

# Are you ready for the organic regulation change?



## Market Challenges

Consumers expect no compromise on taste & texture throughout shelf life

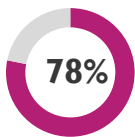
Limited availability of ingredients that meet stringent organic legislation

High demand for ingredient's traceability and transparency

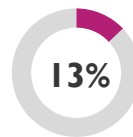
Limited resources and access to pilot plant for reformulation

## Did you know?

- The new organic regulation which will come into force on 1st January 2024 will reduce the number of non-organic agricultural ingredients.
- If you use non-organic waxy maize or rice-based starches in organic products, you need to reformulate your recipes before this deadline.



78% of European consumers would pay at least 5% more for dairy & dairy alternative products with **organic** claims\*.



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

## 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

100% certified organic starches from waxy maize, tapioca and rice which allow consumer preferred labelling.



### Supply reliability

Global sourcing and warehousing for flexibility & availability.



### The broadest portfolio in the market

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

Tapioca  
Novation 9330  
Novation 9360

Waxy-maize  
Novation 9230  
Novation 9260  
Novation Prima  
309

**Contact us to get ready!** Contact: ( name, mobile, email)

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