CLEAN COLORS YOU CAN TRUST

At Diana Food we strive to ease the ongoing transition to clean labels by providing sustainable, farm fresh ingredients that our customers can trust. Diana Food’s backwards integrated natural coloring solutions provide full transparency from farm to finished product. Diana Food’s team of agronomist work closely with seed developers and farmers to select the best of nature. The pairing of Diana Food’s agronomic and scientific expertise results in a large portfolio of coloring solutions dedicated to various application needs.

KEY PRODUCT BENEFITS

- USDA certified organic colors
- Vibrant shades with the least color lost and best shade intensity
- Backward integrated solutions due to close relationships with farmers
- Ensure high pigment juices by maintaining the integrity of the raw materials
- Clean label — Single ingredient declaration available; no citric acid used
SMALL SEEDS WITH BIG RESULTS

In 2017, the U.S. organic food market reached a whopping $45 billion and organic food sales currently exceed 5% of total retail food sales in the U.S. But, perhaps the biggest indicator that this trend has become commonplace in the U.S. was Amazon’s purchase of Whole Foods Market. All signs are pointing to organic food becoming even more popular in the years to come.

DECODING U.S. ORGANIC COLOR REGULATION

It is no secret that consumers are easily confused by the lack of a uniform regulatory definition of “natural.” And although organic is clearly defined from a regulatory standpoint, it is often misunderstood by consumers. Using the USDA organic seal is the best way to build consumer trust and build awareness of exactly what the organic label represents.