



NOVATION Prima[®] 309 and 609
certified organic functional native corn starches
deliver organic appeal that lasts

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CLEAN LABEL CONFERENCE

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Why organic?



Trust

- Many consumers have lost trust in CPG companies to provide them with safe, high quality products
- Organic is the most transparent, most heavily regulated and consumer-driven food system
- Organic provides traceability



Nutrition

- Consumers perceive organic as healthier
- Consumers are concerned with artificial ingredients and use of pesticides as well as ingredients that do not appear on the label



Sustainability

- Organic is better for the environment – carbon sequestration in soil, decreased energy use, less greenhouse gas release, better soil structure
- CPG's can tell their brand stories; sustainability is a story resonate with younger consumers

Consumers' insights on organic packaged food

90% +

of organic packaged food consumers claim to read nutrition labels and make purchase decisions based on ingredients in the product



highly likely to be noticed and influence decision-making across all of the organic categories studied



Organic claims drive purchase decisions as much, if not more so, than price and taste



Insights on organic packaged food by application

- **RTE frozen meals** – U.S. consumers are **more likely** to find organic corn starch “acceptable” and prefer it over organic rice and tapioca starches
- **Fresh/refrigerated sauces** - Consumers would like to see corn starch **converted to an organic version** (more so than rice and tapioca starches)
- **Soups** - Organic corn starch and organic rice starch have the highest consumer acceptability; they’re viewed as **‘completely acceptable’** followed by organic tapioca starch and pectin
- **Alternative dairy yogurts** - 44% of consumers perceive organic corn starch as **‘good for you’**

NOVATION[®]Prima 309 & 609 certified organic corn starches

Allow product developers to achieve **organic positioning** in foods systems that require harsh processing conditions and cold temperature stability

NOVATION[®]Prima 609

Moderate process tolerance for gentler cooking methods

- RTE frozen meals
- Fresh/refrigerated sauces
- Fresh/refrigerated soups

NOVATION[®]Prima 309

Superior process tolerance for high shear/high temperature applications

- RTE frozen meals
- Fresh/refrigerated sauces
- Fresh/refrigerated soups
- Alternative dairy/ dairy yogurts
- Fruit preparations

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Key features

- Certified organic by Lacon Institut and can be used in “Organic” or “Certified Organic” processed foods
- Non-GMO Project Verified
- Unprecedented superior cold temperature stability & process tolerance
- Once cooked will impart a smooth, short texture that does not set to a gel
- Potential cost savings and simplification of ingredient deck by removing other texturizers that are no longer needed
- Convert to a more attractive “organic corn starch” label instead of using non-organic corn starch
- Meets FDA definition of gluten-free

NOVATION[®]Prima 609 certified organic corn starches in action

The evidence in white sauce

AFTER 6 FREEZE/THAW CYCLES

Former best clean label
organic corn starch



LOW
freeze/thaw
stability:

Grainy texture and
low eating quality
after defrosting

Innovation:
NOVATION[®] Prima 609



HIGH
freeze/thaw
stability:

Short, smooth texture
and high eating quality
after defrosting

NOVATION[®]Prima
Certified organic corn starch
delivers cold temperature
stability

EVEN AFTER




6 freeze/thaw
cycles

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NOVATION[®] Prima certified organic corn starches

improve product shelf-life cold temperature stability and the eating experience across a full range of applications

FUNCTIONALITY	VALUE	REGULATORY STATUS
<ul style="list-style-type: none"> • Texturize • Thicken • Stabilize 	<ul style="list-style-type: none"> • Perform in organic products that undergo harsh process conditions • Maintain stability throughout freeze/thaw cycles to create appealing flavors and textures • Consumer desired 'organic corn starch' label • Simplify organic labels by removing other texturizers that may no longer be needed • Gluten-free 	<ul style="list-style-type: none"> • Certified organic by Lacon Institut • FSSC/ ISO Certified • Certified Kosher and Halal • Meet FDA definition for Gluten-free • Non-GMO Project Verified  • Label declaration: organic corn starch • GRAS status: <ul style="list-style-type: none"> – Generally Recognized As Safe (GRAS)



Thank you!

Contact:

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For more information visit:

ingredion.us/challenges/organic.html