

# IMAG

*organics*

## *Product Catalogue*





# The IMAG Story

Founded in 2005 by a cooperative of family farmers, farming and managing 8,000 hectares of organic land. Most of the farmed land is used to grow more than 15 million agave plants, but Aloe Vera and Stevia are also extensively farmed, producing annual organic crops for the processing plant. The vision to be successful in order to also support the local farming community was there 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 their quality of life.

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

- ✓ Medical care for all employees.
- ✓ Agave syrup and agave fibre is donated to a local nursing home.
- ✓ IMAG organises campaigns to plant fruit trees in the 15,000m<sup>2</sup> 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.

In a small way, IMAG are turning the clock back to the times when philanthropic Quakers such as Lever and Cadbury saw that a happy and healthy workforce were 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.

The IMAG story doesn't finish there! IMAG has not just invested in its people, they have also invested in installations that significantly reduce the environmental impact made on the planet. Investments in a total water recovery system, biomass power generation, soil feeding processes, PV panel installations and a new composter to add back the coproduct stream onto the new crops. All the investments have helped achieve a significant carbon emission reduction in the last 10 years.



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 fibre by the Aztecs and natives when the Spaniard 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 which historians and ethno-botanists have traced the first record of cultivated Blue Agave to the 1800s. Blue Weber Agave was selectively bred for its flavour, relatively short maturation cycle of 7 years, baking qualities and compatibility with industrial processes. Blue Agave has the highest sugar content, the shortest maturation cycle so therefore has the highest yield of all the varieties. It also has a consistent flavour profile and a low glycaemic index of 17.1. Blue Weber Agave is part of the Lily family, it is not a cactus. The plant favours altitudes of more than 1,500 metres (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 Jimador

For the past 25 years, Octavio, of 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 triangulo, 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, which are processed into agave syrup and inulin.

Octavio and the crew leave the agave leaves in the fields to serve as a natural fertiliser for the land which encourages the insects and wildlife to prosper. They also apply organic fertiliser, 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 for 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 heavy 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 socialising 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*  
WITH A NEUTRAL FLAVOUR

**P.07** | *Agave Inulin Liquid*  
HIGHLY SOLUBLE

**P.08** | *Aloe Vera*  
FOR FOOD AND PERSONAL CARE

**P.09** | *Tapioca Syrup*  
BINDING AGENT

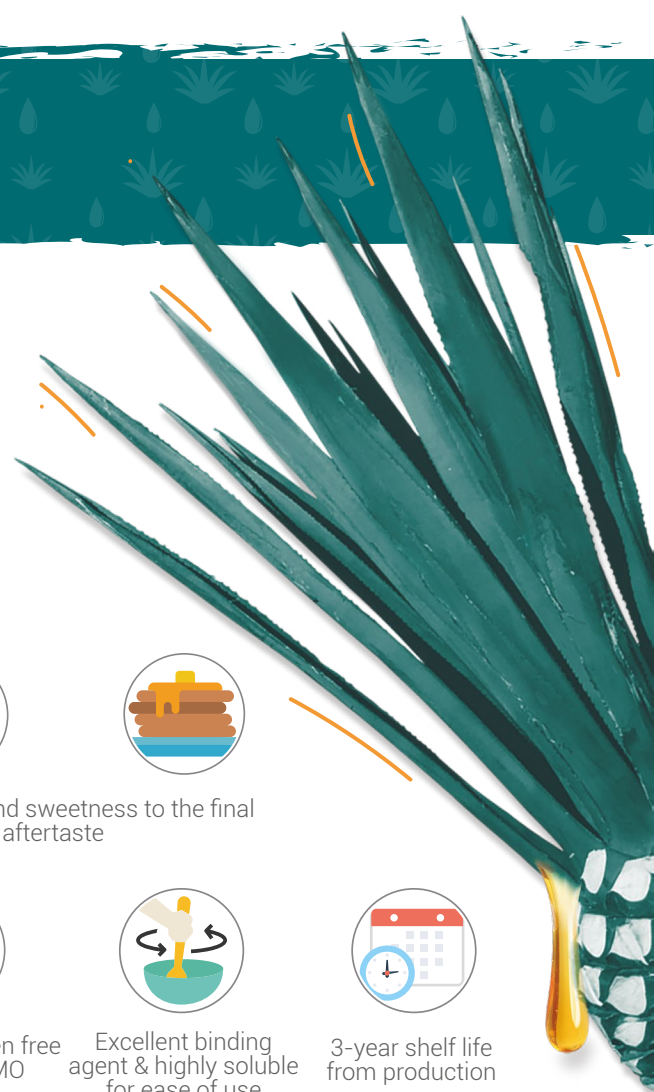
**P.10** | *Packaging Options*  
VARIETY AND CAPACITY



# Agave Syrup

## PRODUCT

IMAG Agave Syrup is a natural sweetener which is made by the controlled hydrolysis of the core of the Blue Weber Agave variety 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



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



Alternatives 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



Yoghurt

### What our customers say about IMAG Organic Agave Syrup

*"It's a pleasure working with IMAG, their organic agave range has an exceptional flavour 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 glycaemic 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

## PRODUCT

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



Alternatives 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



Yoghurt

## Agave powder

### PRODUCT



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 crystallised agave syrup previously mentioned.

# Agave Inulin

## PRODUCT

IMAG Agave Inulin is a natural fibre 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 fibre 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



Plant based fiber with a pleasant flavor with no aftertaste



Made from a sustainable, natural source



Allergen & Gluten free and non-GMO



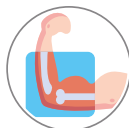
Clean label and Low in calorie



Prebiotic dietary fiber



Highly soluble up to 500g/l



Regulates appetite and aids bones in absorbing calcium



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



18-month shelf life

### 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.

#### #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

### APPLICATIONS



Bakery



Cereal Bars



Chocolate



Functional Beverages



Ice Cream



Yoghurt



Supplements

# Agave Inulin Liquid

## PRODUCT

IMAG Agave Inulin Liquid is a solubilized version of inulin. To produce Agave Inulin Liquid, the agave is milled, and the juice is extracted. This juice contains inulin fibre. No other ingredients are added.

Agave Inulin Liquid is an easy to use format for those manufacturing sites who prefer to handle liquids. It has the same key benefits and can be used in the same applications as for the inulin powder previously mentioned.



# Aloe Vera

## PRODUCT

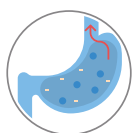
Aloe vera is a thick, short stemmed succulent plant which stores water in its leaves. It has been used for over 6,000 years and has numerous applications and health benefits.

Aloe Vera is widely used in alternative medicine due 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, cosmetics and as an ointment for minor burns and sunburns.

Our Aloe Vera comes in 2 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	

### 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.*

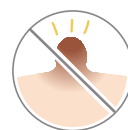
### KEY BENEFITS *Personal Care*



Alkalinity



Hair stimulator



Keratolytic



Moisturiser



Skin regenerator

#### APPLICATIONS

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

# Tapioca Syrup

## PRODUCT

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.

Tapioca Syrup is produced by mixing tapioca starch with water, heating and treating with non-GMO enzymes to hydrolyse the starch into sugars. The sugar solution is filtered, then concentrated in an evaporator to standardize it to the proper solids range.



### KEY BENEFITS:



Ideal for binding and coating



Adds mouthfeel and body



Good for colour development



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



Organic and Vegan certified



Made from a sustainable, natural source



Allergen & Gluten free



Clean label and Low in calorie



Non GMO



24 month shelf life





# Packaging Options

## PRODUCTS



**GENERIC PET  
330g**

**GENERIC PET  
660g**

**GLASS  
330g**

**GLASS  
970g**

**PET BOTTLE  
1.35 Kg**

**GALON  
5.5 Kg**

**BG GALON  
5.5 Kg**

CONTAINER	WEIGHT PER UNIT	UNITS PER BOX	WEIGHT PER BOX	BOX MEASUREMENTS	PALLET(" ")	PALLET DIMENSIONS	LAYERS PER PALLET	BOXES/ PLATFORM	UNITS PER PALLET	NET WEIGHT PER PALLET	GROSS WEIGHT PER PALLET
Generic PET	320 g	12	4.7 kg	25.5 x 18 x 18.5 cm	44 x 44	112 x 112 x 165 cm	26	8	208	824 kg	990 kg
Generic PET	660 g	12	8.9 kg	29.4 x 27.9 x 20.5 cm	44 x 44	112 x 112 x 156 cm	16	7	112	887 kg	1020 kg
Glass	330 g	12	7.6 kg	24 x 18 x 21.5 cm	44 x 44	112 x 112 x 140 cm	26	6	156	618 kg	1205 kg
Glass	970 g	12	19.2 kg	31.5 x 25 x 28 cm	44 x 44	112 x 112 x 154 cm	14	5	70	815 kg	1375 kg
PET Bottle	1.35 kg	6	9 kg	27 x 18 x 32 cm	44 x 44	112 x 112 x 170 cm	24	5	120	972 kg	1100 kg
Galon	5.5 kg	4	23.5 kg	31 x 31 x 33 cm	40 x 48	125 x 93 x 142 cm	12	4	48	1056 kg	1145 kg
BG Galon	5 kg	2	10.6 kg	26 x 18 x 27 cm	40 x 48	122 x 102 x 119 cm	21	4	84	840 kg	905 kg



**PLASTIC TOTE  
1400 Kg**



**CARTON TOTE  
1350 – 1380 Kg**



**PLASTIC DRUM  
285 Kg**



**CANISTER  
28,5 KG**



**CANISTER  
7 KG**



**SACK  
25 KG**

CONTAINER	WEIGHT PER UNIT	BOX MEASUREMENTS	PALLET(" ")	PALLET DIMENSIONS	LAYERS PER PALLET	BOXES/ PLATFORM	UNITS PER PALLET	NET WEIGHT PER PALLET	GROSS WEIGHT PER PALLET
Plastic Tote	1400 kg	120 x 100 x 115 cm	N/A	120 x 100 x 115 cm	1	1	1	1350	1460 kg
Carton Tote	1350 - 1380 kg	110 x 110 x 102 cm	45 x 48	122 x 133 x 114 cm	1	1	1	1350	1400 - 1430 kg
Plastic drum	285 kg	60 x 90 cm	45 x 48	120 x 120 x 102 cm	4	1	4	1140	1200 kg
Canister	28 kg	28 x 24 x 38 cm	44 x 44	112 x 112 x 102 cm	16	2	32	896	950 kg
Canister	7 kg	28 x 24 x 38 cm	40 x 48	122 x 102 x 80 cm	36	3	108	756	810 kg
Sack	25 kg	44 x 12 x 92 cm	40 x 48	127 x 102 x 183 cm	5	8	40	1000	1040 kg



Agave Syrup



Crystallised Agave Syrup



Agave Powder



Agave Inulin



Agave Inulin Liquid



Aloe Vera powder








Aloe Vera liquid



Tapioca Syrup

## 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)



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