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God Choice introduces line of processed food items

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By **Shraddha Warde** | December 26, 2023



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God Choice Organic Farms Pvt. Ltd. introduces its line of processed food items. Branded as God Choice – Nature's Way to your plate, the company focuses on preserving maximum nutrients through traditional farming methods.

The newly launched premium range comprises Raw Honey, A2 Cow Ghee, Cold-Pressed Cooking Oils, Artisanal Sugar, and Cold-Pressed Flours. Each product is crafted in small batches, adhering to traditional processing techniques, and ensuring the retention of naturally occurring vitamins, antioxidants, bioactive compounds, and nutrients.

Free from chemicals, binders, additives, or preservatives, these offerings are a testament to the brand's commitment to providing raw, safe, and healthy food.

Key highlights of the processing methods include the churning of curd for A2 Cow Ghee, extraction of cold-pressed cooking oil using motorized wooden kolas, and the use of firewood and iron works for the sugar. Cold-pressed Atta is produced by a variety of flour seeds in slow-moving natural stone chakkis, preserving all three layers of the whole grain—bran, endosperm, and germ.

God Choice Organic Farms Pvt. Ltd. has received accreditation from the Food Safety and Standards Authority of India (FSSAI) and The Hive Mind Certification in the United States for compliance with HACC and GMP standards in the food safety management system. The company's 25,000 sq. ft. food processing facility in Alwar, Rajasthan, meets food safety norms and holds certifications, including the National Programme for Organic Production of the Government of India.

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