



Those Bridges Weren't Built Overnight!

15 years, 7500 local farmers and it's just the beginning

Hasan Hüseyin Cevizdalı

Elite Naturel

How It All Started

A Generation in Jeopardy

How pesticides are undermining our children's health & intelligence

IT'S NOT SAFE TO BREATHE;
BUT IT'S SAFE TO EAT!

Welcome to the bright future of biotech




WARNING:
Pesticides are Dangerous to Your Health!




Stop Endocrine Disrupting Chemicals!

Photo: Susan Brown, 2002. Risk and the Health



There are more than
450 Pesticides
on your plate!



Nitrogen, Phosphorus and pesticides. The threat to our ecosystem, and YOUR HEALTH.

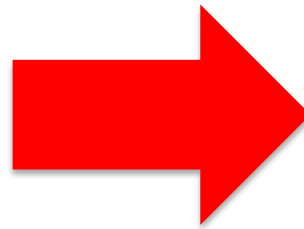
It is not better living through chemistry.

Big companies would have you believe that synthetic chemical Nitrogen and Phosphorus fertilizers infuse nutrients into our soil, so plants can prosper, and the use of pesticides is necessary to keep plants disease free. **This is not the case.** The application, and **over use of Nitrogen, Phosphorus and pesticides, ONLY "force feed" the plant and not the soil, and in turn, destroys the beneficial microbes (good bacteria), and the necessary minerals that both plants AND YOU need for health, and to fight disease.** As a result, soil is depleted of minerals, foods are depleted of nutrients, and food is laced with chemicals and pesticides. It is **NOT better living through chemistry. And, YOUR HEALTH is at risk.**

A New Business Model



U-Turn For The Better



Bridging The Old with The New



Farmers At The Heart Of Our Mission



The Organic Argument



- organic is the road to a sustainable export business
- organic product is already a sold product
- all necessities from organic fertilizers to medication will be supplied
- organic certificates will be paid for
- free consulting all year round

- future generations' health in your hands
- your farmlands will be the heritage you leave behind

The Organic Epidemic



Oblivious to Organic



Organic Zealots

15-20 Early Adopters



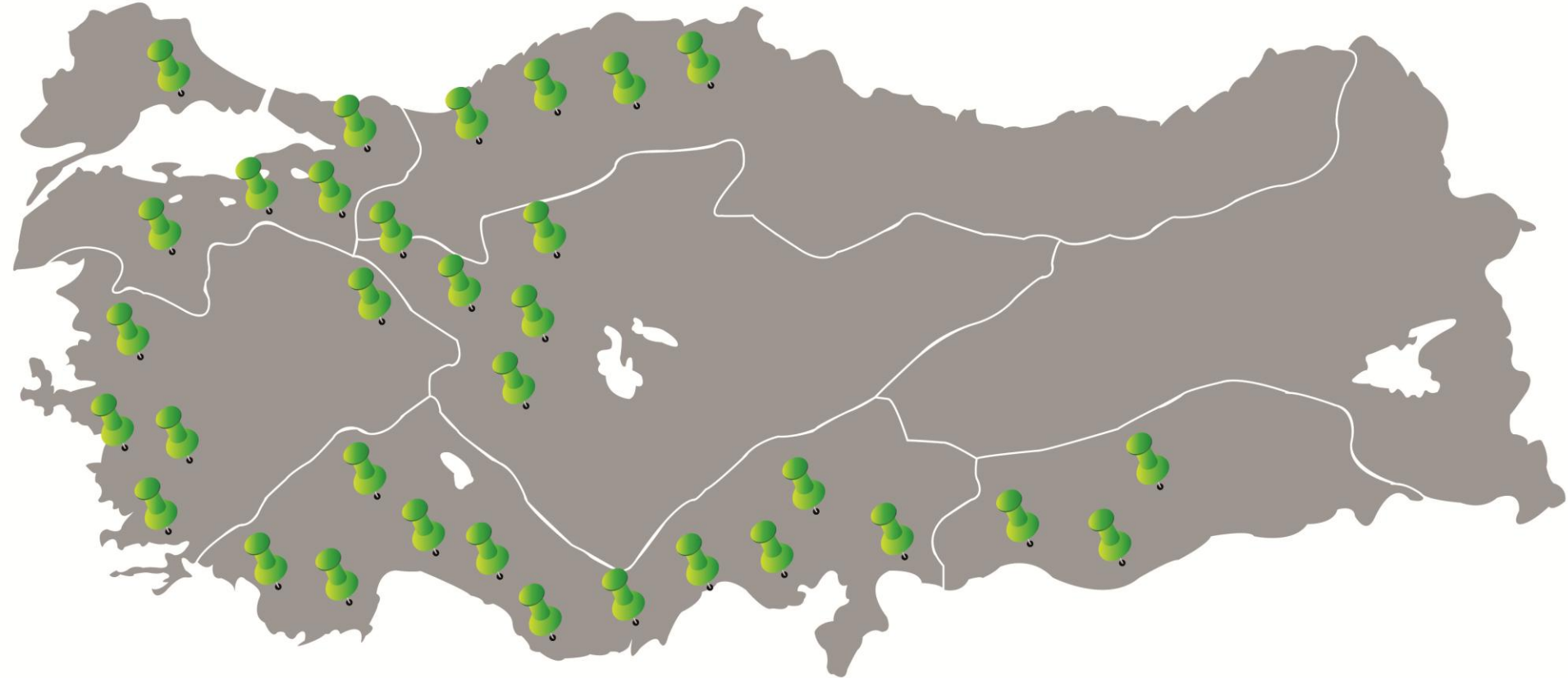
100's in the Franchise

Organic Farmlands

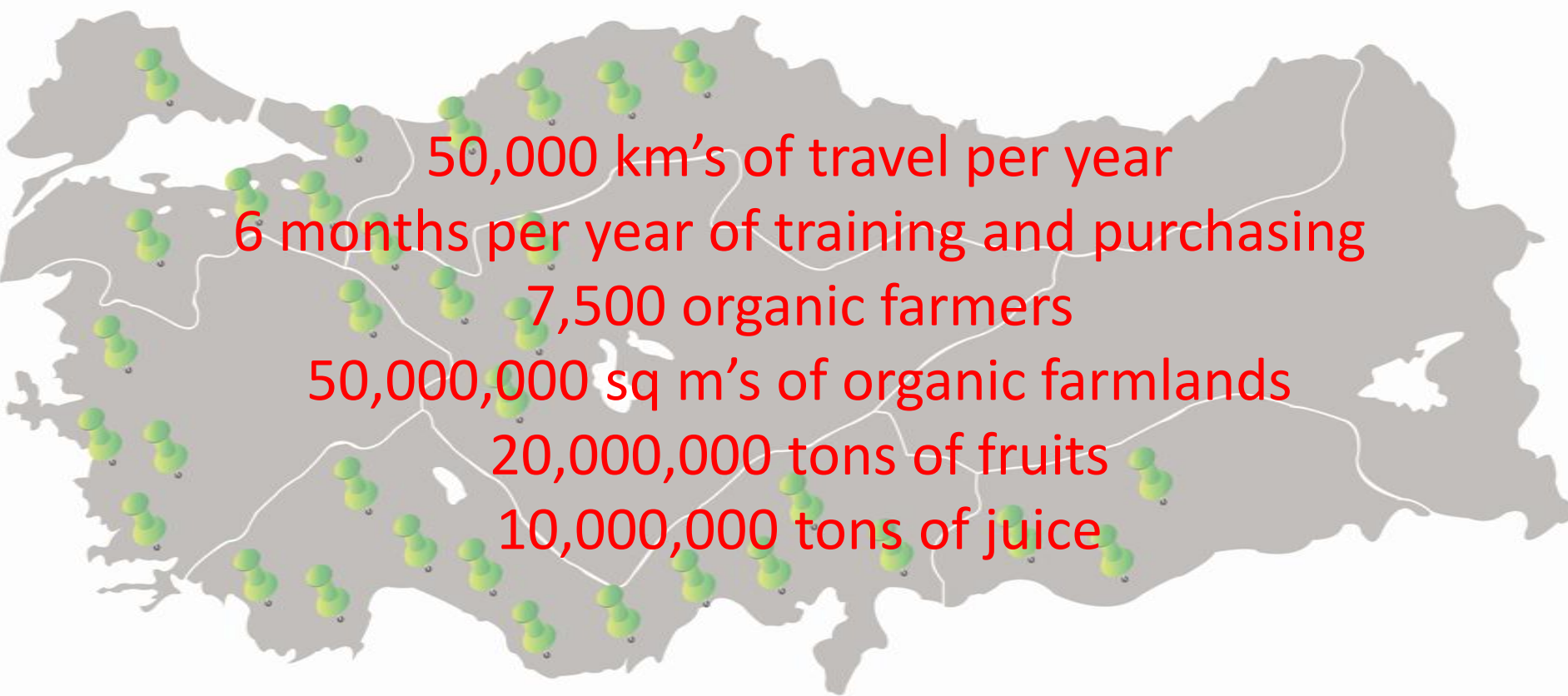


Organic Villages

Elite Naturel Organic Footprint



Elite Naturel Organic Footprint



50,000 km's of travel per year
6 months per year of training and purchasing
7,500 organic farmers
50,000,000 sq m's of organic farmlands
20,000,000 tons of fruits
10,000,000 tons of juice

Juices Beyond Borders

