

# Thai wah Organic rice & Tapioca ingredients

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## Organic consumer insights

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It's no secret that today's supermarket is a complicated place. Consumers are more concerned than ever about their family's health, the health of the planet and the safety of the food supply. Yet the sheer abundance of "**clean**," "**natural**" and "**free-from**" products crowding shelves can leave shoppers feeling confused about which choice is the right one.

No wonder they increasingly choose **organic**.

The USDA Organic seal—and the certification standards behind it—foster trust and promote confidence. At a time when consumers crave foods they can trust, it's only natural that they gravitate toward the transparency and assurance that organic certification offers.

### What does organic certification mean to consumers?

It means that a food was grown without the use of harmful chemicals or pesticides. It also suggests a "simpler" formulation with fewer, less-processed ingredients. All are qualities that consumers associate with health and wellness.

But consumers also associate organic with a healthier planet—and rightfully so: Respect for the environment, resource preservation and community welfare are built into organic practices and standards. Consumers value that, and feel that when they choose organic, they're doing their part to support a sounder, fairer food system now and in the future. Perhaps that's why Euromonitor International found that even amidst a challenging year like 2020, organic packaged-food sales not only grew, but outperformed sales of all other health-and-wellness categories.

This represents a golden opportunity for brands. Amidst a sea of "**simple**," "**clean**" and "**natural**" claims, the unambiguous credibility of organic certification stands out, driving purchase and commanding price premiums.





# Thai Wah's efforts

## Supporting sustainability from farm to shelf

At Thai Wah, we understand the value of organic, and we curate a portfolio of certified-organic rice and tapioca ingredients to meet growing demand.

And our commitment goes beyond supplying certified-organic ingredients; we play an active role in their growth and production, working with partners at the farm level to establish, monitor and support organic protocols throughout the agricultural supply chain.

### HOW DO WE DO IT?

**Case study: Fostering organic cassava production**  
Consider our direct engagement with the organic farmers of Cambodia's Amru Rice Cooperative. Not only do we at Thai Wah provide a market for the cooperative's organically grown rice; we're helping the farmers diversify into producing organic cassava, as well-providing a market for

this economically important crop while also securing raw materials for our own tapioca ingredients.

We supply the farmers with a superior breed of cassava seed and share knowledge about organic best-practices to help our farmer-partners use resources efficiently, achieve optimal yields and harvest a high-quality product that can pass international organic-certification standards.

This arrangement grants us full visibility onto the process from farm to fork, assuring us and our customers that only the best raw materials go into downstream tapioca production. As the saying goes, **"Quality in, quality out!"**

Now we're launching a further initiative to certify even more organic cassava acreage in Cambodia—an ongoing project that we at Thai Wah are nurturing from the ground up through our relationships with local farmers and provision of agronomic as well as market support for their harvests.

***" At Thai Wah, we believe that rice, cassava and the ingredients made from them are more than just agricultural products. We also see them as vehicles for improving people's livelihoods, developing their economies and preserving the planet we all depend upon." ROSE BRAND believe everyone deserves sustainable and clean food / Our mission is to serve our global customers as we seek to create innovation and sustainability from Farm to Shelf "***

It takes a strong commitment to build an organic supply chain from scratch—but committing to sustainable production and thriving communities has always been part of our mission at Thai Wah, no matter where we operate.

What else is part of our mission?

Providing certified-organic rice and tapioca ingredients backed by transparent sourcing. These are the ingredients brands need to create the foods and beverages consumers want and trust: transparent, healthful and wholesome, plain and simple.

Count on Thai Wah certified-organic rice and tapioca ingredients to be:

- Non-GMO
- Plant-based
- Gluten-free
- Clean-label
- Free from chemical modification
- Certified organic

We're in this together: How we at Thai Wah support farmers, builds communities and ensures product quality:

- Establishing the Thai Wah Farmers Network
- Building mobile farming apps
- Creating energy- and waste-management policies
- Introducing technologies that improve harvests and quality of life
- Developing projects to promote and instruct farmers in "smart" and regenerative organic farming
- Practicing good corporate governance
- Promoting fair trade and pricing





# Rice product portfolio

PRODUCT NAME	PRODUCT CLASSIFICATION	KEY FUNCTIONALITY	APPLICATION
AMYROSE 73 ORR	RICE FLOUR	- IMPROVE TEXTURE QUALITY - INCREASE STABILITY & ELASTICITY - ADHESIVE PROPERTIES	NOODLE, BAKERY, SAUCES, SNACKS, BATTERS
AMYROSE 20 ORG	GLUTINOUS RICE FLOUR	- IMPROVE TEXTURE QUALITY - FREEZE-THAW STABILITY - INCREASE STABILITY & VISCOSITY	DAIRY, SAUCE, BAKERY, SWEET AND DESSERTS, FROZEN FOOD
AMYROSE 18 ORS	RICE STARCH	- SMOOTH CREAMY TEXTURE - NATURAL FAT REPLACER - ODORLESS & TASTELESS	DAIRY, MEAT, SAUCE, BAKERY, SNACKS, BATTER
AMYROSE 21 OGS	GLUTINOUS RICE STARCH	- FREEZE THAW STABILITY - NATURAL FAT REPLACER - IMPROVED TEXTURE & ELASTICITY	DAIRY, SAUCE, BAKERY, SWEET AND DESSERTS

# Native organic tapioca starch

PRODUCT NAME	KEY FUNCTIONALITY	APPLICATION
ROSE BRAND	PROVIDES TEXTURE BINDS AND THICKENS STABILIZES REGULATES MOISTURE PROMOTES EXPANSION REPLACES FAT NATURALLY YIELDS A CLEAR, FIRM GEL PRODUCES SHEEN LIGHT IN FLAVOR	BAKERY CEREALS AND SNACKS SOUP AND SAUCES MEAT PROCESSING DAIRY DESSERTS NOODLES
CASSBAKE 101	GLUTEN-FREE BAKED GOODS COOKIES AND BISCUITS BROWNIES AND MUFFINS CAKE	GLUTEN REPLACEMENT IMPROVED DOUGH ELASTICITY SHELF-LIFE WXTENSION SMOOTH TEXTURE STRUCTURE AND AIR-CELL DEVELOPMENT MOISTURE RETENTION SOFT OR CRISP COOKIE TEXTURE BAKING STABILITY CELL-STRUCTURE UNIFORMITY CLEAN LABEL
AMYROSE PM	RICE NOODLES AND PAPER	IMPROVED YIELD DOUGH ELASTICITY SHELF-LIFE EXTENSION REDUCED STICKINESS HIGH VISCOSITY CLEAN LABEL
COARSE FLOUR	GLUTEN-FREE COATINGS MEAT BATTERS AND BREADINGS	GLUTEN-FREE UNIQUE TEXTURE GRANULAR APPEARANCE PROLONGED CRUNCHINESS GLUTEN-LIKE GOUGH STRENGTH REDUCED OIL UPTAKE INCREASED YIELD PICKUP





# Tapioca syrup, DEs 27, 42, 60

Organic Tapioca Syrup / Tapioca Syrup is widely used in food industry.

APPLICATIONS	PRODUCTS	FUNCTIONS
 <b>BAKERY</b>	<b>BREADS, COOKIES</b>	LOWER DE FOR COMPLEX CARBOHYDRATES AND BINDING; HIGHER DE FOR SWEETNESS, HUMECTANT, BROWNING; YEAST FERMENTATION; SHELF EXTENSION
 <b>CEREAL AND SNACKS</b>	<b>NUTRITION BARS, ENERGY BITES</b>	LOWER-TO-MID DE FOR CHEWINESS, TACK-FREE COATING. SHINE; BINDING; HIGHER DE FOR SWEETNESS, HUMECTANT, BROWNING, SOFT TEXTURE
 <b>BEVERAGES</b>	<b>SPARKLING SODA, COCKTAIL MIXES</b>	LOWER DE FOR BODY. MOUTHFEEL AND EMULSION STABILIZATION; HIGHER DE FOR SWEETNESS; GOOD FOR COLOR DEVELOPMENT
 <b>CONFECTIONARY</b>	<b>LOLLIPOPS, GUM, MINTS, MARSHMALLOW</b>	LOW-TO-MID DE FOR TACK-FREE CRYSTALLIZATION CONTROL, BINDING, TEXTURE; HIGH DE FOR SWEETNESS; GOOD FOR COLOR DEVELOPMENT
 <b>DRESSING AND SAUCES</b>	<b>SALAD DRESSING, MARINADES</b>	LOWER DE FOR VISCOSITY MODIFICATION AND MOUTHFEEL, HIGHER DE FOR SWEETNESS AND BROWNING
 <b>FROZEN DESERT</b>	<b>ICE CREAM, DESSERT</b>	LOWER DE FOR FREEZE-THAW STABILITY, ICE CRYTAL INHIBITION, IMPROVED MOUTHFEEL ESPECIALLY IN LOW OR REDUCED-FAT ICE CREAM, HIGHER DE FOR SWEETNESS, FREEZE POINT DEPRESSION
 <b>FRUIT PREPS AND PRESERVES</b>	<b>JAMS, JELLIES</b>	LOWER DE FOR VISCOSITY AND BODY; HIGHER DE FOR SWEETNESS AND WATER ACTIVE CONTROL
 <b>NUTRA AND PHARMA</b>	<b>COUGH SYRUPS, GUMMY VITAMINS</b>	CREATES SOFTNESS AND CHEWINESS IN GUMMY VITAMINS; LOW-TACK COATING IN HARD LOZENGES; IMPROVES VISCOSITY OF LIQUID SUSPENSIONS
 <b>SNACK</b>	<b>COATED POPCORN</b>	LOWER DE FOR LOW-TACK COATING AND BINDING; HIGHER DE FOR SWEETNESS AND SOFT TEXTURE

