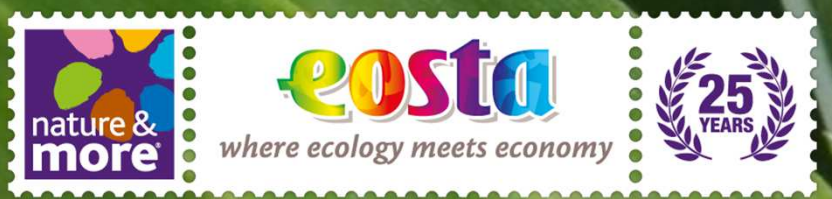


# Opportunities for Organic Greenhouse Vegetables!





## Topics

- Trends
- The Modern Consumer
- Eosta & Nature & More
- Opportunities



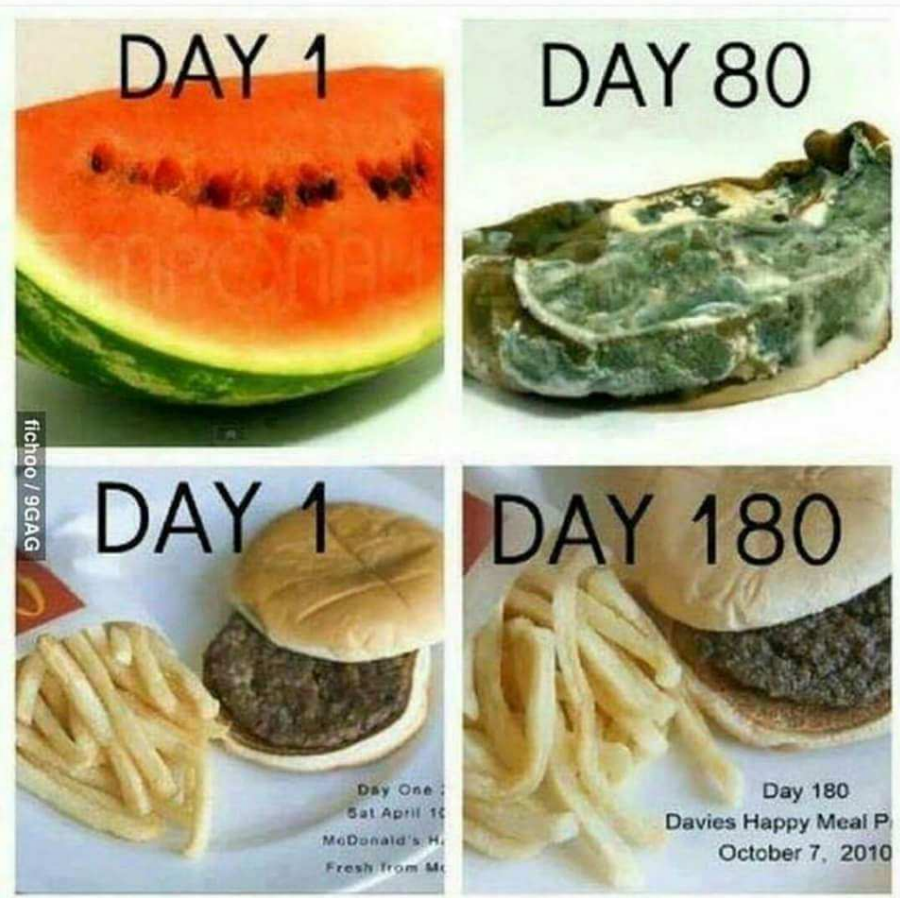




Yesterday

vs

Today





Yesterday

vs

Today



**THESE COMPANIES:**

*Campbell's*, *Kellogg's*, *General Mills*  
*ConAgra Foods*, *Mars*

**WILL NOW LABEL GMOs**

**LIKE THIS!**

naturalsavvy.com



eosta  
where ecology meets economy





Yesterday

vs

Today







Yesterday

vs

Today







Yesterday

vs

Today





## Key Consumer Interests Yesterday

Sweet



Convenient

Cheap








# Key Consumer Interests Today





# From Reactive to Proactive Healthcare

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



Ann Wigmore

[www.alej...](http://www.alej...)



»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

A top-down view of a white plate with a single blue and orange pill on it. A silver fork is on the left and a silver knife is on the right. The plate is set on a brown and white checkered tablecloth.

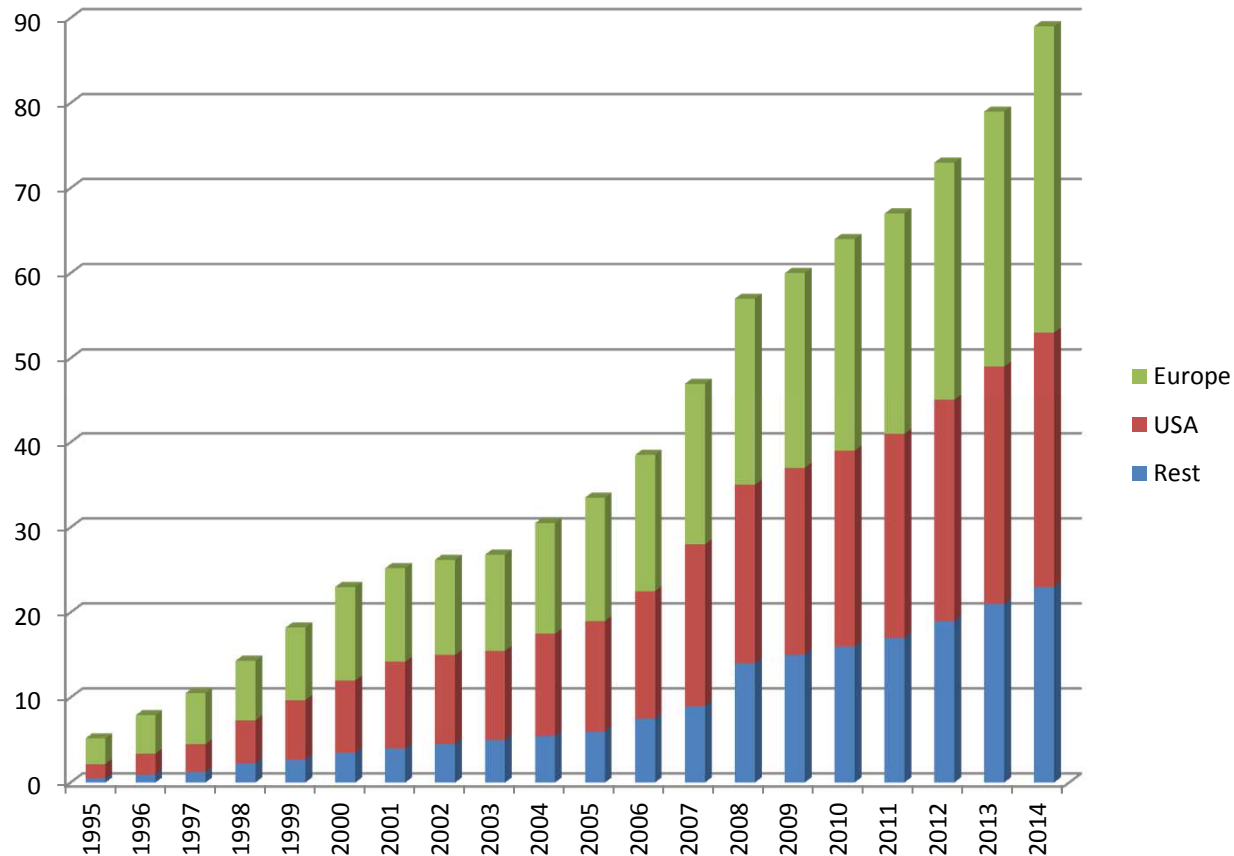
Organic farmers and consumers  
are determined to change this!







# Global Organic Market is booming (bilions dollars)

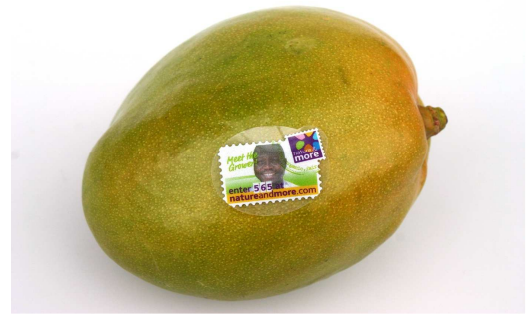


Source: IFOAM Market Data 2015

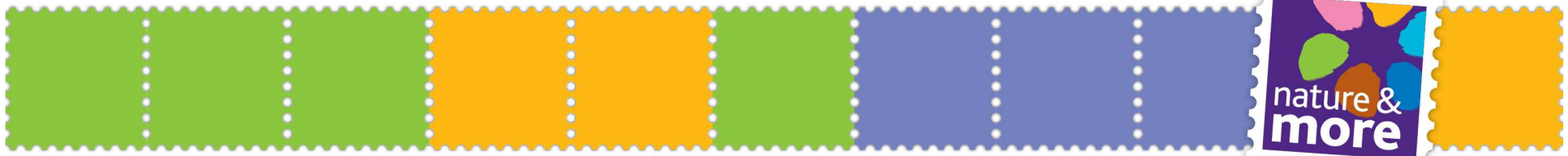




# Grower Stamp







# Transparent

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

Visit my Farm!

enter 5651

[natureandmore.com](http://natureandmore.com)

organic, fair

By the time you've read this, industrial farming has destroyed 8,879 m<sup>2</sup> of fertile soil.

HELP US SAVE OUR SOILS

HOME

LANGUAGE

SITE SEARCH

enter keywords

CONNECT WITH US

NEWSLETTER

friends business

Enter your code here!

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



Julia Roberts urges: help Save Our Soils



Celebrating Soil! Celebrating Life! photo gallery

## 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



**Bio-Exotica**  
 Bio-Exotica staat op omvallen. Plantage ligt braak. Er wordt al enkele  
 Carel - Arnhem - 8 Sep 2015

170,000 page views





# 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.







**Pomegranates** - from Eve

*Absolutely LOVE your pomegranates which we get from Able and Cole. I am a nutritionist and writer and have devised a red coleslaw to which pomegranates are added to the mayonnaise and to give the salad a sweet, crunchy freshness*

**Pineapple** - from Miriam

*Hi, This is the first time I buy an organic pineapple. I wanted to buy it because I've heard that conventional grown pineapples harm the nature and the workers badly. I already knew about bananas so I've bought organic bananas for many years. From now on I will only buy organic pineapples and I will tell my friends to do it too. Fairtrade is very important. I tasted your pineapple today and it was sweet, juicy and very delicious! Muchas gracias,*

**Pineapple** - Eva

*I have recently tried your organically grown pineapple and I must say I am totally hooked. They taste great and it so nice to know the workers are ok and that there are no pesticides in your fruit. Thanks./Eva*

**Thank you!** - Tracy

*Hi, just wanted to say that I am so grateful to you for being one of the worriers for good on this planet right now! Organic food that is healthy to eat and kind to the Earth is the only future we have. And the pineapples I got this week from your farm were so delicious!!! Wishing you all much health and wealth and happiness, Tracy*



NAME: MAHMOUD EL SHISHINY, ABDELHAMID DEMERDASH  
 LOCATION: EGYPT  
 FARM: MAFA ORGANIC  
 NATURE & MORE GROWER SINCE 2004 (?)  
 GROWER CODE AT NATUREANDMORE.COM: 460

ORGANIC CROPS: ORANGES, TANGERINES  
 CERTIFIER: ECOCERT SOUTH AFRICA  
 REMARKS: ORGANIC CERTIFICATE GLOBAL G.A.P. CERTIFICATE DEMETER CERTIFICATE

certified ORGANIC  
 GLOBAL G.A.P. The Global Partnership for Quality Agricultural Production  
 demeter  
 NATURE & MORE GROWER SINCE 2004 (?)

MAFA ORGANIC  
 NATURE & MORE GROWER SINCE 2004 (?)  
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MAFA ORGANIC  
 NATURE & MORE GROWER SINCE 2004 (?)  
 GROWER CODE AT NATUREANDMORE.COM: 460

Organic too expensive... or conventional too cheap? The true cost\* of 1 kilo of oranges.

THE TRUE COST OF FOOD  
 natureandmore.com

SOIL  
 Environmental costs: 12212.4  
 System health: 2010.6  
 Organic health: 11197.6  
 For society: 11197.6

BIO-DIVERSITY  
 Environmental costs: 1218.6  
 System health: 481.6  
 Organic health: 401.6  
 For society: 401.6

LIVELIHOOD  
 Environmental costs: 610.6  
 System health: 181.6  
 Organic health: 810.6  
 For society: 810.6

YOUR HEALTH  
 Environmental costs: 10871.6  
 System health: 181.6  
 Organic health: 10790.0  
 For society: 10790.0

CLIMATE  
 Environmental costs: 8724.6  
 System health: 2119.6  
 Organic health: 11044.6  
 For society: 11044.6

WATER  
 Environmental costs: 8453.6  
 System health: 2109.6  
 Organic health: 10563.6  
 For society: 10563.6

\* cost comparison according to the FAO, 2009

<<< M. EL SHISHINY <<< A. DEMERDASH

air water soil

EDOM STICE IDIARITY

GET THE FULL SUSTAINABILITY REPORT ON MAFA ORGANIC  
 SIMPLY CLICK ON <https://www.orgbox.com/fr/dati/mafa38b02c0/Sustainability%20report%20working>

<<< M. EL SHISHINY

>>> NATURE & MORE GROWER PASSPORT





# Nature & More Campaigns

“1 cent for the future – Thank You” campaigns



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





# True Cost of Food



**BUY ORGANIC  
PEARS AND  
SAVE 6 M<sup>3</sup>  
OF FERTILE  
SOIL. \***

\* PER 1000 SQM AND YEAR







# Eosta

Specialized in:

- Greenhouse Products
- Fruits (also Fair-Trade certified)
- “Tropical Wonder”
- “Wild Wonder”
- “Taste Wonder”
- “Snack Wonders”



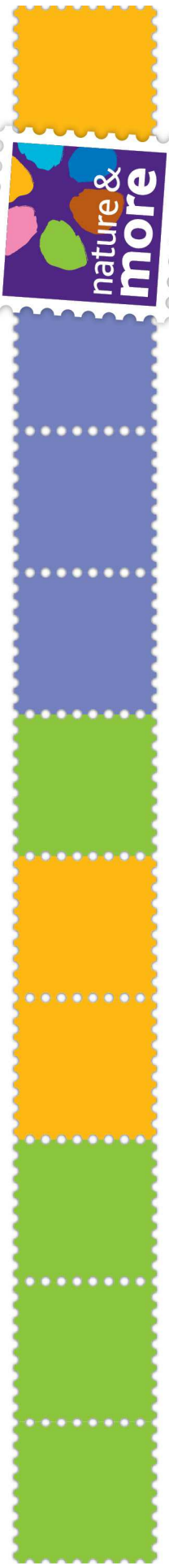


# Opportunities

- More demand than supply
- Proactive Healthcare
- Closer to Nature
- Focus on Taste
- Climate Change Opportunities
- Online information
- Old and New Varieties popular







- ENERGY INDEPENDENCE
- PRESERVE RAINFORESTS
- SUSTAINABILITY
- GREEN JOBS
- LIVABLE CITIES
- RENEWABLES
- CLEAN WATER, AIR
- HEALTHY CHILDREN
- ETC. ETC.

WHAT IF IT'S  
A BIG HOAX AND  
WE CREATE A BETTER  
WORLD FOR NOTHING?

CLIMATE  
**SUMMIT**

