

Transform Emerging Ingredient Opportunities into Market-Ready Solutions



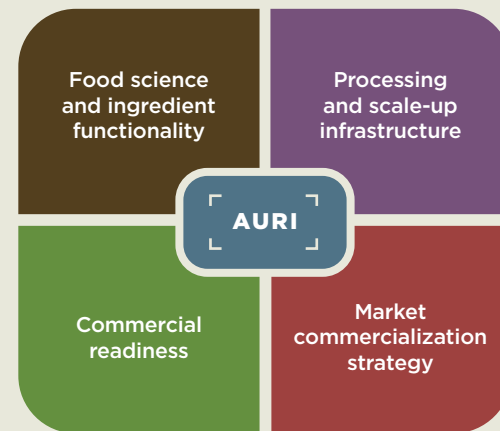
Many organizations can help develop an ingredient. Few can help move it from farm production to commercial market adoption. AURI integrates technical, operational, and commercialization support into a single pathway — **validating functionality, identifying applications, and translating ingredient benefits into customer value.**

WHO WE ARE

AURI connects agriculture, ingredients, and food manufacturing — bridging technical expertise, industry insight, and commercialization pathways to accelerate innovation, adoption, and business growth.

WHO WE SERVE

- Ingredient Manufacturers & Processors
- Farms, Growers & Cooperatives
- Market and commercialization strategy providers
- Academic & Applied Research Institutions
- Government, Public Sector & Commodity Groups



INDUSTRY CHALLENGES	AURI SOLUTIONS
Translating Ingredients into Products	Formulation Expertise
Functional Performance Lacks Meeting Industry Needs	Functionality Optimization
Co-Product to Market Disconnect	Co-Product Application Mapping
Uncertain Market Demand & Positioning	Market Validation & Opportunity Assessment
Innovation Fails to Reach Market Adoption	Customer-Ready Ingredient Positioning

“Without AURI’s help, we couldn’t have started manufacturing and sales in the spring of 2023. As a minority and woman-owned small business, we greatly appreciate AURI’s professional help and warm support.”

SHAN COLUMBUS
Maytown Foods, LLC



An Integrated Pathway to Commercialization

AURI's approach provides integrated commercialization support by aligning ingredient functionality, applications, processing considerations, and market opportunities within one coordinated pathway. This helps reduce development risk by validating performance, identifying practical use cases, and addressing technical or market barriers before scale-up. It also strengthens customer value by translating ingredient attributes into clear, buyer-relevant benefits that support positioning, adoption, and business growth.

“AURI helped us with our nutritional labels for our cheeses. It allowed us the ability to sell our cheese to schools and to larger markets and distributors, giving us the potential to increase our annual sales exponentially.”

KATHY HUPF
CannonBelles Cheese

LET'S MOVE YOUR INGREDIENT OPPORTUNITY FORWARD.

Connect with AURI to explore technical validation, application development, and commercialization support tailored to your market goals.

**CONTACT
AURI »**

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