

# IMAG

*organics*



# Our history

**IMAG Organics** was founded in 2005 by a cooperative of family farmers, who farm and manage 20,000 acres of organic land. Most of the land is used to grow more than 15 million Agave plants, but Aloe Vera and Stevia are also extensively farmed, to produce annual organic crops for the processing plant. To be successful in order to also support the local farming community has always been the vision from the outset. The numerous farmers, 180 employees working the various fields by hand, and the 600+ employees in the factory all benefit through the success of the IMAG business, allowing for the community to improve its quality of life.

## Some of the benefits for the workforce & local community include:

- Medical care for all employees.
- Agave syrup and agave fiber is donated to a local nursing home.
- IMAG organizes campaigns to plant fruit trees in the 18,000 sq-yd orchard for the employees to harvest and use or donate to local needs.
- IMAG supports the local Capilla cycling team and additionally sponsors a local foster home.
- IMAG supports a 'Clean City Campaign' for the local area.

In a small way, IMAG is turning the clock back to the time when philanthropic Quakers such as Lever and Cadbury saw that a happy and healthy workforce was a better and more productive workforce, so sharing the successes within the community does more than just improve lifestyles, it has a 'belonging' element too.



2008 Water Recovery



2015 Biomass Boiler



2016 Campaigns to plant and harvest



2017 Sponsorships



2017 Solar Panels



2019 Compost





But IMAG will not stand still, wanting to invest further to continue to **reduce carbon emissions**, enhance recycling, and as volumes expand, aim to have no further increases in carbon footprint.

With Mexican, US, EU, Korean and Japanese Organic accreditations and systems, have come added benefits to increasing the biodiversity seen on and around the acreage farmed by the cooperative. As no pesticides are used, butterflies, bees, ants and a variety of beetles are all abundant, giving rise to a healthy diversity of birdlife. A wide biodiversity is a good sign of organic farming. All accreditations require the highest standards and adherence to best practices at all times.

With the growth of ethical and sustainable '**conscientious consumerism**' in some of the more developed nations, IMAG is setting the pace and wants to continue to lead by example.

IMAG having started as an agave manufacturer and processor has since evolved into growing, manufacturing and supplying, new natural and organic ingredients such as Aloe Vera and Tapioca.

## What is Agave?



The word "Agave" is derived from the Greek "agavos" meaning "noble and illustrious." The agave plant is a succulent native to Mexico and has long been used as food and fiber by the Aztecs and natives when the Spanish Conquistadors arrived in Mexico in 1492. By 1520, it was exported to Europe.

There are over 230 types of agaves. The agave we grow at IMAG Organics is the **Blue Weber** variety, of which historians and ethno-botanists have traced its first recorded cultivation to the 1800s. Blue Weber Agave was selectively bred for its flavor, relatively short maturation cycle of seven years, baking qualities and compatibility with industrial processes. Blue Agave has the highest sugar content and the shortest maturation cycle, so therefore has the highest yield of all the varieties. It also has a consistent flavor profile and a low glycemic index of 17.1. Blue Weber Agave is part of the Lily family; it is not a cactus. The plant favors altitudes of more than 5,000 ft and grows in rich soils, which are found in the region of Los Altos, Jalisco where IMAG is based.

# A Day in The Life of Octavio, an IMAG Jimadory

For the past 25 years, Octavio, from west-central Mexico, has worked as an agave harvester, also known as a jimador. Like his brothers-in-law who brought him into the trade, he has worked on IMAG farms throughout the region, which is known for producing agave of the highest quality.

Octavio's day begins at 4:30 a.m. when a driver picks him up to join a crew set to harvest fields up to two hours away. Once the jimadores are gathered, they buy food for breakfast, then arrive at the field by 7 a.m. to begin the harvest. At 9:30, they break for 45 minutes to prepare breakfast of tortillas, eggs, cheese, and tomatoes, then continue harvesting until around 3 p.m.

"For harvesting, we use a coa, a sharp shovel to cut the leaves off the agave plant, a tumbador, a hook-like tool to help move around the agave piñas, and a triángulo, which is a sharpener to make sure that the tools are in top shape," he said. Working together, the jimadores cut and prepare 160 to 170 agave plants each day, and are processed into agave syrup and inulin.



Octavio and the crew leave the agave leaves in the fields to serve as a natural fertilizer for the land. This encourages the insects and wildlife to prosper. They also apply organic fertilizer, a by-product of the production process, which is supplied by IMAG. Octavio and the crew leave the agave leaves in the fields to serve as a natural fertilizer for the land. This encourages the insects and wildlife to prosper. They also apply organic fertilizer, a by-product of the production process, which is supplied by IMAG.

Harvesting occasionally takes Octavio far from home for a lengthy stay, which is a personal hardship. In one instance, harvesting a large, distant field required a month away from home. But working in organic and fair-trade certified agave has also made Octavio feel valued, and secure in the knowledge that IMAG cares for him and his welfare. "We have worked for several companies but never had the security as we do now," he said. "They are very flexible with work and pay fair wages." Today, the married father of three earns enough to support his family on his own. "The work of a jimador is very tough, but it is also well paid," he said. "This gives my wife the opportunity to dedicate herself exclusively to the home and take care of our children."

After work, the family spends time together relaxing, taking walks in the beautiful landscape, going to church, and socializing with family and friends.

For the future, Octavio plans to continue working as a jimador to make sure his family has the best quality of life possible. "I am very lucky to work as a jimador," he said. "We are very proud to be part of the development of a product that is shipped to different parts of the world. It feels great that other cultures get to experience and taste what we have."





# Our Products

**P.05** | **AGAVE SYRUP**  
SWEETER THAN SUGAR

**P.06** | **CRYSTALLIZED AGAVE SYRUP**  
UNREFINED SWEETENER

**P.06** | **AGAVE POWDER**  
LOW-COST ALTERNATIVE

**P.07** | **AGAVE INULIN POWDER**  
PREBIOTIC FIBER

**P.08** | **ALOE VERA**  
FOR FOOD AND PERSONAL CARE

**P.09** | **TAPIOCA SYRUP**  
BINDING AGENT

**P.10** | **CHIA SEEDS**  
SUPERFOOD

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VARIETY AND CAPACITY

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RETAIL



# Agave Syrup

**MAG Agave Syrup** is a natural sweetener that is made by the controlled hydrolysis of the core of the Blue Weber Agave and has a wide range of applications. Due to its low glycemic index of 17.1 it is an ideal substitute for sugar and honey. IMAG Agave Syrup is pure and does not contain sugars from any other plant or source. IMAG is one of the largest global agave manufacturers which brings scale and efficiency.



## KEY BENEFITS:



Organic, Vegan & Fairtrade certified



Plant-based sweetener



Made from a sustainable, natural source



Brings taste, mouthfeel, texture and sweetness to the final application with no aftertaste



3-year shelf life from production



Alternative to honey, sugar and maple syrup



Allergen & Gluten free and Non-GMO



Excellent binding agent & highly soluble for ease of use



1.3 times sweeter than sugar and with a low glycemic index of 17.1

## APPLICATIONS

	Bakery
	Beer
	Beverages
	Cereals
	Cereal Bars
	Chocolate
	Dressings
	Functional Beverages
	Ice Cream
	Confectionery
	Tabletop
	Yogurt

## What our customers say about IMAG Organic Agave Syrup

*"It's a pleasure working with IMAG. Their organic agave range has an exceptional flavor and with Fairtrade certification has impeccable ethical credentials."*

*Leading UK premium organic beverage producer*

*Our product is formulated with organic agave nectar, and it has been our sweetener of choice since our product was originally formulated back in 2004.*

*Its natural and low-glycemic properties are core to our brand, which was formulated with the community suffering from obesity and diabetes in mind.*

*#1 Dairy-Free Ice Cream Brand in America*





# Crystallized Agave Syrup

IMAG Crystallized Agave Syrup is an unrefined, pure, natural sugar alternative in crystallized form made 100% from the previously mentioned agave syrup.

## KEY BENEFITS:



Organic, Vegan & Fairtrade certified



Plant-based sweetener



Brings taste, mouthfeel, texture and sweetness to the final application with no aftertaste



Made from a sustainable, natural source



1.3 times sweeter than sugar and with a low glycemic index of 17.1



Alternative to honey, sugar and maple syrup



Allergen & Gluten free and Non-GMO



Excellent binding agent & highly soluble for ease of use



3-year shelf life from production

## APPLICATIONS

-  Bakery
-  Beer
-  Beverages
-  Cereals
-  Cereal Bars
-  Chocolate
-  Dressings
-  Functional Beverages
-  Ice Cream
-  Confectionery
-  Tabletop
-  Yogurt



# Agave Powder

IMAG Agave Powder is a sugar alternative in powder form made from organic agave syrup and organic corn maltodextrin. It is commonly used in bakery, beverages, sweets/candy and fruit preparations (jams, marmalades, etc.) This is a low-cost alternative to other forms of agave syrup without impacting flavor and quality.

It has the same key benefits and can be used in the same applications as for the crystallized agave syrup previously mentioned.

# Agave Inulin Powder

IMAG Agave Inulin is a natural fiber obtained from the Blue Weber Agave. It is highly soluble with a neutral flavour. Agave inulin is mainly used to create functional food products with dietary fiber and prebiotic capacity.

To produce agave inulin, the agave is milled, and the juice is extracted. The juice extracted from the agave then undergoes a drying process and is converted into inulin powder. No other ingredients are added.



## KEY BENEFITS:



Organic, Vegan & Fairtrade certified



Prebiotic dietary fiber



Made from a sustainable, natural source



Allergen & Gluten free and Non-GMO



Clean label and low in calories



24-month shelf life from production



Highly functional in foodstuffs and delivers mouthfeel and body to beverages.



Regulates appetite and aids bones in absorbing calcium



Highly soluble up to 500g/l



Plant-based fiber with a pleasant flavor with no aftertaste

## APPLICATIONS



Bakery



Cereal Bars



Chocolate



Ice Cream



Yogurt



Supplements

## What our customers say about IMAG Agave Inulin

Since the beginning, our company decided to use organic inulin to formulate our non-dairy frozen dessert product. We believe that organic inulin is such a highly functional ingredient for the ice cream application. It acts as a product stabilizer while simultaneously adding sweetness and texture components that allow us to reduce the amount of actual sweetener we add to our product. Additionally, our most favorite characteristic of the organic inulin is its prebiotic fiber properties that we believe are essential to the health of our gut bacteria as consumers. For all these reasons, we continue to be huge believers in organic inulin within the frozen dessert application and as a food ingredient, more generally.

*L#1 Dairy-Free Ice Cream Brand in America*

Having worked in the food industry for 30 plus years, the use of IMAG inulin has been tried and tested within the ongoing trends of organic, clean label, sustainable, and is a good fit for 'healthier for you' products. Being highly water soluble it is easy to use in all applications plus an extremely functional ingredient when reducing fat and sugar in recipes. Being dietary fibre, it has an EFSA health claim and can also be used as a binder for water when water activity is an issue. To this end IMAG inulin has served me well in a number of consultancy projects in recent years.

*Consultant - Europe*





# Aloe Vera

Aloe vera is a thick, short-stemmed succulent plant that stores water in its leaves. It has been used for over 6,000 years and has numerous applications and health benefits.

Aloe Vera is widely used in alternative medicine due to its therapeutic properties. It can be employed as an ingredient and/or raw material in food supplements for humans and animals, beverages, personal hygiene products, cleaning products, pharmaceuticals, and cosmetics, and as an ointment for minor burns and sunburns.

Our Aloe Vera comes in two formats, liquid and powder.



## KEY BENEFITS Food



Digestive aid



Nutrition boost



Hydration



## APPLICATIONS

Energy drink	Food supplements
Fruit Juice	Juice drinks
Sports drink	Animal feed
Functional water / near water	

## APPLICATIONS

Acne treatment	Aftershave
Asthma treatment	Body lotion
Face mask	Hemorrhoid treatment
Lotion	Inflammation treatment
Shampoo	Ointment
Toothpaste	Sunscreen
Lip balm	

## KEY BENEFITS Personal Care



## What our customers say about IMAG Aloe Vera

We chose IMAG Organic Aloe Vera powder for our range of beverages because it is a versatile and nutritious ingredient that preserves its refreshing flavor notes and can be easily combined with other ingredients we use in our products such as lime and mint.

# Tapioca Syrup

IMAG Tapioca Syrup is a natural syrup obtained from the Cassava Root. It is used to add sweetness, binding or texture to beverages, baked goods, table syrups, frozen desserts and sweets. When used as a binding agent, tapioca helps to keep foods such as meats from drying out after they are processed.



Tapioca syrup is also an excellent functional replacement for corn syrup. Is produced by mixing tapioca starch with water, heating and treating with non-GMO enzymes to hydrolyze the starch into sugars. The sugar solution is filtered, then concentrated in an evaporator to standardize it to the proper solids range.

## KEY BENEFITS:

APPLICATIONS	
	Bakery
	Beverages
	Cereals
	Cereal Bars
	Chocolate
	Dressings
	Functional Beverages
	Ice Cream
	Confectionery
	Yogurt



Ideal for binding and coating



Adds mouthfeel and body



Good for color development



Allergen & Gluten free



Clean label and low in calories



Good for low-tack hard candies, caramels, toffees, gums, jellies and licorice



NON GMO



Organic and Vegan certified



24-month shelf life from production





# Chia Seeds

Native to Mexico and South America, Chia are nutrient-rich seeds from the *Salvia hispanica* plant. They were cultivated and used by the Aztec and Mayan cultures in pre-Columbian times for food. They are considered a "superfood" because they contain antioxidants and have a high concentration Omega-3 essential fatty acids. Chia seeds can be used in beverages, smoothies, yogurts, baked goods, salads and soups.



## KEY BENEFITS:



Organic and Vegan certified



Has Omega 3



Has fiber and protein



Has antioxidants

# Stevia Sweetener

Stevia is 250 times sweeter than sugar and contains zero calories. Our stevia is extracted and purified from the *Stevia Rebaudiana* plant, which has been used in South America for hundreds of years to sweeten drinks and food naturally.

## KEY BENEFITS:



Organic, Vegan & Fairtrade certified



Plant-based sweetener



250 times sweeter than sugar



Alternative to sugar



2-month shelf life from production



Has good synergy with other sugar



Natural and zero calories



Allergen & Gluten free and Non-GMO

The range of products includes: Reb A 60 (TSG 95), RebA 95 & Reb M.



# Packaging Options



**GENERIC PET 330 g**    **GENERIC PET 660 g**    **GLASS 330 g**    **GLASS 970 g**    **PET BOTTLE 1.35 kg**    **BG GALLON 5 kg**    **GALLON 5.5 kg**

CONTAINER	WEIGHT PER UNIT	UNITS PER BOX	WEIGHT PER BOX	BOX MEASUREMENTS	PALLET DIMENSIONS	LAYERS PER PALLET	BOXES PER LAYER	UNITS PER PALLET	NET WEIGHT PER PALLET	GROSS WEIGHT PER PALLET
Generic PET	330 g	12	4.4 kg	25 x 18 x 19 cm	44 x 44 x 67 in	8	26	2496	822 kg	954.1 kg
Generic PET	660 g	12	8.8 kg	29 x 28 x 22 cm	44 x 44 x 64 in	7	16	1344	886.22 kg	1,014 kg
Glass	330 g	12	7.5 kg	23 x 17 x 22 cm	44 x 44 x 55 in	6	26	1872	617.2 kg	1,198.8 kg
Glass	970 g	12	19 kg	31 x 25 x 29 cm	44 x 44 x 50 in	4	14	672	651.2 kg	1,099 kg
PET Bottle	1.35 kg	6	8.7 kg	27 x 19 x 31 cm	44 x 44 x 67 in	5	24	720	971 kg	1,079 kg
BG Gallon	5 kg	2	10 kg	26 x 18 x 27 cm	44 x 44 x 50 in	4	21	168	840 kg	915 kg
Gallon	5.5 kg	4	22 kg	31 x 32 x 34 cm	40 x 48 x 58 in	4	12	192	1,056 kg	1,140 kg



**PLASTIC TOTE 1350- 1400 kg**    **CARTON TOTE 1370 - 1400 kg**    **PLASTIC DRUM 285 kg**    **CANISTER 26 kg**    **CANISTER 7 kg**    **SACK 25 kg**

CONTAINER	WEIGHT PER UNIT	PACKAGE MEASUREMENT	PALLET DIMENSIONS	BOXES PER LAYER	LAYERS PER PALLET	UNITS PER PALLET	NET WEIGHT PER PALLET	GROSS WEIGHT PER PALLET
Plastic Tote	1350 - 1400 kg	115 x 122 x 115 cm	45 x 48 x 45 in	N/A	1	1	1350 - 1400 kg	1410 - 1460 kg
Carton Tote	1370 - 1400 kg	110 x 112 x 102 cm	45 x 48 x 46 in	1	1	1	1370 - 1400 kg	1430 - 1460 kg
Plastic drum	285 kg	59 x 59 x 92 cm	45 x 48 x 45 in	N/A	1	4	1140 kg	1200 kg
Canister	26 kg	30 x 23 x 37 cm	44 x 44 x 35 in	16	2	32	832 kg	884 kg
Canister	7 kg	18 x 16 x 23 cm	44 x 44 x 32 in	18	6	108	756 kg	816 kg
Sack	25 kg	45 x 65 x 22 cm	40 x 48 x 74 in	5	8	40	1000 kg	1060 kg



## BLUE AGAVE SYRUP COLORIMETRY:

						RANGE REQUESTED BY THE CUSTOMER
COLOR RANGE (PFUNDS)	15 - 25	26 - 35	50 - 60	75 - 85	100 - 110>	TARGET
COLOR RANGE (ICUMSAS)	< 250	< 400	< 900	< 1600	< 2200	
COLORS NAME	Extra Light (Color 0)	Light* (Color 1)	Amber* (Color 2)	Dark* (Color 3)	Extra Dark* (Color 4)	(Color 5)



# Branded Products



**LIGHT / RAW AGAVE SYRUP**  
454 g



**LIGHT / RAW SYRUP**  
907 g

CONTAINER	UNITS PER MASTER BOX	WEIGHT PER BOX	BOX MEASUREMENTS	PALLET DIMENSIONS	LAYER PER PALLET	BOXES PER PALLET	UNITS PER PALLET	GROSS WEIGHT PER PALLET
454 g	6	2,72 kg	17 x 17 x 20 cm	40 x 48 x 44 in	5	210	1260	700 kg
907 g	6	5,44 kg	20 x 20 x 24 cm	44 x 44 x 42 in	4	100	600	650 kg



**AGAVE INULIN**  
1 kg



**AGAVE INULIN**  
350 g



**AGAVE INULIN**  
40 stick (3 g ea)

CONTAINER	UNITS PER MASTER BOX	WEIGHT PER BOX	BOX MEASUREMENTS	PALLET DIMENSIONS	LAYER PER PALLET	BOXES PER PALLET	UNITS PER PALLET	GROSS WEIGHT PER PALLET
1 kg	8	1 kg	29 x 28 x 22 cm	40 x 48 x 77 in	8	128	1024	1093.92 kg
350 g	8	0,35 kg	25 x 18 x 18 cm	44 x 44 x 71 in	9	234	1872	732.53 kg
40 pc (3g ea)	12	1,4 kg	31 x 24 x 13 cm	44 x 44 x 56 in	9	117	56160	168.48



**STEVIA + FIBER**  
40 sticks (1.5 g ea)



**CHIA**  
250 g



**CHIA**  
500 g


CONTAINER	UNITS PER BOX	WEIGHT PER BOX	BOX MEASUREMENTS	PALLET DIMENSIONS	LAYER PER PALLET	BOXES PER PALLET	UNITS PER PALLET	GROSS WEIGHT PER PALLET
40 pc (1.5 g ea)	12	.72 kg	29 x 23 x 15 cm	44 x 44 x 60 in	9	117	56160	84.2 kg
250 gr	12	1,5 kg	27 x 15 x 20 cm	40 x 48 x 48 in	5	140	840	210 kg
500 gr	12	3,5 kg	37 x 23 x 16 cm	40 x 48 x 40 in	5	95	570	285 kg






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