strength comparable with modified starches, but with a label of 'organic tapioca starch and organic corn starch'. Now your organic products can have indulgent textures, even after having gone through medium to high shear processing environments.

### Key applications include:

- Refrigerated soups
- Refrigerated/frozen ready meals
- Sauces, including cooking creams
- Syrups
- Sauce in ready meals
- Yoghurts
- Dairy and non-dairy yoghurts and drinks
- Non-dairy desserts
- Ice creams
- Puddings
- Fruit preparations
- Baby foods

## Offer fresh, simple appeal

Now, organic products can have extended cold shelf life stability, in the freezer or refrigerator. With products such as organic sauces in frozen meals, the desirable short, smooth texture holds up. Refrigerated soups stay intact, without gelling or separating, even over extended cold temperature storage and reheating. Yoghurts and non-dairy yoghurts retain their desirable, smooth, creamy texture because the starches will not break down during normal processing conditions.

## Reduce simply

With **NOVATION®** organic functional starches, you can simplify your label by removing e-numbers — treating consumers to a shorter ingredient list and improved appeal.

**NOVATION® 9330 and 9230** organic functional tapioca and corn starches are certified organic from the Lacon Institut in Germany and can be used in 'organic' or 'certified organic' processed foods.

**REFERENCES:** 1. Nielsen Homescan Data, January 2018. 2. Euromonitor International. 3. Euromonitor International, *Per capita spending on organic packaged food 2017 (US\$)*. 4. Nielsen Homescan Data, January 2018.



## INNOVATIONS THAT KEEP ON GROWING

Our experts are passionate about helping you achieve greater functionality out of fewer ingredients — without compromising on taste, texture or appearance. That's why we're building upon our two decades of experience in clean label formulating. We are bringing you innovative ingredients that solve your challenges and enable exciting benefits such as 'organic,' 'free-from,' on labels. They will also help to deliver the performance you need to stay competitive. With Ingression Idea Labs® innovation centres all around the world, we can help you create enticing sensory experiences and accepted ingredients that consumers want.



# Ingredion®

Developing ideas.  
Delivering solutions.™

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