
ORGANIC FRUITS & VEGETABLES... AND MORE!

WELCOME



AN INITIATIVE OF
eosta

EOSTA

- 27 years old
- European market leader in fresh organic produce
- Working with over 100,000 organic farmers around the world
- 110 employees
- € 100 mln turnover
- Initiator of the international Save our Soils campaign & Dr. Goodfood
- Partner of the U.N. Sustainable Development Goals



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PRODUCT RANGE

SPECIALIZED IN ORGANIC FRESH:

- Greenhouse Products
(Tomatoes, Cucumbers, Peppers, Eggplants)
- Fruit
(Citrus, Grapes, Apples, Pears, Pineapples, Avocado's, Berries, Tropicals)
- Root Crops
(Ginger, Turmeric, Sweet Potato)



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MAIN MARKETS



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Germany, Austria & Switzerland



Sweden & Denmark



France



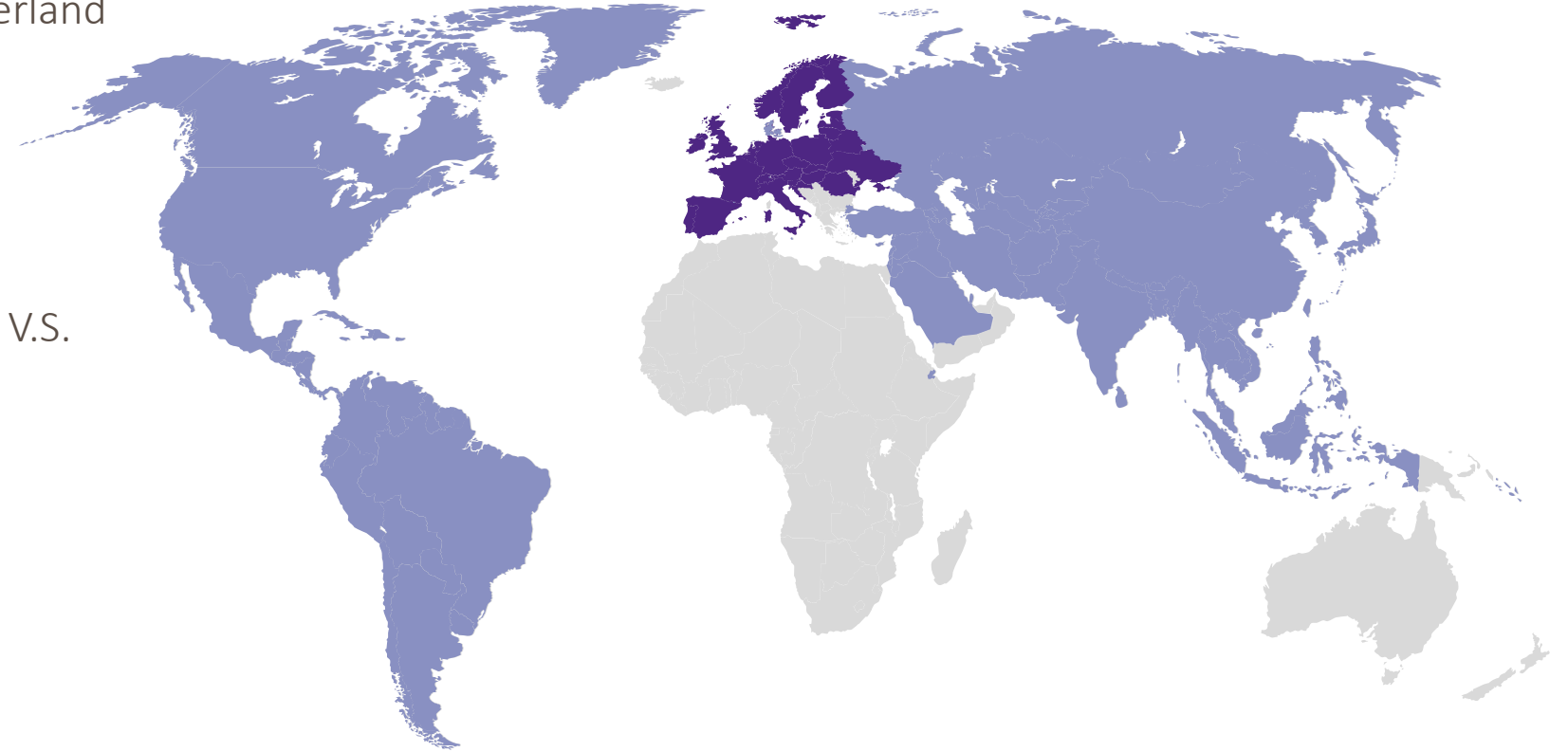
Benelux



North America, Canada & V.S.



Asia, China & Singapore



- Wholesale health food
- Supermarkets
- Catering
- Industry

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



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TODAY'S CONSUMER



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- Critical, unpredictable
- Huge distrust of the food industry
- Key interests: Convenience, Price, Health, Status, Fair-Trade, Local, GMO free, Animal friendly plus more ..

I have a voice

TODAY

...individuals and communities are also “defining” a brand and are using the internet as their stage.



FROM REACTIVE TO PROACTIVE HEALTHCARE



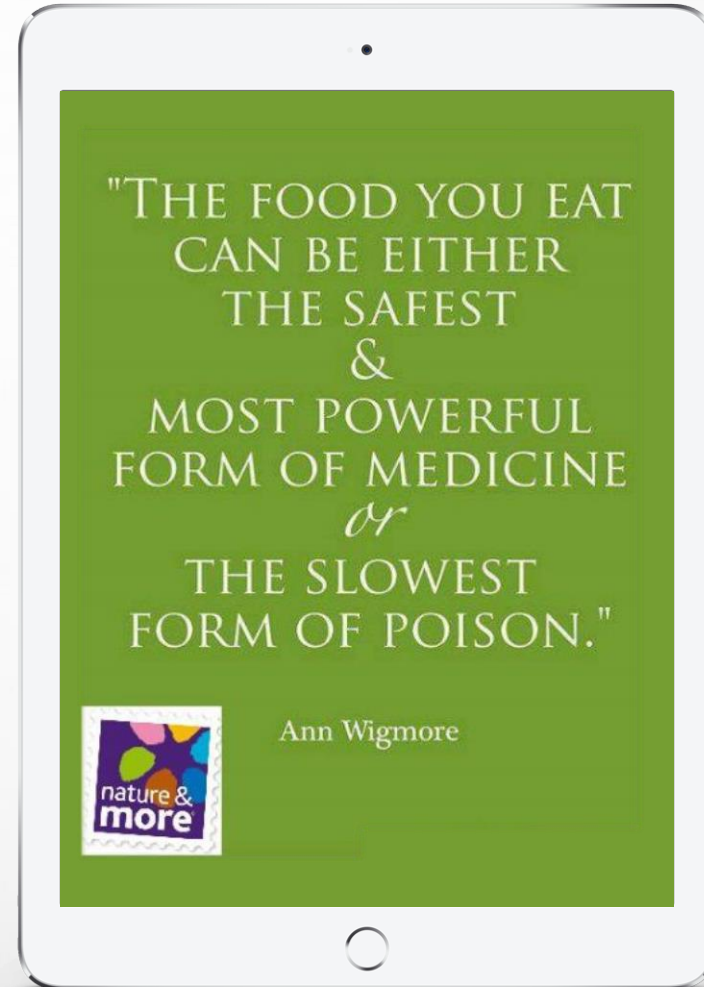
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»People are fed by the Food Industry,
which pays no attention to health,
and are treated by the Health Industry,
which pays no attention to food.«

- Wendell Berry

Organic farmers and consumers
are determined to change this!



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



Ann Wigmore

THE "PURPOSE" FACTOR



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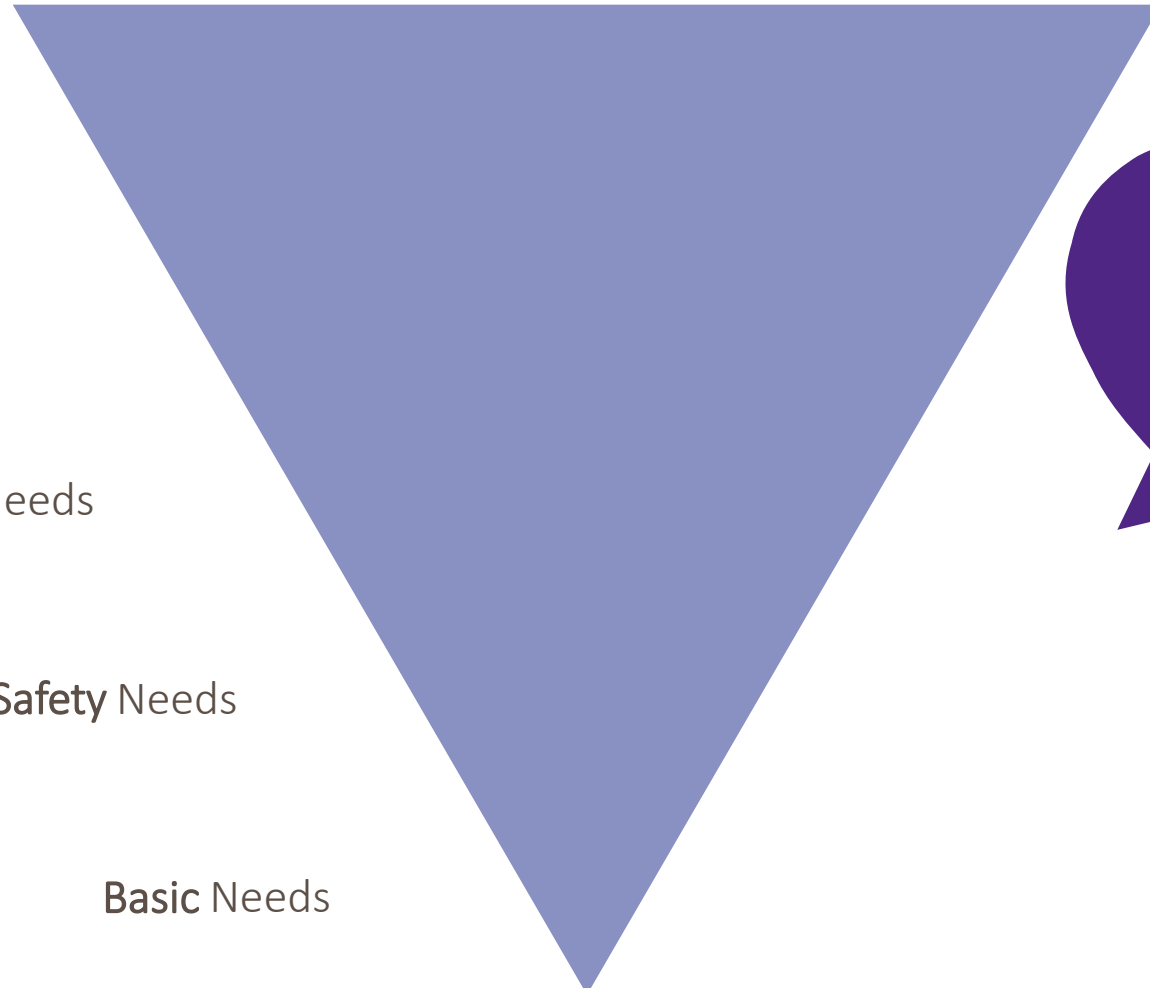
Self Actualization

Esteem Needs

Social Needs

Safety Needs

Basic Needs



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

BEYOND ORGANIC!



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THE “MODERN DAY ORGANIC CONSUMER”

...expects and demands more from the organic product than current legislation lays out . Basically when someone buys “organic”, that person 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!

TRACE & TELL



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Visit my Farm!

enter 565 at natureandmore.com

nature & more
organic, fair

A graphic designed to look like a postage stamp with a white scalloped border. It features a photograph of a smiling Black man in a white shirt. The text 'Visit my Farm!' is written in a purple, handwritten-style font. Below the photo, it says 'enter 565 at' in white and 'natureandmore.com' in blue on a yellow background. To the right of the photo is the 'nature & more' logo and the words 'organic, fair' in a green, cursive font.

NATURE & MORE GROWERS



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GROWER STAMP



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HOME

FARMERS & GROWERS

VEGETABLES & FRUIT

RECIPES

NEWS

ABOUT US

Q & A'S



nature

& more



MEET OUR GROWERS

1 2 3

Search



TRANSPARENT

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



THE SUSTAINABILITY FLOWER



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GOALS

Meeting the needs

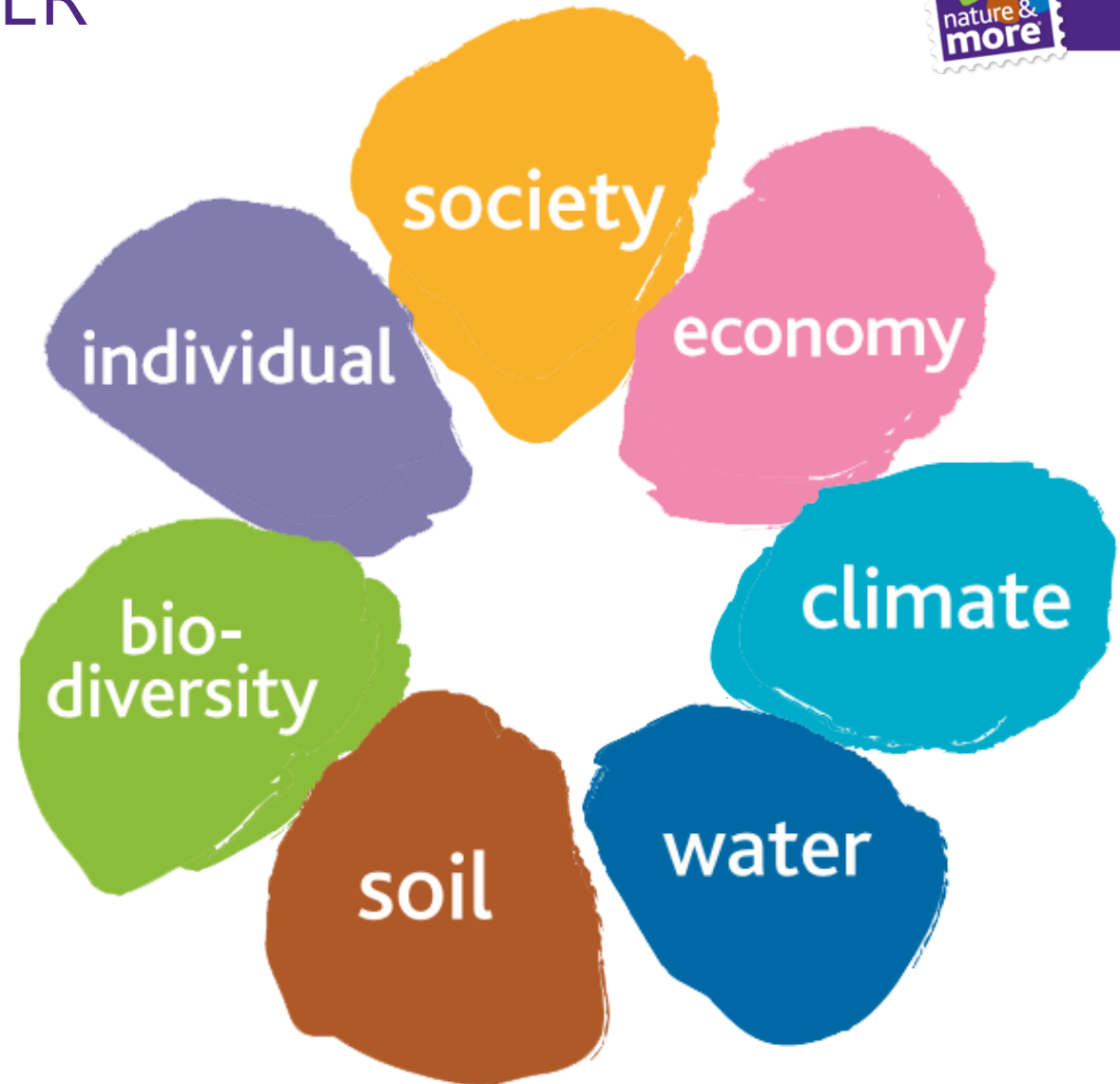
of the concerned consumer regarding sustainability issues

Communicating

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

Making sustainability issues clear

for growers, customers and consumers

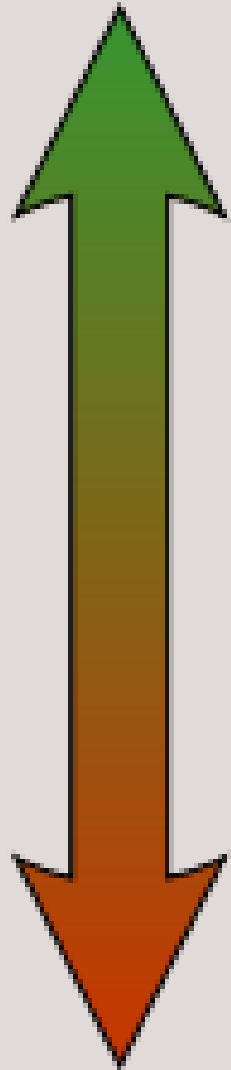




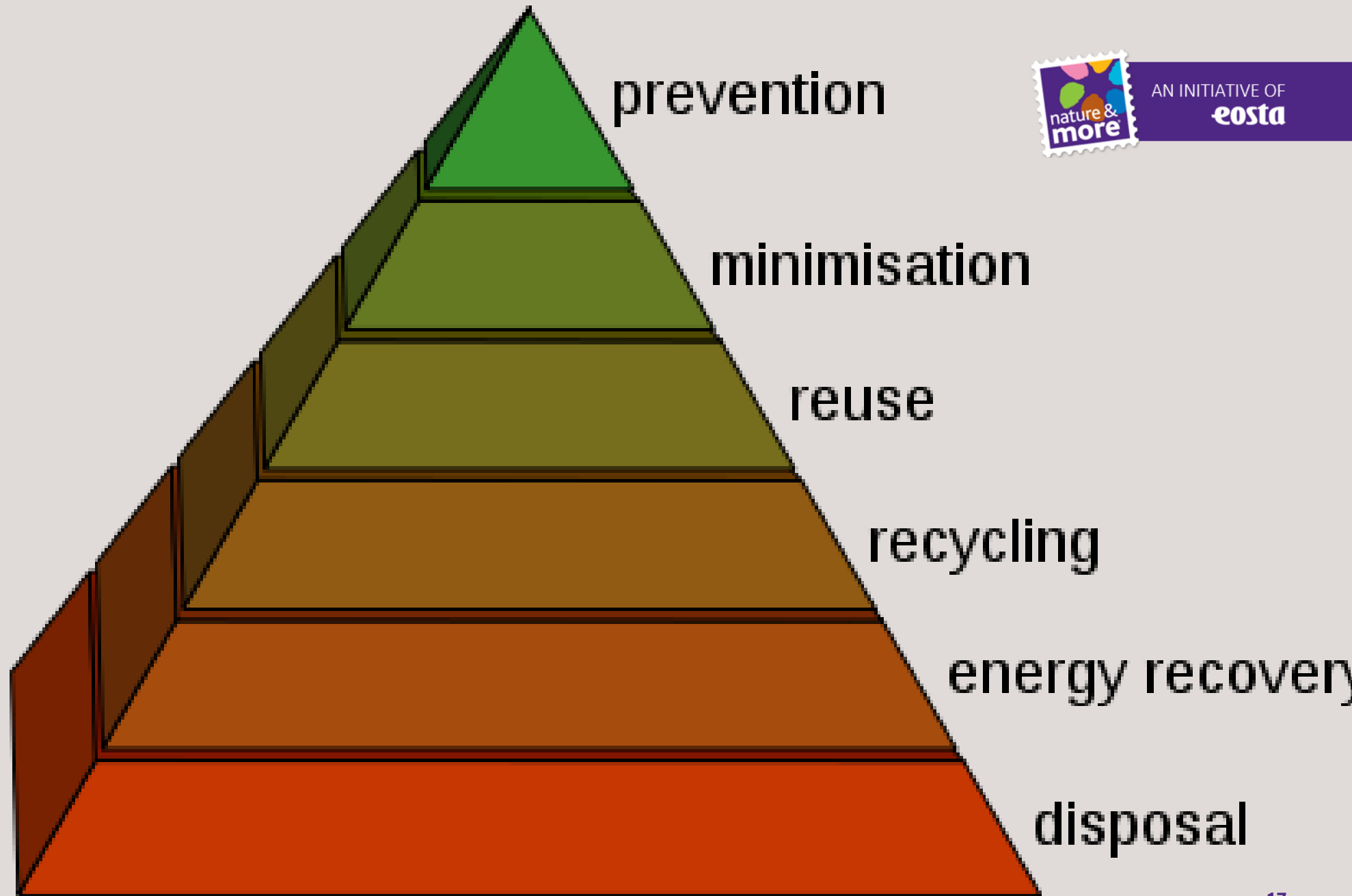
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PLASTIC PACKAGING IS NOT
THE ANSWER

most
favoured
option



least
favoured
option



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EOSTA PACKAGING POLICY

- Don't Pack
- Natural Branding
- Sticker on a product
- Sugar cane (carton) without film
- Sugar cane (carton) with (bio) film
- Bio plastic Packaging
- Traditional plastic packaging



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Nathalie Gordon @awilnatty · Mar 3

If only nature would find a way to cover these oranges so we didn't need to waste so much plastic on them.

DONT PACK



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FIGHTING PLASTIC

- European Legislation requires organic products to be differentiated from non organic
- Therefore many fresh organic fruits and vegetables are packed in single use harmful packaging
- 60% are packed just for this reason
- This is unacceptable and we are therefore focusing on more sustainable alternatives



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PEOPLE HATE PLASTIC

UNVERPACKT EINKAUFEN

Eine repräsentative Umfrage unter 1.016 Deutschen zwischen 18 und 69 Jahren zum Potenzial von Unverpackt-Läden



... der Deutschen gefällt die Idee der Unverpackt-Läden

71%

aber nur 8% haben dort bereits einmal eingekauft

14% der Männer kochen nicht mit frischen Zutaten und würden Fertiggerichte in Unverpackt-Läden vermissen



72% der Männer und 78% der Frauen ziehen den Einkauf unverpackter Lebensmittel in Betracht

73% der Deutschen möchten allgemein Verpackungen vermeiden und 72% zudem die Umwelt schützen

Lebensmittel, für die die Deutschen Mehrwegbehälter zum Einkaufen mitbringen würden:



84%

Obst

81% Gemüse



69%



Nüsse

Aber nur jeder 2. wäre bereit für biologisch abbaubare Verpackungen mehr zu zahlen



NATURAL BRANDING

- It is a natural, ecofriendly manner of branding a piece of fruit or vegetable
- It is a contactless method that is completely safe and totally natural
- A high definition laser removes the pigment from the outer layer of the skin of the product
- Does not have a negative effect on the taste, aroma or shelf-life of the product



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NATURAL BRANDING

- Project start: 2011
- Market Introduction (Test phase with ICA Sweden): 2016
- Today: 10 Customers in 5 countries
- Worldwide publicity



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NATURAL BRANDING PHASE

1 - 2 - 3

- Phase 1: products that can easily be branded and where the skin / peel of the product is generally not consumed
- Phase 2: products that can easily be branded and where the skin / peel is consumed
- Phase 3: products that before we could not brand but are now able to do.
- Challenges: Bell Pepper, Coloured Apples





VORTEILE FÜR KUNDEN

NYHET!
ICA är först ut i Sverige med att märka vissa produkter med lasermärkning i skalet, istället för stickers eller plastförpackning.

Hållbar märkning

ICA använder en unik lasermärkning för att identifiera våra ekologiska produkter. Detta innebär att du kan se vilken produkt som är ekologisk och vilken som inte är ekologisk. Detta innebär också att du kan se vilken produkt som är ekologisk och vilken som inte är ekologisk.



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CARTON TRAY

- Strong material that can be recycled
- Easy to carry
- Produced from a renewable resource
- Attractive and natural look and feel
- Product well visible
- Holds the product in place



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SUGAR CANE WASTE

- Renewable, fast growing crop with numerous harvests per year
- The fiber is made of waste material
- 100% GMO free
- “Tree less” – not a single tree needs to be chopped down



SUGAR CANE WASTE MATERIAL

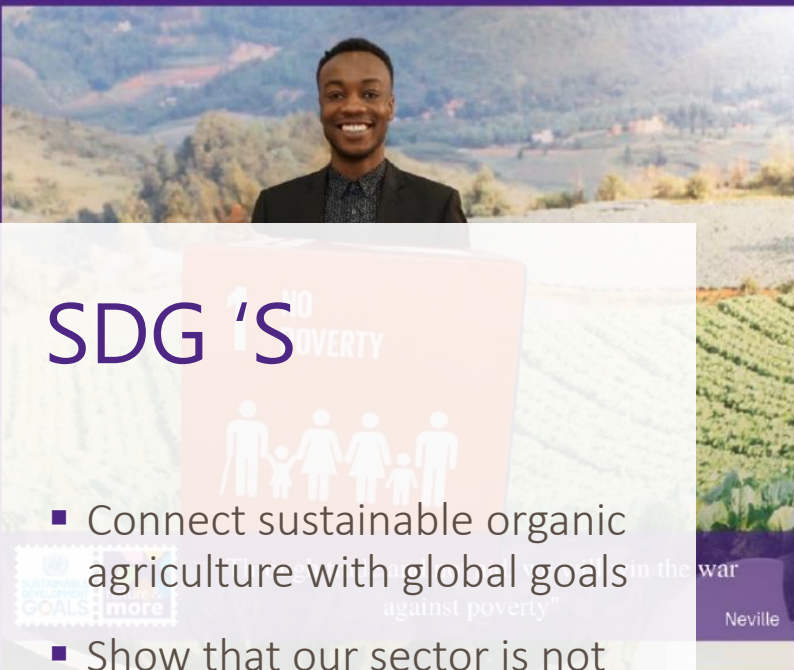
- Guaranteed oil free
- Natural look and feel
- Can be recycled as paper
- No new land is necessary for the production



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SDG 'S

- Connect sustainable organic agriculture with global goals against poverty
- Show that our sector is not just interested in making money
- Make the goals concrete for people who are not actively involved



Neville



Nada



Ulf



Bob



Baris

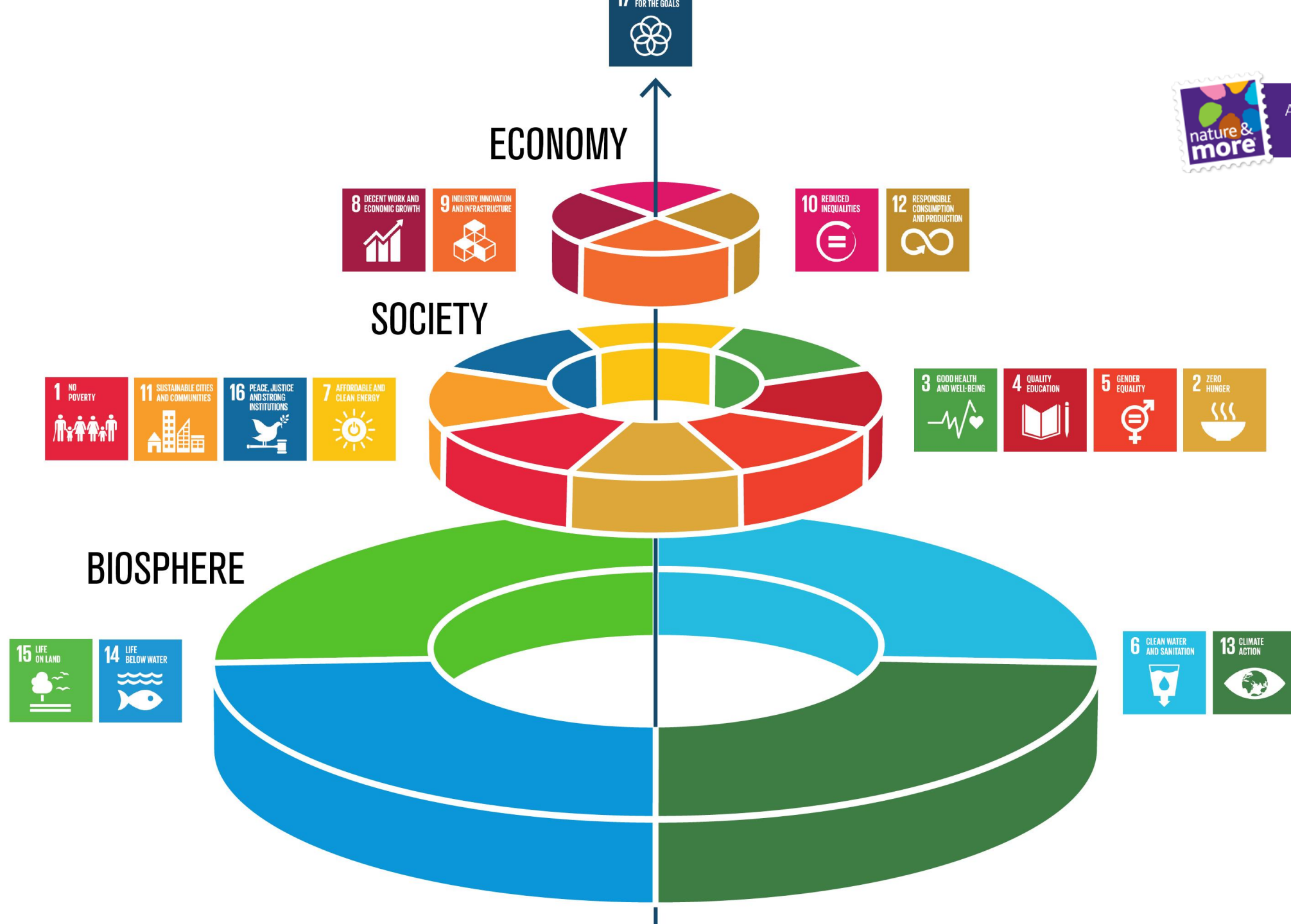


Lars





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THANKS

FOR SUPPORTING SUSTAINABLE
ORGANIC FARMING AND PACKAGING
PRACTICES !

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