



# Value Ingredients

Innovating Spices



# WHY WE EXIST



## OUR VISION

TO BE THE MOST PREFERRED SPICE INGREDIENTS PARTNER TO GLOBAL FOOD MANUFACTURERS AND SPICE BRANDS

## WE WILL ACHIEVE THIS THROUGH

### People

Building a team of the best spice ingredients experts with us

### Innovation

Solving supply chain and spice quality challenges through continuous Innovation

### Value

Delivering value through a very efficient supply chain and commodity price risk management

### Sustainability

Putting sustainability first in everything we do.



# PEOPLE

## THE MOST IMPORTANT **INGREDIENT**

Promoted and operated by spice industry professionals with decades of experience in spice ingredients processing and commodity price risk management

We believe soft skills covering knowledge of spice varieties, recipes, understanding of regulatory environment, commodity price risk management, processing technologies etc are more important than the hardware

We have put together a team comprising of some of the best spice industry talent in India, Our core differentiator is the quality of our people





# INNOVATION

is at the heart of everything we do

## WE LIKE PROBLEM SOLVING



### INNOVATIVE DE-STONING PROCESS

Very small stones in the pizza cut chilly flakes is overcome by 3 stage unique de-stoning process which ensures 100% stone free crushed chillies for pizza brands.

### NPD PARTNERSHIP

We develop custom spice ingredients for your NPD plans. Want triangular cut chilly flakes with very little heat& without seeds for your noodles?

**Yes, we can do it.**

### STEAM STERILISATION

Unique steam sterilisation system which allow 7 log reduction in microbial load.

### ONLINE TRACEABILITY

Cloud based sourcing app that allows traceability right upto farm level for IPM chillies.

### CUSTOM FLAVOUR DEVELOPMENT

Unique curry and spice blend formulas designed to enhance natural aromas and improve visual appearance in sauce/ RTE manufacturing.

# VALUE

OUR  
COMMITMENT  
IS BEST VALUE  
EVERY TIME

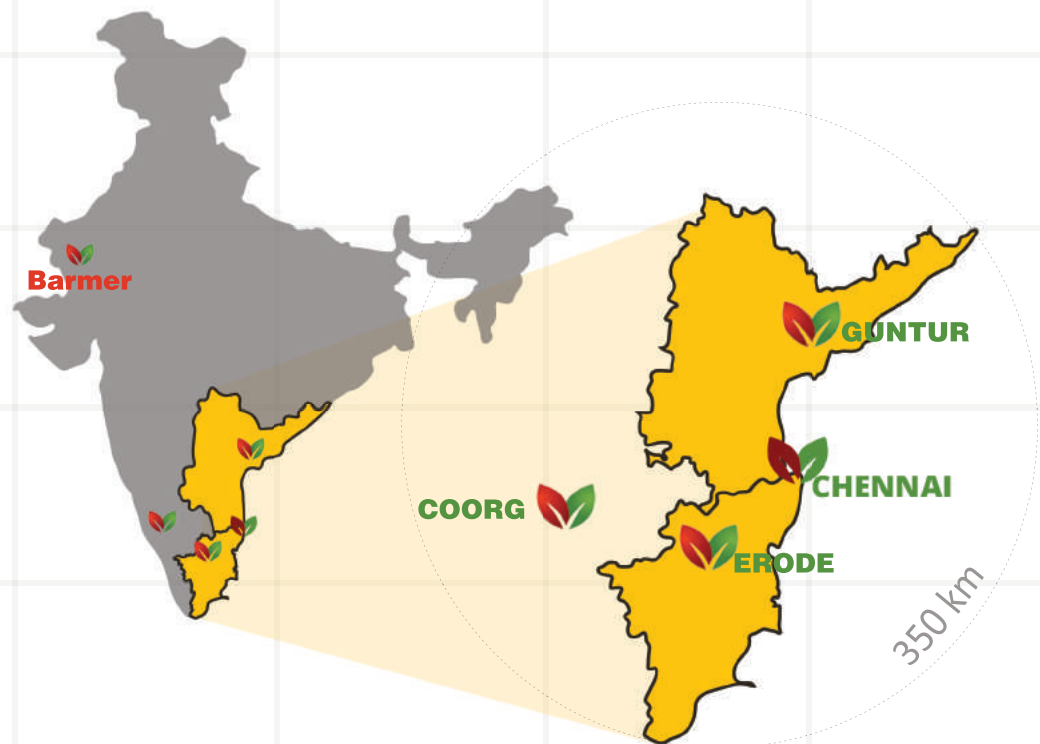
## Major Spice Growing Areas In India

Erode - Turmeric

Guntur - Chillies

Coorg - Pepper / Ginger

Barmer - Cumin



1

Strategically located at Chennai, within 350 km radius, we have the single biggest growing areas of Chillies, Turmeric, Ginger and Black Pepper accounting for a total of 60% of total production of these spices.

2

Close to a major port, Chennai ensuring short transit times and faster delivery. Just 17 days transit to US East cost.

3

Monthly market reports to assist in purchase decisions.

4

Commodity price risk management expertise of 20 years.

5

Simplified and efficient SCM from farm to your factory.



# SUSTAINABILITY



## Contract farming

Contract farming in chillies, cumin to produce pesticide residue guaranteed spices meeting EU / Australian, US FDA norms.

- 80% reduction in pesticide usage.
- 10% improvement in price realisation for farmers.
- Continuous training of farmers on sustainability and consumer health.



## Certified Organic Product

Our facility is certified to process organic products and we have ongoing linkage with farmer groups which enables us to offer steam sterilised organic spice ingredients. Our plan is to expand these linkages and aim to have 30-40% of our volumes under organic certification over the next 3 years.



## Packaging Reduction

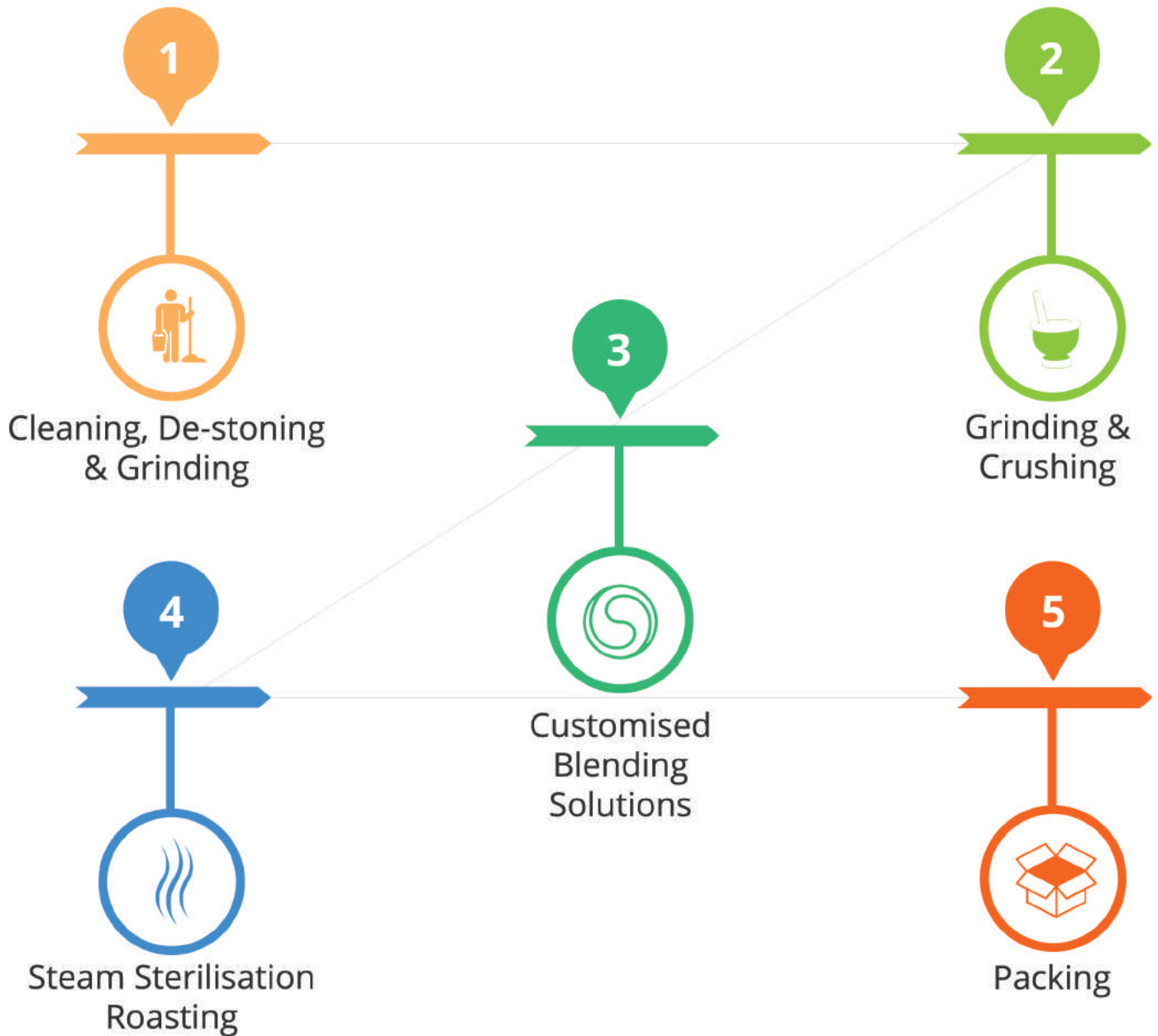
We reduced plastics in our packaging by 10% over last 2 years through collaborative work with our packaging vendor. We also offer 100% plastic free packaging options for our environment conscious customers.



# PROCESSING INFRASTRUCTURE

BRC A-grade certified spice processing unit

**Capacity to process 5000 mt of spices**



CLEAN  
ROOM



STEAM  
STERILISER



GRINDING &  
BLENDING UNIT





# QUALITY

at value ingredients



- 1 We have a unique pallet wise quality control system
- 2 Every pallet in the production line is tested for Volatile oils, colour, particle size and active ingredients (Capsaicin, piperine, curcumin)
- 3 These results are used to measure consistency across the batches
- 4 Our in-house QC lab is equipped with HPLC, Spectrophotometer
- 5 Every lot is tested for regulatory compliance and an active risk analysis done for each batch

## CERTIFICATIONS





# RAW MATERIAL

## traceability

In our IPM chillies, our traceability app will allow retail brands to achieve traceability right upto farmer



QR codes on retail packs will be linked to our cloud based app to allow consumers to view details of farmer who produced the spice.



Full history of crop practices followed and pictures of farm practices available on the cloud.



Start with our lot number or QR Code and access full crop history and traceability of the lot online at our cloud based sourcing app



Stage 4  
Final Goods  
Store



Stage 3  
Processing  
Unit



Stage 2  
Packhouse



Stage 1  
Farmgate  
collection

### Farmer Card



### Farmer details

Farmer Name	Bonappa
Age	56
Farmer Location	Chandanahalli , Karnataka
Acres under cultivation	4.5
GAP Certification	CGIN67112
Crop Type	Marigold TNAU
Experience in Agriculture	25 Years

### Crop Stage Photographs



Transplantation 14/08/2012



Growth Stage 12/10/2012



Maturity 15/11/2012

### Farm Location

Lat : 1.23454545  
Lon : 1.34535636



### Best Practices Followed

1. Drip Irrigation was utilized which accounted to Proper fertilizer application and reduced water Wastage
2. Pesticide spray and Activities were as per Recommendations.

### Training Programs Attended

Date	Trainer Qualification	Program
12/08/2012	ICAR Professor	Pest Management
13/11/2012	Agronomist	Global Gap practices

Pesticide Usage : As per Global Gap Recommendation  
Fertilizer usage : DAP , Potash

# IPM CONCEPTS

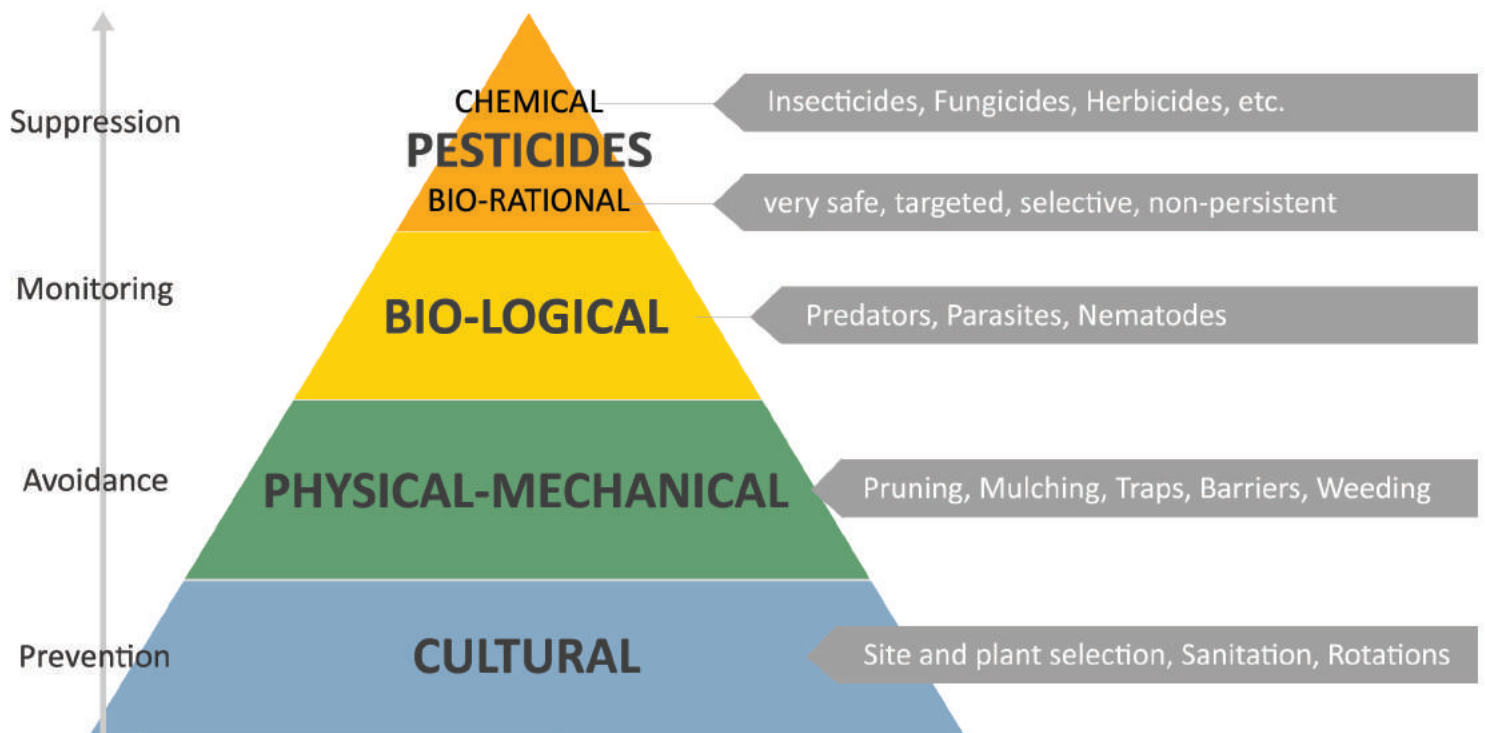
used in farming

## KEY PILLARS OF **IPM PROGRAMME**

- Sustainability
- Farmer Welfare
- Consumer Health



## IPM CONTROL **MEASURES(Plants)**





# PRODUCT RANGE

## Steam sterilised ground spices

Spice	Minced 1-3 mm	Crushed /Milled 3-5mm	Ground 500 mic -450 mic	Active Ingredient value ranges,min & max available	Other Remarks
Chillies				Capsicin content 5000 SHU to 115,000 SHU, Colour values 30 ASTA to 120 ASTA	IPM Chillies meeting US FDA/ EU/FSSAI norms on pesticide residues also are available.
Black Pepper				Piperine 3% to 5.5%, Volatile oil 1.0% to 2.5%	
White Pepper				Piperine 3.5% to 6% Volatile oil 1.0% to 1.5%	
Turmeric				Curcumin- 1.5% to 5.5%, Colour available in Lemon Yellow, Orange & Deep Orange	
Ginger				Volatile oil 1% to 2%	
Nutmeg				Volatile oil 4% to 7%	
Cloves				Volatile oil content - 6% to 20%	
Coriander				Volatile oil content - 0.5% to 2.0%	
Cumin				Volatile oil content 1% to 2.5%	IPM Cumin meeting US FDA/ EU/FSSAI Norms on pesticide residue MRLs also are available.
Fennel				Volatile oil content 0.75% to 1.25%	
Cinnamon				Volatile oil content 0.6% to 0.9%	
Cassia				Volatile oil content 0.75% to 1.75%	

Curry powder / spice blend are also available.



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# TO EXPERIENCE A NEW WAY TO SOURCE YOUR SPICE INGREDIENTS

Please get in touch



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