

AT LAST, A CERTIFIED ORGANIC, FUNCTIONAL, COLD-TEMPERATURE STABLE  
CORN STARCH TO MEET CONSUMER APPEAL

# Organic meets high-functionality



## Extend organic appeal, even in harsh processing conditions

Now you can meet consumer preferences for simplified, organic labels and create foods and beverages full of sensory and label appeal — even when processing conditions are harsh — with NOVATION PRIMA® 309 and 609 certified organic functional native corn starches. No other organic viscosifier with the same level of process tolerance and cold temperature stability exists on the market today.

CLEAN & SIMPLE™ 

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IDEAS TO SOLUTIONS

## Stronger organic appeal

In 2017, total U.S. organic food sales reached \$45.2 billion, a growth of 6.4% from the prior year, out-pacing the total food sales growth of 1.1% during the same period. And, when taking “fresh foods” out of the picture (fruit, vegetables, dairy, eggs, meat, poultry and fish), sales came to \$21.1 billion.<sup>1</sup> And that’s not all. In a proprietary study, consumers told us that they prefer “organic corn starch” over its non-organic counterpart and that they perceive organic corn starch as being good for their health.<sup>2</sup>

## Innovate simply

**GET THE FUNCTIONALITY OF TRADITIONAL MODIFIED STARCHES WITH A COMPETITIVE, ORGANIC, CLEAN LABEL EDGE.**

NOVATION PRIMA® 309 and 609 certified organic functional native corn starches give a comparable viscosity and gel strength as modified starches, but with a simple, “organic corn starch” label. Now your organic products can have indulgent textures, even after having gone through medium- to high-processing environments. For even harsher processing in demanding applications, count on NOVATION PRIMA 309 organic functional starch. Both organic starches give superior cold temperature stability to extend appeal in a variety of organic frozen and cold storage products, including:

- Refrigerated soups
- Refrigerated/ frozen ready meals
- Sauces, including synthetic cooking creams
- Sauce in ready meals
- Yogurts
- Dairy and non-dairy yogurts 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, and refrigerated soups stay intact without gelling or separation over extended cold temperature storage until, and through, reheating. And with yogurts and non-dairy yogurts, the desirable, smooth, creamy texture is maintained because the starches will not break down during processing.

## Reduce simply

With NOVATION PRIMA organic functional starches, you can simplify your label by replacing other texturizers — and potentially achieve cost savings — treating consumers to a shorter ingredient list and improved appeal.

NOVATION PRIMA 309 and 609 organic functional corn starches are certified organic by Quality Assurance International and can be used in “organic” or “certified organic” processed foods. And for extra peace of mind, the starches are Non-GMO Project Verified.

**Innovate with CLEAN & SIMPLE**  
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## INNOVATIONS THAT KEEP ON GROWING

Our experts are passionate about helping you get more 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 by bringing you innovative ingredients that solve your challenges and enable exciting benefits such as “organic”, “free-from” and help to deliver the performance you need to stay competitive. With our proprietary DIAL-IN® Texture Technology and 27 Ingredient Idea Labs® innovation centers around the world, we can help you create enticing sensory experiences with the clean, simple and accepted ingredients consumers seek.

### SOURCES:

<sup>1</sup> 2018 Organic Industry Survey, Organic Trade Association, 1/25/2018–3/26/2018 (consumer sales).

<sup>2</sup> Ingredion proprietary research, Maru/Matchbox consumer study, April 2018.



**Ingredion®**

**Ingredion Incorporated**  
5 Westbrook Corporate Center  
Westchester, IL 60154