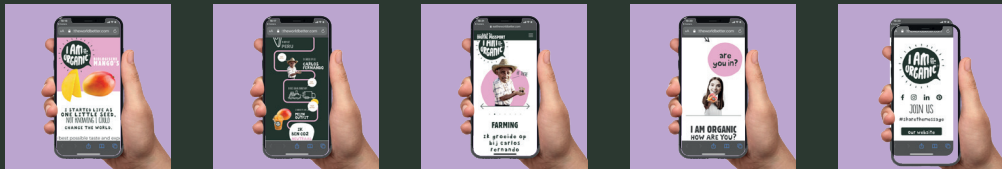


STORYTELLING IN DIGITALE EXPERIENCE VIA QR-CODE



I AM Organic® wants to make organic mainstream. We add WOW to organic food!

In our digital passports:

- We inspire consumers to eat (more) **organic**
- We are **100% transparent** about all steps and details in our vertically integrated supply chain
- We communicate about our **sustainability ambition** and how our products are **CO2 neutral**
- We explain our objective with regard to **fair practice**, e.g. fair trade and true pricing
- We invite consumers to join our **community to eat the world better**

Each product has its own unique passport based on origin, variety, transport, packaging, recipe inspiration, etc.

Scan the QR code(s) on the right for an example of our mango passport and flat parsley passport



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ORGAN TO.COM





I AM ORGANIC[®] BRINGS CONSUMERS FRESH ORGANIC FRUITS, VEGETABLES AND HERBS.

Tasty and healthy. Year-round from all over the world. It's not just a brand. It's a community, or even better, a movement. I AM ORGANIC inspires people to eat the world better. We strive for the best possible **taste** and **experience**, combined with the lowest possible carbon footprint. We offer **100% transparency** using QR-codes and digital passports, that show consumers the origins of each specific product. We cooperate with local farmers and believe in less packaging, more communication. Together with our consumers we want to contribute to a healthier world for everyone. It's our mission to become the most successful and attractive organic brand in the world. I AM ORGANIC is a movement. That's why we ask consumers to join our community and eat the world better.



ORGANIC



SUSTAINABLE:
CO2 NEUTRAL



DIGITAL EXPERIENCE
VIA STORYTELLING



FAIR