



» By Madeline Cooper.

The new flavour revolution: assisting with organic 'readymade' alternatives

There is now widespread acknowledgement of the potentially adverse health effects of synthetic flavourings and additives found commonly in pre-prepared meals. Driven by this, a growing number of innovative large-scale Australian ingredient manufacturers are following global trends by taking the leap into organic ingredients & flavour systems for use in convenient value-added products.

While many end-product manufacturers have taken significant steps to cut out the use of artificial flavours by sourcing natural alternatives, the need for organic flavours to satisfy the growing consumer demand for wholly organic food stuffs and organic meal solutions has increased considerably.

This trend was identified by Flavour Makers, an Australian ingredient and flavour manufacturer, who responded by trialling an imported range of organic flavours certified by the UK's Organic Farmers and Growers – with very encouraging results. Specialising in ready-to-go manufacturing ingredients such as pre-mixes and

seasonings for the conventional market, the Victorian-based company, renowned for its innovation and receptiveness to consumer trends, is currently negotiating plans to establish a processing plant certified with Australian Certified Organic in Braeside.

"Our company has always been at the forefront of flavour delivery systems by monitoring international trends and anticipating consumer and market demands here in Australia," says Jodie Hooker, Flavour Makers National Sales Manager.

"Today's discerning and health conscious consumers want convenience but they also want an ingredient list that is simple and free from additive numbers. Organic ingredients & flavour systems certainly satisfy this desire."

Jodie says the changing tastes and preferences of consumers and the overall expansion of the organic industry naturally led the company to introduce an organic range for use by large scale value-adders who had struggled to source organic flavours

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on a commercial scale.

“We have witnessed enormous growth, particularly in value-added meat products in the conventional market and realise that more and more customers are demanding the pre-prepared option in an organic range as they are not willing to sacrifice health and quality assurance for convenience.”

Until now, large-scale ingredient processors looking to produce a commercial quantity of organic flavours have been restricted by limited supply of organic raw material. But, as Flavour Makers Account Manager and Corporate Chef Jamie Chapman explains, the expansion of the organic industry as a whole has definitely increased the feasibility of this option.

“We have had a good response from the trial, especially from organic processors and producers who are keen on the idea of being able to value-add to satisfy changing consumer preferences,” Jamie says. “And this has led us to seriously consider the development of an Australian Certified Organic processing facility in Victoria.”

“We expect demand to increase once there is greater

acknowledgement that organic flavours are available on a commercial scale in addition to smaller cottage suppliers,” he says.

Akiko Nicholls, Managing Director of Australian Certified Organic (ACO), says companies diversifying and extending their range to incorporate organic lines reflects the continuous evolution of the organic industry but warns that Australian processors must still confirm with their certification bodies whether new ingredients are suitable— particularly flavours.



“Finding flavours that comply with the Australian Organic Standard is often a challenge for organic operators,” Akiko says. “As a rule of thumb flavours for use in organic products need to be naturally grown and processed with the extraction process and solvents used also assessed by certifiers.”

Although flavours often account for less than five percent of the total ingredient list, Akiko says certifiers, including ACO, must still assess individual ingredients (including additives and processing aids), to make sure they comply with the Australian Organic Standard (AOS2006).

“While imported organic products that are certified by reputable certifiers can often be approved for use in Australian organic products, it is essential operators check first with their certification office to avoid disappointment later on.”

Flavour Makers supply a range of organic flavours including glazes, rubs, sausage and burger premixes, gravies, bouillons and stuffing mixes – some lactose, gluten free, and nut-free products are also available. For more information please contact Jodie Hooker, Flavour Makers National Sales’ Manager or Jamie Chapman, Flavour Makers Account Manager / Corporate Chef on ph 03 9580 3344.

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How to avoid synthetic chemical additives?

According to the latest Food Standards Code (2002) from Food Standards Australia New Zealand (FSANZ), manufacturers are not required to disclose whether an added ingredient is natural or artificial - leaving consumers very much in the dark about what they are eating. Under the Australian Organic Standard (AOS 2006) for flavours to be certified organic, the flavour must be obtained from organic sources and use organic processing aids.

Sue Dengate of the Food Intolerance Network says buying foods which are certified organic and which, therefore, only include flavour ingredients that are organic, is the only way to ensure you avoid nasty chemical additives.

“Under Australian Standards, manufacturers don’t have to distinguish between ‘natural’ and artificial flavours because there is not a lot of difference! Flavour additives are usually man-made in chemical factories even when sourced from substances found in nature, so both natural and synthetic flavours can consist of the same chemicals,” she says. “However, most consumers are unaware of the five percent labelling loophole which basically says that if the amount of an ingredient in a food is less than five per cent, an additive in that ingredient does not have to be listed.

“Since added flavours are nearly always less than five per cent of any product, they can and do contain unlisted additives such as preservatives and synthetic antioxidants. Some common examples would be vanilla flavour with unlisted sodium benzoate preservative (211) and ‘natural orange flavour’ with unlisted synthetic antioxidant (320). These would not be permitted in certified organic products.”



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Flavour Makers now offer a range of organic Spice Blends, Stuffings, Glazes and more.

Flavour Makers brings you The Organic Blending Company, manufacturing the latest range of organic glazes, rubs, sausage and burger premixes, gravies, bouillons and stuffing mixes.

The Organic Blending Company is family owned, based in Scotland and offers healthy, hearty organic products that are full of flavour. All products are non-genetically modified and non-nut, some are also lactose and gluten free.

The Organic Blending Company supply chain is founded on quality and consistency and sources the finest organic herbs and spices globally. They are audited to the highest standards by EFSIS for BRC and Organic Farmers and Growers. Flavour Makers are proud to present this range to Australia.



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- OG70025 Hickory BBQ Glaze
- OG70030 Garlic & Herb BBQ Glaze
- OG70070 Mint Glaze



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