

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. Find out more about [NOVATION® 9330](#) and [NOVATION® 9230](#) organic functional native starches, [PURITY® Bio](#) organic native starches, [TICorganic®](#) and [Ticaloid®](#) stabiliser systems for more options on your next projects.

Stronger organic appeal

The Australian organic food industry is growing, with a compound annual growth rate of 13% since 2012¹. The retail value of the organic market in 2019, was estimated to be at least \$2.6 billion, including \$1.9 billion in domestic sales and \$6.9 billion in exports, with a growing East Asia market. It is estimated that more than six out of every ten Australian households now buy organic foods on occasion. With widespread appeal for organic products in Australia, organic produce buyers come from all ages, incomes and life stages.² The average per capita spend on organic food in 2017 was around A\$31 per person in both Australia and New Zealand.²

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.³ 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.⁴

Innovate simply

Achieve a competitive, organic, clean label edge with:

NOVATION® 9330 organic functional native tapioca starch
NOVATION® 9230 organic functional native waxy corn starch
PURITY® Bio 805 organic native waxy rice starch
PURITY® Bio 301 organic native tapioca starch
TICorganic® Guar Gum 3500 F Powder guar gum
TICorganic® Arabic Spray Dry Powder gum arabic
TICorganic® Nutriloid® Gum Arabic SF-90 for fibre fortification
TICorganic® Inulin Agave soluble dietary fibre
TICorganic® Locust Bean Gum Powder locust bean gum
Ticaloid® OG 1155 instant system for mouthfeel in beverages
Ticaloid® PRO OG D192 system for emulsification and mouthfeel in RTD beverages, delays age related gelation

Key applications include:

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

Offer fresh, simple appeal

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

REFERENCES: 1. <https://www.betterhealth.vic.gov.au/health/healthyliving/organic-food>. 2. Euromonitor International. 3. Euromonitor International, Per capita spending on organic packaged food 2017 (US\$). 4. Nielsen Homescan Data, January 2018.

FIND OUT MORE: [ingredion.com.au](https://www.ingredion.com.au) | [ingredion.co.nz](https://www.ingredion.co.nz)

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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.



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