

FLAVOR NEWS

FONA INTERNATIONAL'S QUARTERLY NEWSLETTER

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FLAVOR NEWS

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Chairman's Corner

As spring (finally) arrives, I find myself thinking about new growth. Not just the growth of trees, flowers, and new life, but also the members of the FONA Family that I see growing and stretching themselves every single day.



It's interesting as a Baby Boomer to see younger generations like Millennials find their passions and career paths. It's the topic of articles, books, and even something I've discussed with other CEOs: How can Baby Boomers and Millennials work together to create the future? It's true, some businesses struggle with those changes. At FONA, we are fortunate to have a foundation of openness and acceptance created more than 30 years ago. It means that today, we communicate with compassion and understanding, no matter our differences. In fact, I think we've unconsciously adjusted to these generational differences for years – without even realizing it! FONA's been flexible, family-oriented and focused on each person's unique talents – long before it was the trendy thing to do. In my mind, it's always just been good business to operate with care and compassion. It's rewarding to see that commitment leads to accolades like Fortune magazine's *Great Place to Work for Millennials*, among others.

I'm so grateful to see all the generations that make up FONA work together to create partnerships and growth. So, how can we help you do the same? Email feedback@fona.com. We're always happy to hear from you.

JOSEPH SLAWEK,
Chairman & CEO



From the President

FLIPPING THE SWITCH

In my latest business & culture post, I talked about the story of Tiger Woods' first Masters Win in 1997, and how it captures for me the idea of "flipping the switch" in business when your tried-and-true tactics just aren't working anymore. Future favors the flexible, and adjusting course has to be a conscious action.

I'd love to hear your thoughts. How does "making adjustments on the fly" happen in your business?

READ MORE AT MY BLOG AT:
www.fona.com/business

AMY MCDONALD
President



Cannabis Report:

THE GREAT DISRUPTOR ARRIVES TO FOOD & BEVERAGE



CANNABIS

THE GREAT DISRUPTOR ARRIVES
TO FOOD AND BEVERAGE

It's a topic of conversation around the country and in every nook and cranny of the food and beverage world. Depending on who you talk to, cannabis is the primed to be a golden goose for food and beverage companies – or is a movement rife with risk and regulatory chaos. So, which is it? If you've tuned into the topic of cannabis in food and beverage in the last six months it won't surprise you to know that it's well, possibly both. But who is the consumer for these products? Where is the real opportunity, and what's coming next? Let's dive in.

So what is it, a golden goose or a movement rife with regulatory chaos? (*It's a little of both.*) Check out our in-depth report into cannabis, the next great disruptor primed to shake up the industry.

DOWNLOAD FREE:
www.fona.com/cannabis0519



THE RULES HAVE CHANGED

for Organic Flavor

What Food & Beverage Companies Need to Know

The National Organic Program is making some big changes to the way organic flavors will be used in certified organic products. In this issue of *Flavor News*, we'll explore the background behind the changes and share some guidance for moving forward.

YOUR PRIORITIES ARE OUR PRIORITIES.
LET'S TALK.

EMAIL: feedback@fona.com
VISIT: www.fona.com/chat

ORGANIC FLAVOR RULES

THE RULES FOR ORGANIC FLAVOR ARE CHANGING, AND CHANGING QUICKLY.

BUT WHAT DOES THAT MEAN FOR YOUR BUSINESS?

What Changed?

At the end of 2018, the National Organic Program (NOP) announced changes to the National List of Allowed and Prohibited Substances. Organic certified flavors will be required in all organic products, unless the certified flavor is not “commercially available.”

Potential Game Changer

The new rule may prove to be a game changer for many food and beverage products: Many flavors used in the food and beverage industry currently are organic compliant flavors, but these will not be acceptable for organic certified products moving forward according to the NOP.

Background

The rule change is part of NOP’s response to a petition submitted by the Organic Trade Association. The OTA seeks to expand the use of organic products by consumers. More organic certified flavors will require the use of more organic certified ingredients and crops. Over time, the organic footprint overall will increase.

Who Decides?

According to the NOP, an ingredient is deemed to be commercially available when it can be purchased in the appropriate form, quality & quantity to fulfill an essential function. But who determines those qualifications? Much of it will come down to the organic certifier. Many food and beverage companies already work with a third-party certifier, who conducts an annual review of the company’s Organic Plan. That certifier will be the deciding force for what is a qualifying circumstance for any sort of allowance.

How Can a Flavor Supplier Help?

Communication across all parties can go a long way. A true taste solutions partner will provide you with guidance and open communication as you navigate your options and changes. They will be happy to speak with your certifier. It also helps if, like FONA, your flavor vendor has years of experience working within the organic parameters and a robust existing line of certified organic taste solutions. That expertise will be a useful starting point for you.



*A true taste
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your options and
changes.*

**Clarity is power.
It's time to empower you and your team.**

We're ready to cut through the complexities around these organic changes, and identify the right solution for you and your brand. From a wealth of organic certified flavors to regulatory experts on the front lines of the industry, count on the guidance you deserve.

We'll examine your options and explore what the future looks like for your organic product. Whether it's time to reformulate to organic certified – or if that just isn't a possibility for you, know that you deserve access and openness.

LOOKING FOR MORE DETAILS? WE'RE HAPPY TO HELP.

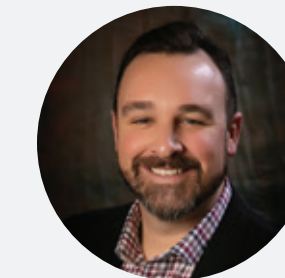
Is your product going to be affected by these changes? What are your options? Download *The Six Things You Need to Know Now* about the organic flavor changes.

Visit:
**[www.fona.com/
organicflavorrules](http://www.fona.com/organicflavorrules)**



Faces of FONA

NEW HIRES



ANDY FLAHERTY ACCOUNT EXECUTIVE

Andy brings extensive experience in driving growth for customers in the healthcare and related industries. Past roles have included business development and sales, with a focus on excipients into both small and large molecule drug formulation. This, coupled with his technical laboratory experience, will serve him well as he works to create lasting growth for FONA's valued partners.



LILA BAKER ACCOUNT EXECUTIVE

As an accomplished sales professional, Lila brings more than 19 years of experience to FONA, including roles in the food, beverage and nutraceutical industries. Lila's focus will be on fostering mutually beneficial partnerships with valued customers, particularly in the functional and performance nutrition space.

PROMOTIONS



JACQUE FINNER CERTIFIED FLAVORIST – FLAVOR SCIENCES / RESEARCH & INNOVATION

FONA and the Society of Flavor Chemists have named Jacquie Finner a Certified Flavorist. This certification caps more than seven years of required study and testing, resulting in a unanimous recommendation to Full Certification. Jacquie has flourished as a subject matter expert within FONA for 11 years, and supports flavor creation for FONA's Flavor Sciences and R&I team. She has a bachelor's degree in biology from Northern Illinois University.



GLENN KRAEMER CERTIFIED FLAVORIST – BEVERAGE

A leader on FONA's Beverage & Flavor Creation teams, Glenn has been voted into the Society of Flavor Chemists as a certified flavorist. The achievement is the culmination of seven years of dedication & intensive training. Glenn has 13 years of experience in the flavor industry, and a bachelor's degree in food science from Kansas State University.



JOSE PEÑA SENIOR ACCOUNT ASSOCIATE

Jose Peña leads FONA's Geneva-based sales team with excellence and unparalleled dedication to quality and service. A FONA leader for 14 years, José has an incredible knack for fast service and creating followings. In his time at FONA, he has grown in roles that include shipping, sample services and revenue generation – all before leading the Geneva-based team to record growth.