

# Are you ready for the Organic Regulation change?

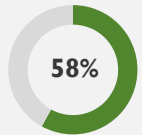


## Market Challenges

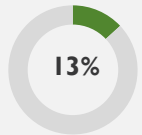
- Consumers expect no compromise on taste & texture throughout shelf life
- Limited availability of ingredients that meet stringent organic legislation
- High demand for ingredient's traceability and transparency
- Limited resources and access to pilot plant for reformulation

## Did you know?

- The new organic regulation\* which will come into force on 1<sup>st</sup> January 2024 will reduce the number of permitted non-organic agricultural ingredients.
- If you use non-organic waxy maize or rice-based starches in organic products, you need to reformulate your recipes to continue production in 2024.



58% of European consumers would pay at least 5% more for Savoury products with **organic** claims\*\*.



13% of new Savoury launches in Europe\*\*\* are organic

## Contact us to get ready!

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\*Regulation (EU) 2021/1165 \*\*ATLAS®, Ingredion Proprietary Consumer Research 2023

\*\*\*Innova database FY18-22 \*Cornflour | [www.ingredion.com/emea](http://www.ingredion.com/emea)

## Ingredion brings ...



### Faster speed to the market

On hand, expert technical support from recipe development, pilot plant trials, sensory analysis and scale up.



### Organic ingredients

Certified organic starches from waxy maize and tapioca which allow consumer preferred labelling.



### Supply reliability

Global sourcing and warehousing for flexibility & availability.



### Broadest portfolio in the market

A unique portfolio to suit your process and shelf-life requirements to deliver the optimum texture in finished product.

## Ingredients Available

### \*Waxy-maize

Novation 9230  
Novation 9231  
Novation 9260

### Tapioca

Novation 9330  
Novation 9331  
Novation 9360  
Novation 9460

## Disclaimer

Customers are advised to satisfy themselves regarding the use, labelling and suitability of Ingredion's products in their final products. In particular, food additives (for example, sweeteners) should be used in accordance with the relevant local Regulations. Customers should ensure the use of flavourings is supported by sensory data.



**Ingredion.**

Be what's next.