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

2019 Clean Label Conference | March 26-27, 2019
Presented by: Sharon Chittkusol, Associate Marketing Manager, US/CAN Clean & Simple
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

Source: Ingredion proprietary research, Maru/Matchbox, Organic Packaged Foods Understanding, USA and Canada, May 2018
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’.
Allow product developers to achieve **organic positioning** in foods systems that require harsh processing conditions and cold temperature stability.

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**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
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

Innovation: NOVATION® Prima 609

Certified organic corn starch delivers cold temperature stability

EVEN AFTER

LOW freeze/thaw stability:
Grainy texture and low eating quality after defrosting

HIGH freeze/thaw stability:
Short, smooth texture and high eating quality after defrosting

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<table>
<thead>
<tr>
<th>FUNCTIONALITY</th>
<th>VALUE</th>
<th>REGULATORY STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texturize</td>
<td>• Perform in organic products that undergo harsh process conditions</td>
<td>• Certified organic by Lacon Institut</td>
</tr>
<tr>
<td></td>
<td>• Maintain stability throughout freeze/thaw cycles to create appealing flavors and textures</td>
<td>• FSSC/ ISO Certified</td>
</tr>
<tr>
<td>Thicken</td>
<td>• Consumer desired ‘organic corn starch’ label</td>
<td>• Certified Kosher and Halal</td>
</tr>
<tr>
<td>Stabilize</td>
<td>• Simplify organic labels by removing other texturizers that may no longer be needed</td>
<td>• Meet FDA definition for Gluten-free</td>
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<tr>
<td></td>
<td>• Gluten-free</td>
<td>• Non-GMO Project Verified</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Label declaration: organic corn starch</td>
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<tr>
<td></td>
<td></td>
<td>• GRAS status:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Generally Recognized As Safe (GRAS)</td>
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Thank you!

Contact:
sharon.chittkusol@ingredion.com

For more information visit:
ingredion.us/challenges/organic.html