



nature &
more

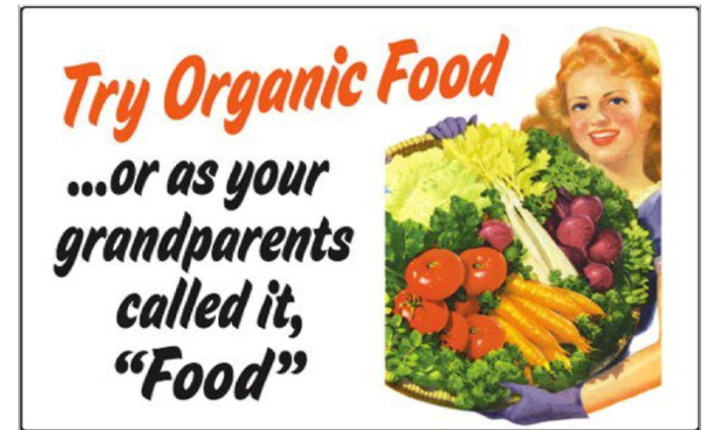


**Organic fruits
& vegetables and more**



Topics

- Eosta
- The “new” Consumer
- Beyond Organic
- Nature & More and the Sustainability Flower
- Campaigns
- Discussion / Questions





Eosta

- Fresh, organic (fair-trade) fruits and vegetables
- Supplier of Wholesalers Supermarkets, Caterers, etc.
- 24 years old
- 80 people





Organic Products

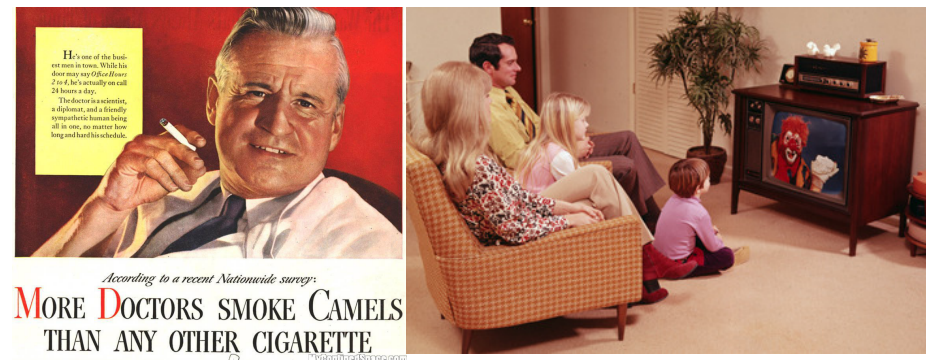
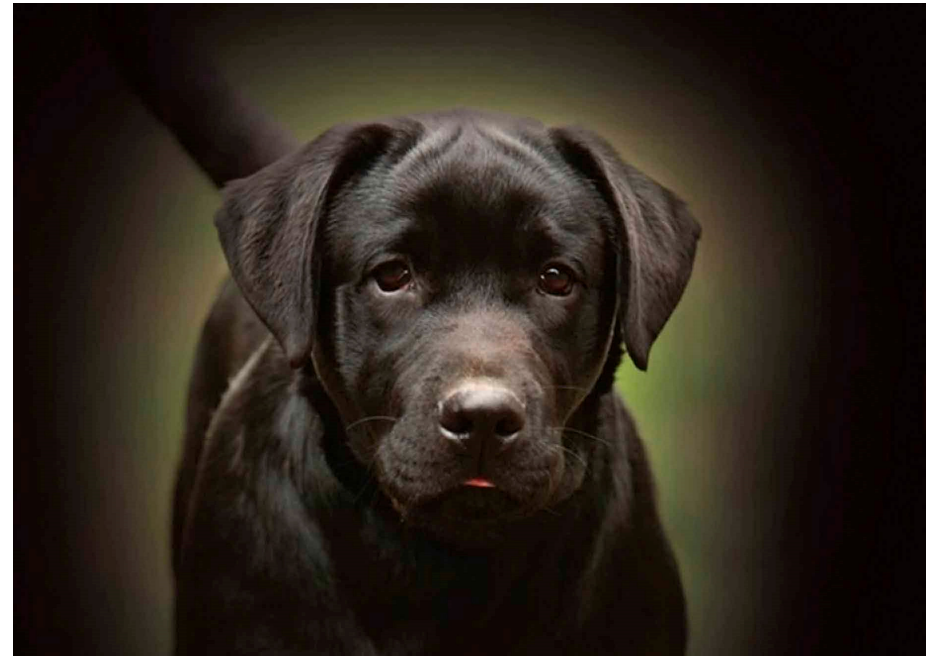
We specialize in:

- Greenhouse Products
- Fruits (also Fair-Trade certified)
- “Tropical Wonder”- Exotic Specialties
- “Wild Wonder” – Forgotten Vegetables
- “Taste Wonder” – Exceptionally tasty products
- Fresh Organic Juices



Yesterday's Consumer

- Loyal
- Brand focussed
- Key interests were: Status, Convenience & Price
- Companies had the power to define and control a brand and used T.V., radio and printed media to get their message across





SO THE HARDER A WIFE WORKS, THE CUTER SHE LOOKS!

GOSH, HONEY, YOU SEEM TO THRIVE ON COOKING, CLEANING AND DUSTING- AND I'M ALL TUCKERED OUT BY CLOSING TIME. WHAT'S THE ANSWER?

VITAMINS, DARLING! I ALWAYS GET MY VITAMINS

Kellogg's PEP
VITAMIN-ENRICHED
100% WHEAT FLAKES

Vitamins for pep! PEP for vitamins!*



“Don't worry darling, you didn't burn the beer!”

Schlitz



The Chef does everything but cook - that's what wives are for!

I'm giving my wife a **Kenwood Chef**





Watch "Holders of Fortune" for exciting adventures, on the 7-Up TV show every week.

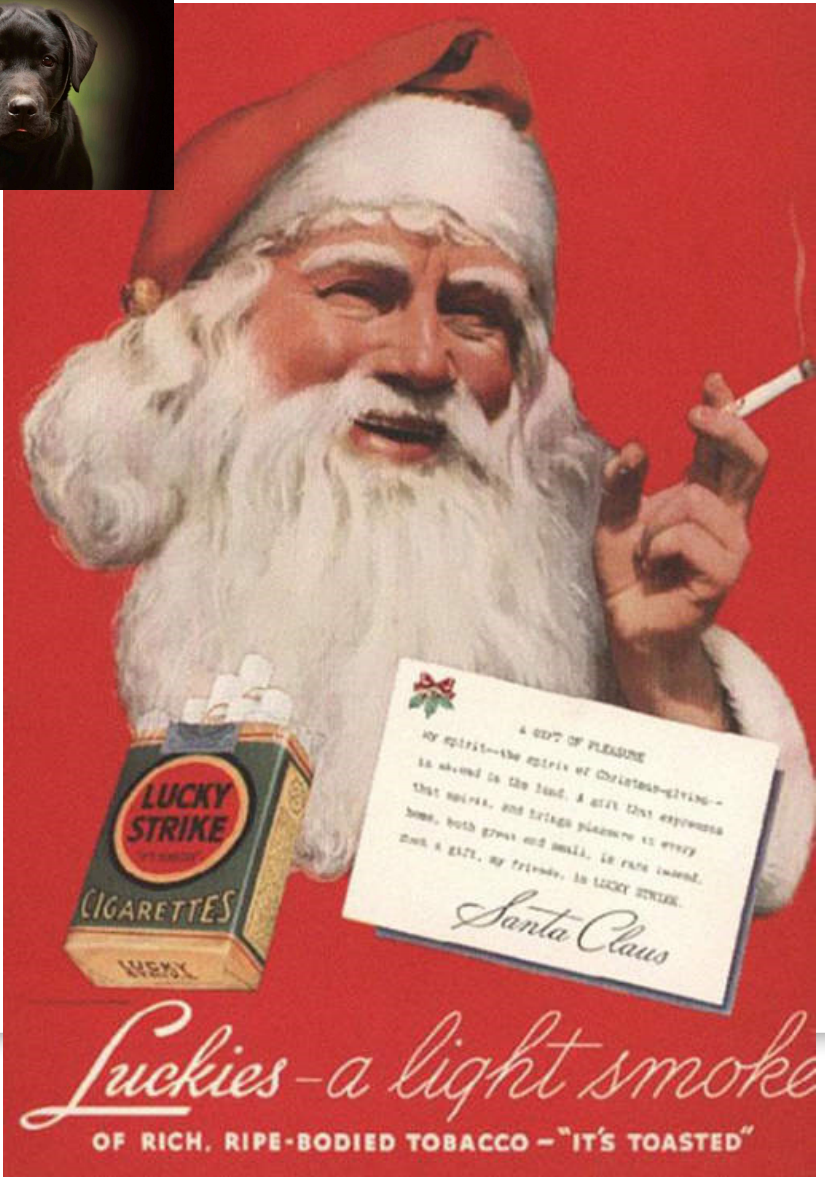
© 1998 by The Seven-Up Co.



Why we have the youngest customers in the business

This young man is 11 months old—and he isn't our youngest customer by any means. For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know—but we're proud to do it and we think you're pleased that we do.) By the way, Mum, when it comes to toddlers—if they like to be coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination—and it works! Make 7-Up your family drink. You like it... it likes you!

Nothing does it like Seven-Up!



A GIFT OF PLEASURE
 My spirit—the spirit of Christmas—
 is abroad in the land, a gift that expresses
 that spirit, and brings pleasure to every
 home, both great and small. In pure intent,
 with a gift, my friends, is LUCKY STRIKE.

Santa Claus

Luckies—a light smoke
 OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"

Today's Consumer

- Critical, unpredictable
- 40% of consumers trust their food less than a year earlier and 30% do not believe processed food labels.*
- Key interests: Convenience, Price, Health, Status, Fair-Trade, Local, GMO free, Animal friendly + more ..
- More and more individuals and communities are defining a brand and are using the internet as their stage.



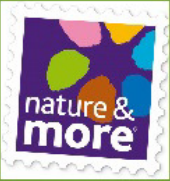
* Duurzaamheids Compass 2013 Schuttelaar & Partners



Health is a key consumer interest today

"THE FOOD YOU EAT
CAN BE EITHER
THE SAFEST
&
MOST POWERFUL
FORM OF MEDICINE
or
THE SLOWEST
FORM OF POISON."

Ann Wigmore



www.alejandraramos.com

»People are fed by the Food Industry,
which pays no attention to health,
and are treated by the Health Industry,
which pays no attention to food.«

- Wendell Berry



Organic farmers and consumers
are determined to change this!

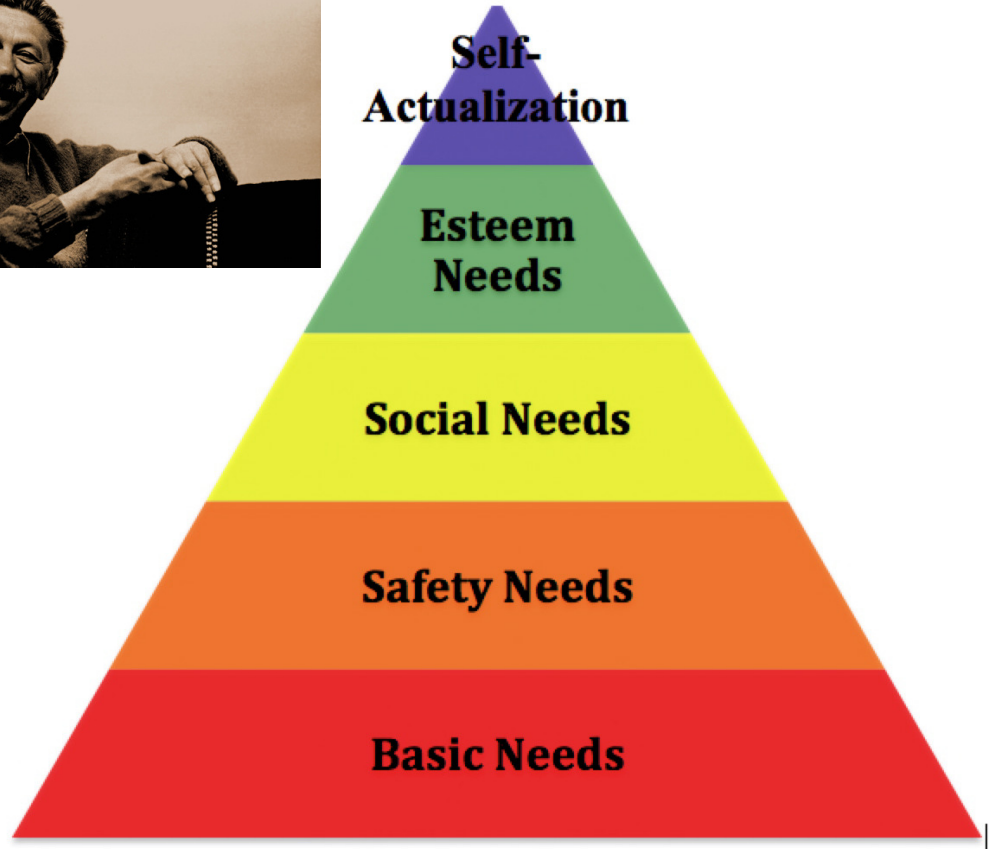






More and more, people are searching for Happiness

Having a sense of peace, fulfillment and purpose leads to a healthier, more balanced and longer life.



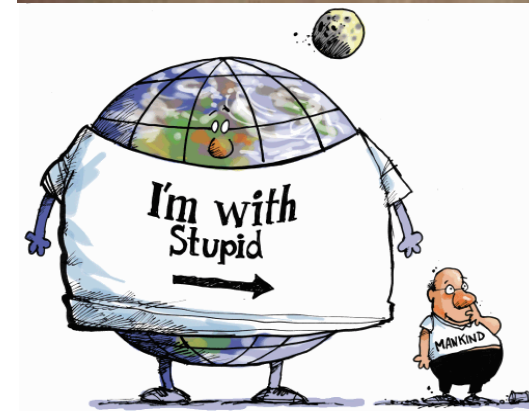


Beyond Organic !

The “modern day organic consumer” expects and demands more from the organic product than current legislation lays out . Basically when she buys “**organic**”, she expects **sustainable !**

This consumer has a strong awareness of sustainability issues and a desire to see more **action**.

They want to be part of the solution !





Grower Stamp





Traceability



The individual grower code gives the consumer access to the informative website and allows the grower to “tell” his / her **personal** sustainable story.





How does it work ? http://www.youtube.com/watch?v=q4a95_sQygo



ABOUT US WHO WE ARE SUSTAINABILITY FLOWER BUSINESS TO BUSINESS PRESS HOME

About Us: check the video!

Nature & More brings you fresh organic and fair-trade fruits & vegetables from all over the world, with the grower's story and full transparency. Through this website you can meet all our farmers online and check their "sustainability flower". Simply enter the three-digit grower code on the homepage!

LANGUAGE



SITE SEARCH

enter keywords

CONNECT WITH US



NEWSLETTER

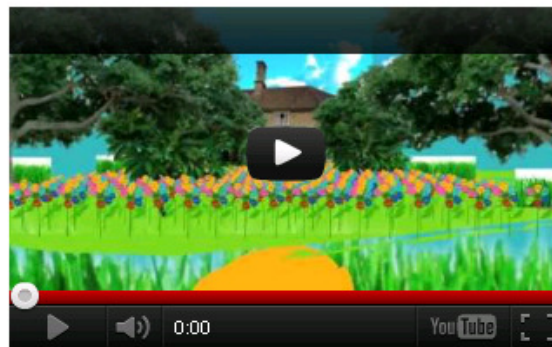


Our aim



Nature & More was created in response to consumer demand for

Check the video here!



Who we are





GROWERS PRODUCTS INITIATIVES ABOUT US OUR BLOG ORGANIC & MORE



Transparency



Enter your code here!

If you don't have a code, use any code from above

Welcome to Nature & More

Thanks for visiting us! On this website you can enjoy virtual farm tours and learn more about the stories and ideas behind Nature & More's organic fruits and vegetables. If you have purchased a product with a code, go ahead and enter it above. Otherwise, have a look around and enjoy our website!

See our sustainability themes in action



About Us: check the video!



Organic & More: check the brilliant animation



New: Nature & More Juices

HOME

LANGUAGE

SITE SEARCH

CONNECT WITH US

NEWSLETTER



- Growers
- Products
- Projects & Campaigns
- Background Information
- Blog
- Facebook & Twitter
- Consumer Reactions



170,000 pages views

Lovely Pineapples
Hello,
Alex, Wales - 30 Oct 2012





OVERVIEW MAP



Hi, I am Zongo and I grow mango's in Burkina Faso



About my farm

Hello, my name is Zongo Adama and I grow organic and fairtrade mangoes for Nature & More in Burkina Faso, Afrika. Thank you for buying our fruit!

I am the export manager here at Fruiteq, the exporting company. It was established in 2005 in order to give small mango producers from this country access to the European market. Today we work with five producer organizations representing 1200 farmers from 3 countries (Burkina Faso, Ivory Coast and Mali).

This area is one of the best places in the world to grow mango's. They grow everywhere, but of course not all the varieties are suitable for export. A typical organic mango is the Amelie variety, that has a distinctive citrus accent to the taste. Our mango farmers also cultivate cashew nuts, oranges and cereals. The mango is a forest product for us, which grows quite naturally.

'Click to see my personal sustainability flower in action!'



HOME

LANGUAGE



SITE SEARCH

enter keywords

CONNECT WITH US



NEWSLETTER



Soil

Important practices used by Fruiteq growers to maintain and improve the health of the soil include using organic fertilisers which...



Authenticity

- Introduction
- Interview
- Video
- Stories
- Customer Reactions
- Grower Sustainability Flower





The Sustainability Flower



Goals

Meeting the needs of the concerned consumer regarding sustainability issues

Communicating what the Nature & More growers currently doing and planning to do

Making sustainability issues clear for growers, customers and consumers.





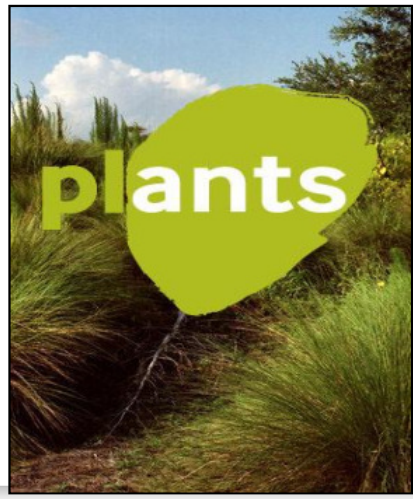
The Flower Petals



FREEDOM

JUSTICE

SOLIDARITY





Pomegranate - Michelle – U.K.

dear Mehmet Daldal, It is grey and rainy in London. This morning for breakfast I shared one of your pomegranates with my daughter. The colour of the juice was a shock! So much colour on a grey day. The seeds were juicy and sweet and I ate them over sliced banana. Thank you they were delicious. I feel full of sunshine and goodness.

Kiwi – Kristina - Finland

Hi Andres! Greetings from Finland! Kiwis grown by you were very delicious! I bought them because they were organically grown but now that I got to know you and your farm I will even more gladly purchase them again. I really appreciate your effort and participating in eco-friendly agriculture. Muchas gracias!

Pineapple – Sabine - Germany

I was very surprised about the nice fruity and sweet taste of your kiwis. They even had the right ripeness which is not always the case. And thanks for the sticker - the kiwis are even better since I know where they come from. I wish you all the best for your farm,

Pineapple – Miep – The Netherlands

Dear sir, you asked me to let you know my thoughts about your product. Well, I bought a pineapple at our health shop and really, it was the best pineapple I(81) ever tasted! Congratulations!! With the kindest regards



Nature & More Campaigns

Through the “Ye Da Wo Ase – Thank You” campaigns, Nature & More growers are promoting and supporting long-term educational and welfare projects on and around the farms. At least one Eurocent for each kilogram of the “campaign fruit” sold goes to the selected projects.



Gracias
Thank you



Hola!

My name is Javier Moreno and I would like to say "gracias" for buying our organic, Mexican limes. I also want to say thank you on behalf of all our workers because through your purchase you are making a direct contribution to the future of the community's youth here in Colima.

Let me explain, apart from growing delicious organic limes and protecting the environment we are also trying to improve the lives of our employees, their families and the local community. One of our focus areas is the support of the local school (just across from our farm).

Many of our employees are Native American descendants who haven't enjoyed proper education due to fact that they live in remote parts of the country. By supporting this school, we hope we can close the opportunity gap this way and provide the workers and their children with a better future. For every kg of organic limes sold a certain amount will go directly to this school and therefore on behalf of all the children we would like to say "muchas gracias"

Best regards from Mexico!
Javier





“Bees love Organic! 2012”



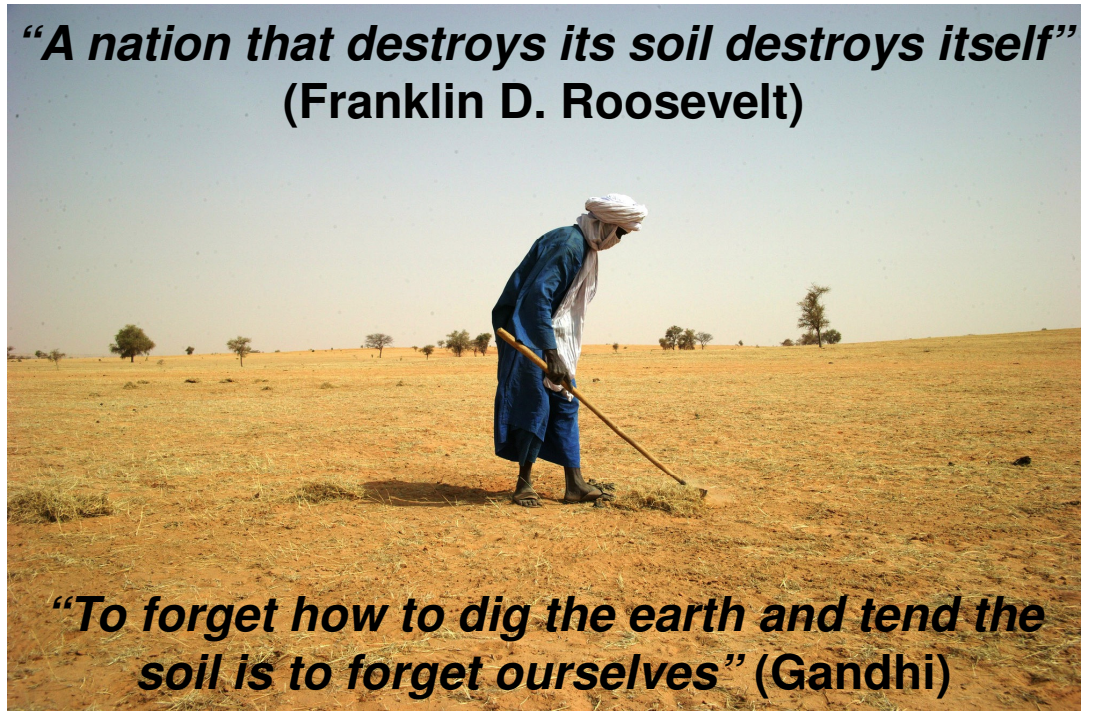
In a nut shell:

- Raise awareness about Colony Collapse Disorder (CCD)
- **Engage** consumers by distributing 400,000 packets of organic „bee friendly“ flower seeds
- Communicate how organic farming is part of the solution





“Save our Soils” 2013 - 2015





Nature & More Campaign: SOS (Save our Soils)



The FAO reports that 25% of the earth's lands are highly degraded and recommends innovative, sustainable farming practices, efficient use of water and conservation agriculture as a way to turn the tide.



By using compost instead of chemical fertilizers and embracing nature instead of trying to fight it, organic growers world wide are showing... the way forward.

Now we need to inform the public ... and we need your help !





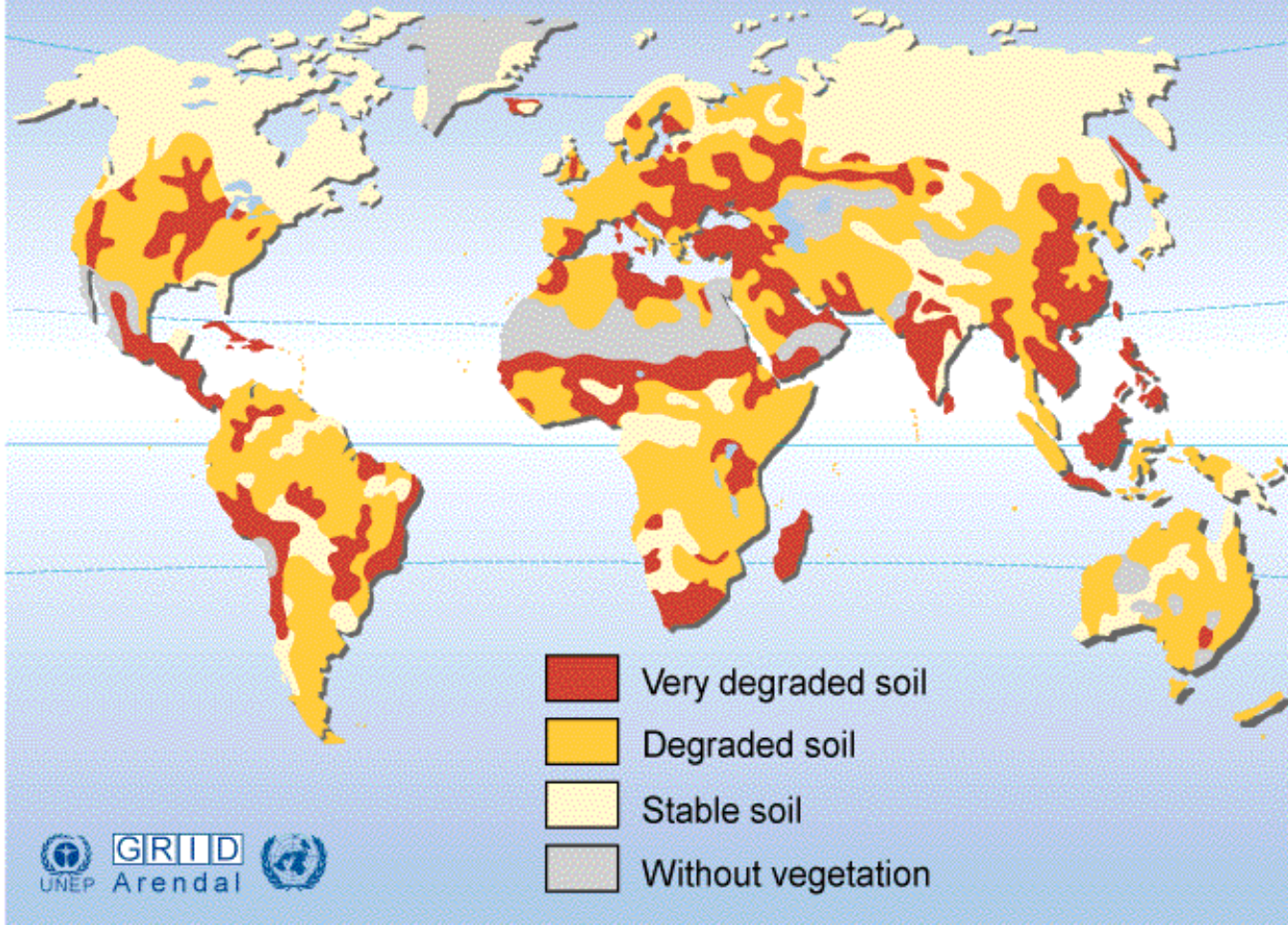
Soil Facts

- Soil is arguably one of the earth's most important – yet often neglected – natural resources. It is essential for life on earth because it nurtures plants, which in turn provide food and oxygen for humans and animals (EU)
- A quarter of the earth's soils are highly degraded and every minute we are losing the equivalent of 30 soccer fields of fertile soil.
- Considering the fact that 99.7% of everything we eat comes from the soil, this is not a good thing! Furthermore soil is indispensable for our climate and environment.





Soil degradation





Causes of Soil Degradation

- Erosion is the most common form of land degradation. When soil is left exposed to wind and rain, erosion occurs. Soils with low organic matter content will erode easier. These soils are less able to retain water and can therefore be easily washed or blown away by wind.
- Agriculture is responsible for three quarters of the erosion worldwide. The erosion takes place due to cultivation of the soils and frequent removal of the vegetation. Furthermore, farmland is frequently left without vegetation between plantings. Because of these practices, the erosion on farmland is estimated to be 75 times bigger than natural erosion in forest areas.





This shows the value of KEEPING trees, and plants living on our soil! As soon as we rip out all of the resources....we pollute our ground water...which becomes harder and harder to purify for us to then drink!!!



Organic = the soilution



THE SOIL IS THE LIMIT

According to the United Nations every minute 30 soccer fields of soil are lost, mostly due to irresponsible farming techniques. This causes hunger and speeds up climate change and threatens our ability to feed the world.

The United Nations, Nature & More and numerous other organisations are now calling for action!

THE SOILUTION = ORGANIC

Healthy food starts with healthy soils.

- Organic farmers:**
- restore degraded soils and prevent erosion
 - fight climate change by increasing carbon storage
 - make the soil more resistant to droughts & floods
 - stimulate biodiversity

BECOME A SOLDIER AND WIN A TRIP!

1. Become an urban farmer.
2. Film it, YouTube it and make a buzz.
3. Win a trip to Egypt to see how we are greening the desert.

How?
Scan the QR-code or visit www.saveoursoils.com to find out more!





Soilmate

- Fresh organic product
- Bag of compost
- Seeds
- Information about soils
- Invitation to join the campaign



Saving our soils is
saving our food!



saveoursoils.com



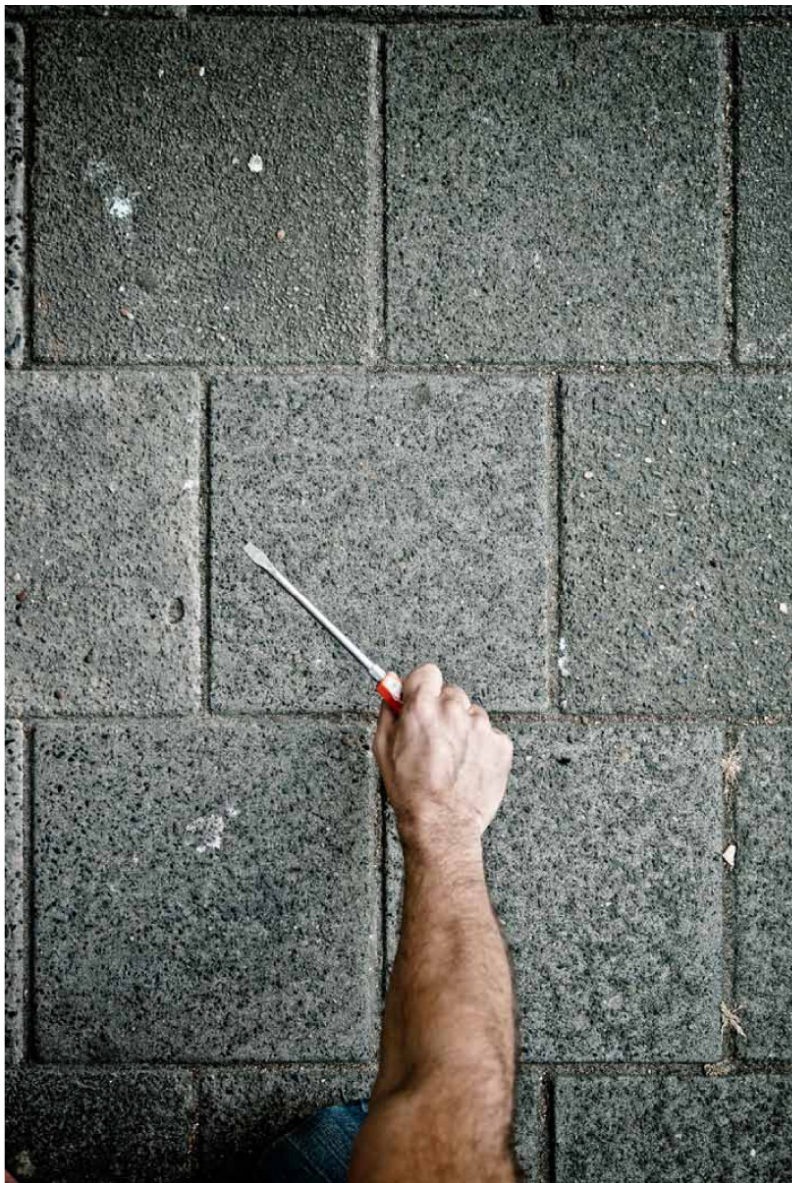
eosta

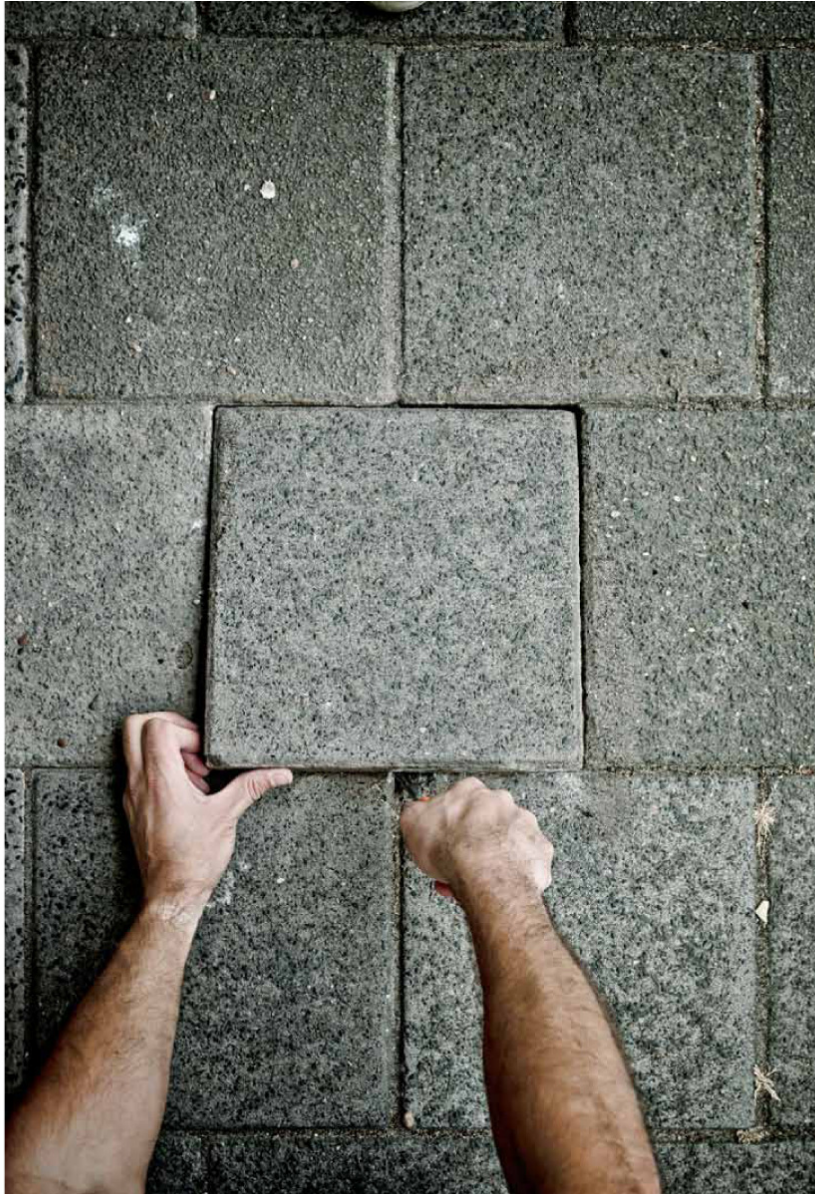
where ecology meets economy



How to become
a Soildier.
in 10 steps



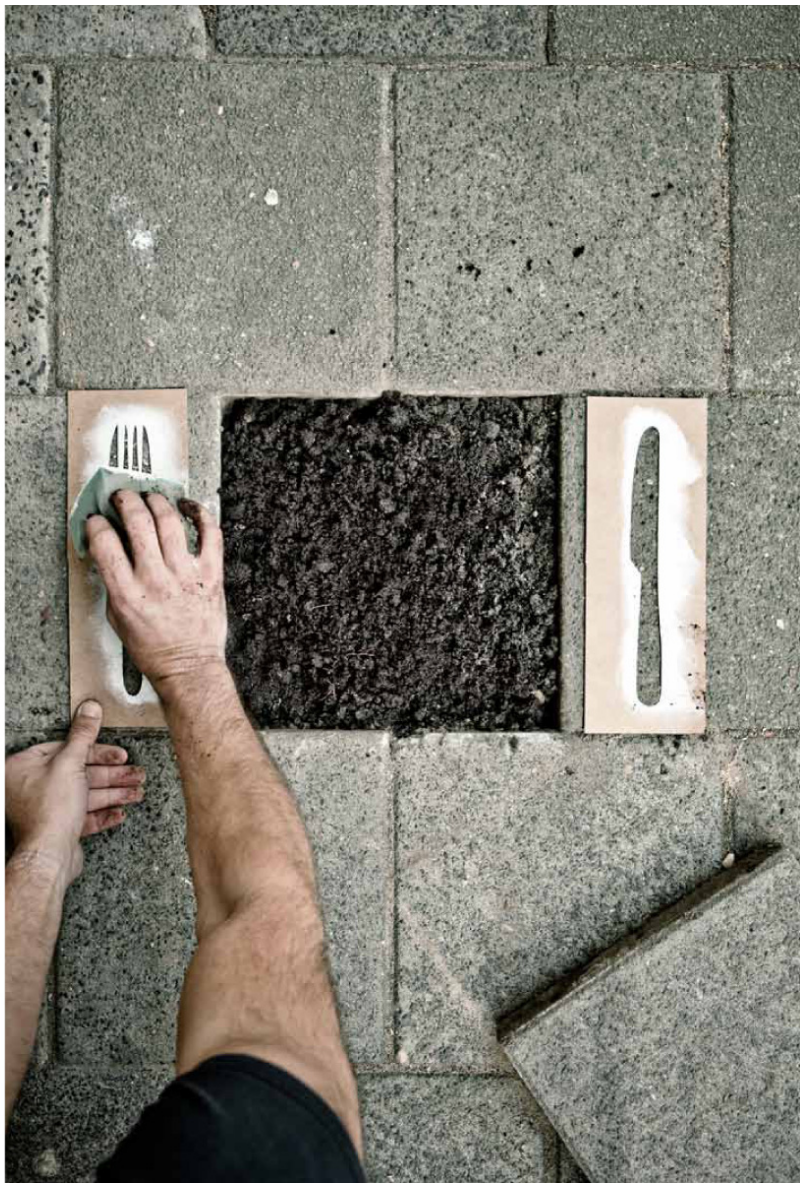






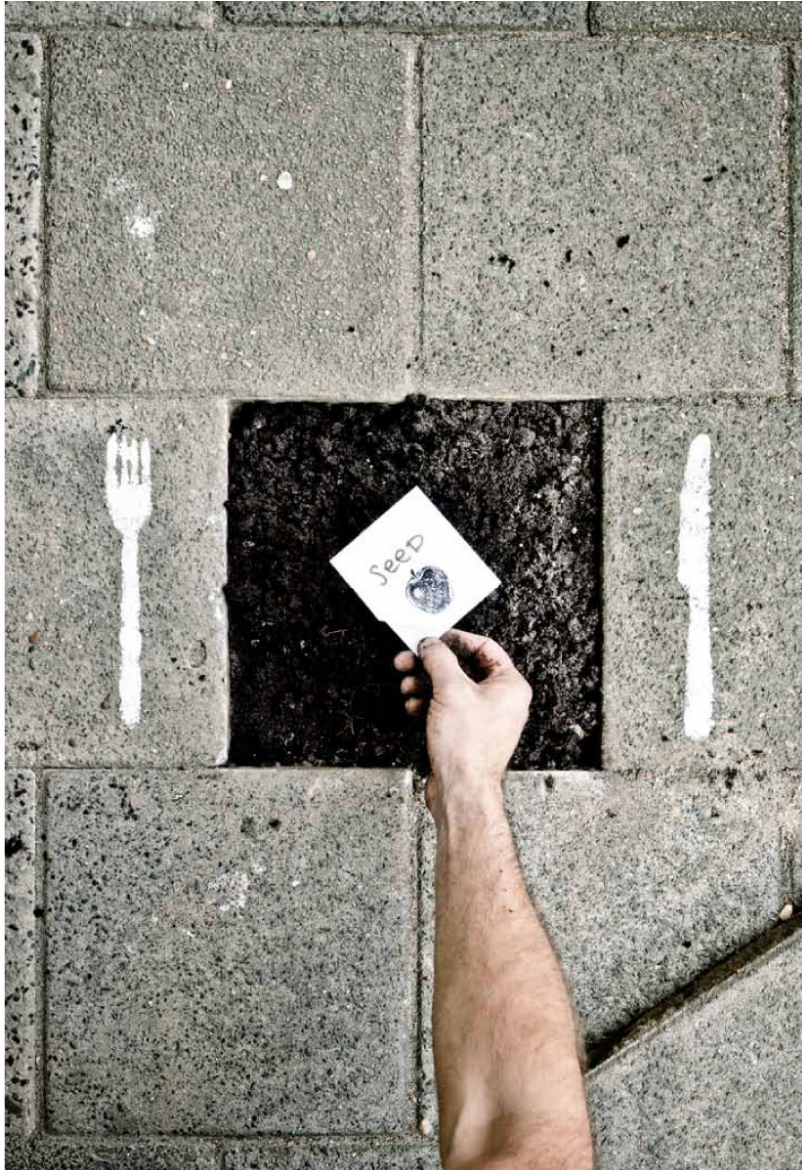






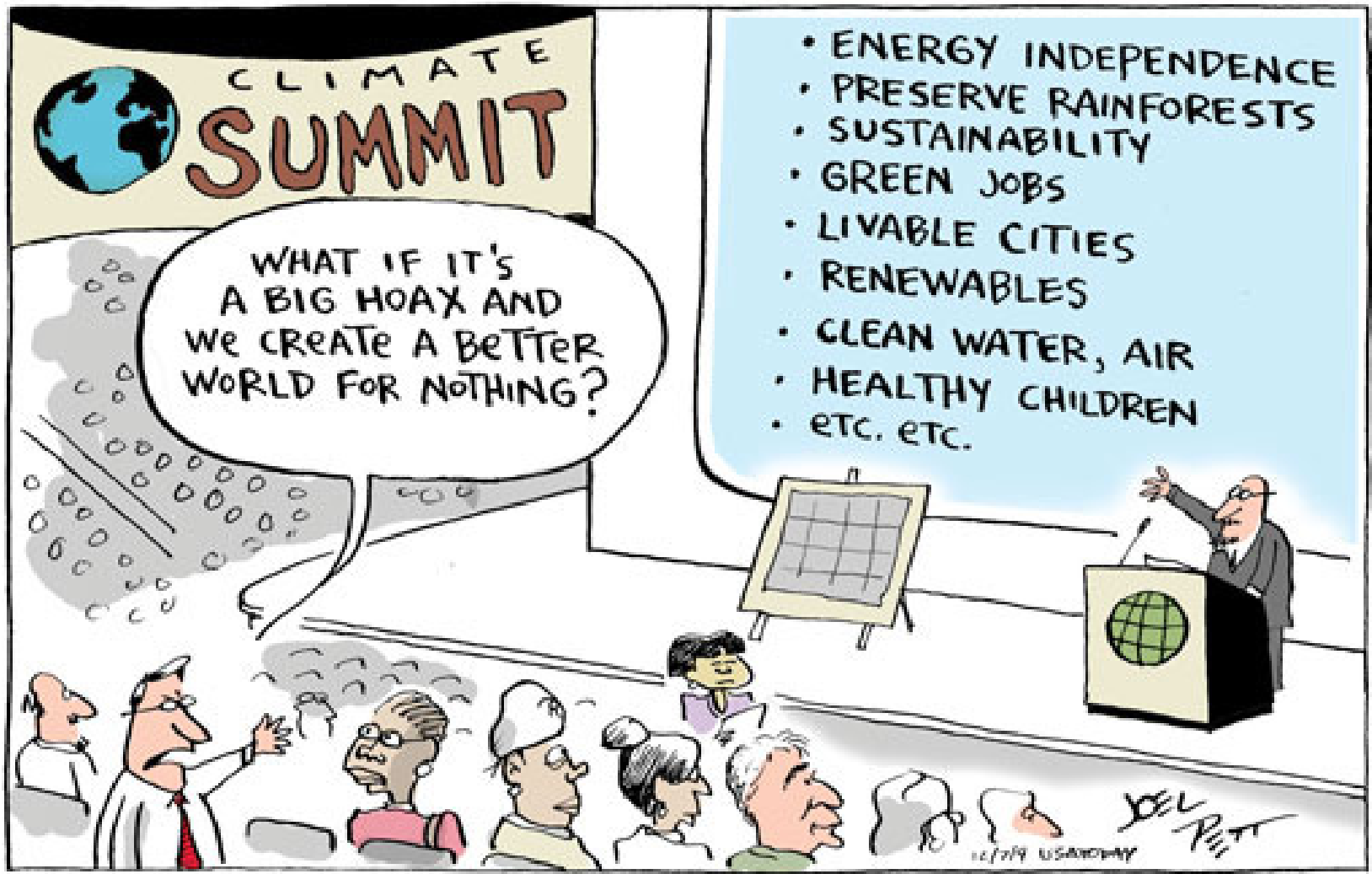


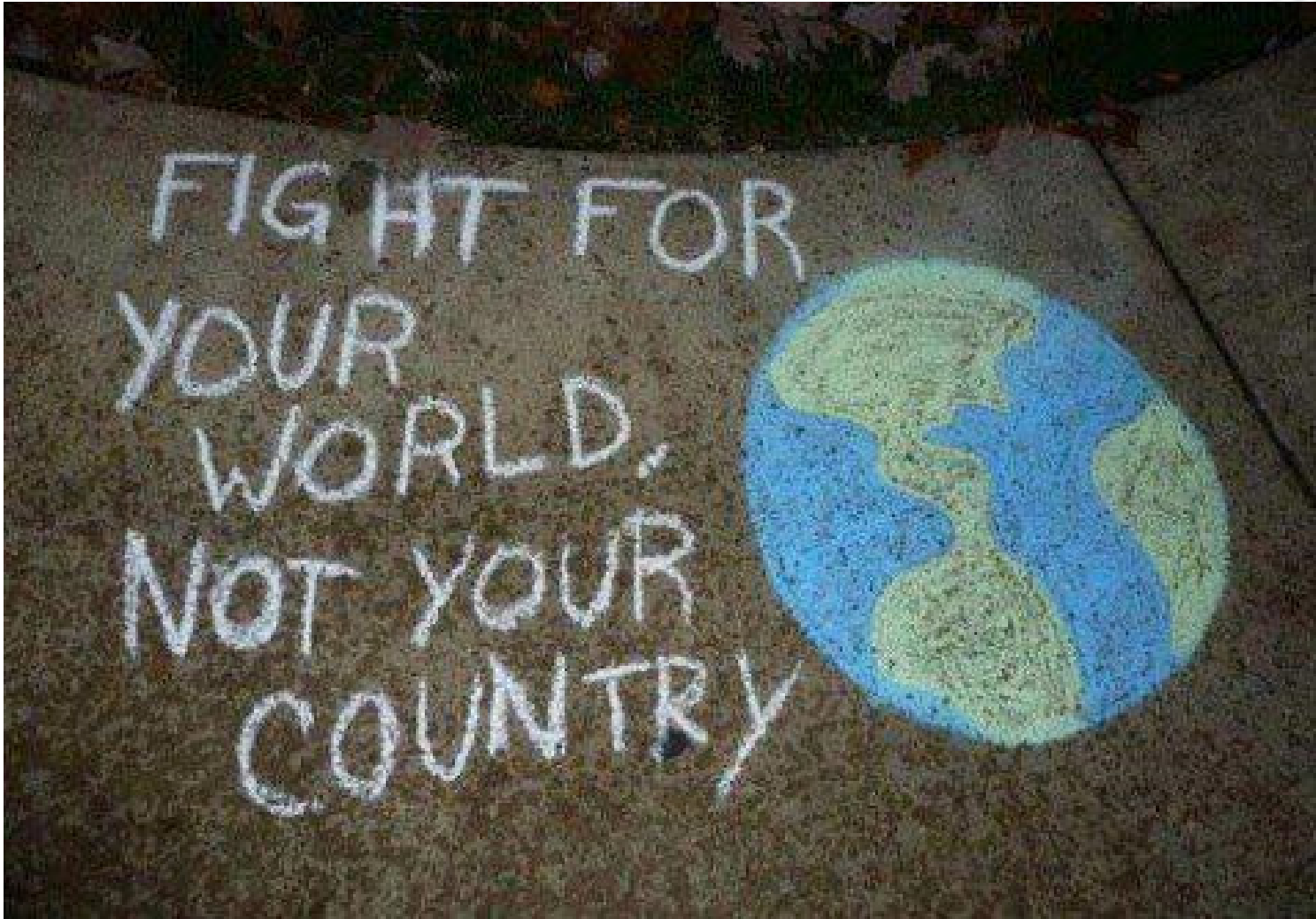














I ALWAYS
WONDERED WHY
SOMEBODY DID'NT
DO SOMETHING ABOUT
THAT. THEN I REALIZED
I AM SOMEBODY

eosta

where ecology meets economy