

## A Quick Guide to Organic Flavors & Certifications

More than ever, consumers want clean and healthy choices. In many cases, that means having an organic certified product. What’s the difference between all the different organic certifications and terms such as organic compliant?

At Custom Flavors, we develop and produce 100% Organic Certified Flavors and Organic Compliant Flavors, as well as every option in between. We walk customers through the different levels of **organic certification** every day to find what’s right for them and their products. Here’s a quick guide on how you can use them in your finished products:

### Finished Products Flavor Types



**100% CERTIFIED ORGANIC MATERIALS**

**100% ORGANIC CERTIFIED FLAVOR**  
100% of the Flavor materials are Organic Certified and the Flavor is Certified through a USDA certification body



**95% CERTIFIED ORGANIC MATERIALS**  
**5% ORGANIC COMPLIANT MATERIALS**

**100% ORGANIC CERTIFIED FLAVOR**

**ORGANIC CERTIFIED FLAVOR**  
This follows the organic standard where 95%+ of the Flavor components are Organic Certified and up to 5% of the Flavor can contain Natural, Organic Compliant materials.

**MADE WITH ORGANIC NATURAL FLAVOR**  
This follows the 70/30 rule which requires 70%+ of the Flavor to be Organic Certified material and up to 30% of the Flavor can be Natural Organic Compliant

**NATURAL ORGANIC COMPLIANT FLAVOR**  
This is a Natural Flavor where all components are either organic, non-GMO, or compliant to the National Organic Program.

*More definitions in the section below.*



**70% CERTIFIED ORGANIC MATERIALS**  
**30% ORGANIC COMPLIANT MATERIALS**

**100% ORGANIC CERTIFIED FLAVOR**

**ORGANIC CERTIFIED FLAVOR**

**MADE WITH ORGANIC FLAVOR**

**NATURAL ORGANIC COMPLIANT FLAVOR**

### Flavor Definitions

#### 100% ORGANIC CERTIFIED FLAVOR

**PROS**  
The Flavor can be used at any level in the finished organic product.

Clean label as the Flavor can be labeled as “Organic Natural Flavor”.

Adding Flavor can enhance the taste experience, differentiate your product, and standardize the Flavor of your finished product through seasonal changes of other ingredients.

**CONS**  
The Flavor can be expensive.

Choices are extremely limited because there is a short list of materials that can be used for producing a 100% Organic Certified Flavor

#### CERTIFIED ORGANIC FLAVOR

**PROS**  
Organic Certified is less expensive than 100% Organic

More flavor choices and profiles than 100% Organic

Clean label as the flavor can be labeled as ‘Organic Natural Flavor’

**CONS**  
Usage rate is high, considering the Flavor components are often weaker and some materials can only be at less than 5%.

Does not work in some applications where the finished product cannot tolerate the additional liquid or powder.

#### CERTIFIED MADE WITH ORGANIC FLAVOR

**PROS**  
Can be used in specific applications to increase the Organic material in your finished product.

When the product formula is near the maximum allowed non-organic content, this flavor combines the full strength of a conventional flavor while consisting of 70% or more organic material.

Cleaner, more transparent claim of Natural Flavor Made With Organic ‘X’, such as Natural Chocolate Flavor Made with Organic Cocoa

Popular in Chocolate, Peanut, or Citrus Flavors

**CONS**  
Only practical when used in specific applications where the Flavor can be modified to meet the requirements of your Organic finished product.

More expensive cost-in-use than natural, organic compliant flavors.

#### NATURAL ORGANIC COMPLIANT FLAVOR

**PROS**  
Least Expensive

Most choices and most versatile flavor ranges

Does not require added costs of certification

Faster turnaround from sample to receiving your order.

**CONS**  
Labeled simply as Natural Flavor

**The key to development of an Organic finished product is to have a partner like Custom Flavors who can “Customize the Flavor” to the specific needs of your product.**