

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.