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THE OTSUKA WHATS & WHOS

*Otsuka
people creating
new products
for better health
worldwide*

Whole Food Supplement Innovator FoodState Joined Otsuka



Otsuka Group member Pharmavite LLC acquired whole food supplement maker FoodState Inc. in December 2014.

Who is FoodState?

FoodState is a whole food supplement company based in Derry, New Hampshire. Since its founding in 1973, FoodState has become an innovator in whole food based supplements and has been recognized for great products and strong brands in the natural and healthcare practitioner channels.



One aspect that sets FoodState apart from the competition is its approach to creating nutrients by starting with fresh or frozen whole foods—the focus of its leading brands, MegaFood and Innate Response Formulas.

“Fresh from farm to tablet”

For MegaFood, everything starts with real farm-fresh fruits, vegetables and botanicals that are used as the base for the brand’s dietary supplements. The tagline “fresh from farm to tablet” means fresh and local foods are sourced from trusted farmers, and then the nutrients and wholesome supplements are made using a one-of-a-kind, proprietary Slo-Food process.

As part of this unique approach, FoodState’s MegaFood and Innate Response Formulas, are recognized leaders in their respective channels and known for several key differentiators, including partnering with organic and sustainable farms to source fresh and local foods, and purchasing approximately 500,000 pounds of produce a year from farmers.

Have you heard of Slo-Food process?

FoodState mills and purees whole foods, then integrates additional nutrients to guarantee potency levels. This integration of whole foods and individual nutrients is then dried with the utmost care using refractance window drying technology, also part of the Slo-Food process.

The Slo-Food process is a slower way of making whole food supplements. It can take 236 hours to make just one batch of finished product. Each and every step, from farm to tablet, was designed with one ultimate goal in mind—to create supplements that make a noticeable difference on consumers’ journey toward optimal health while staying true to the intention of food.

The FoodState team hand crafts each and every product in their own facility right down to the hand-packing of bottles for shipment

Take a virtual tour and see how the Slo-Food Process at FoodState works; follow this link:

<https://megafood.com/slo-food-process/>

