Nature Posivite by “Nature”

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Who is NaturaSì

Is an ecosystem with

- **almost 300 farms 100% organic certified, utilizing 10.000 hectares of land;**
- **about 600 suppliers 100% organic certified;**
- **350 stores in Italy, even them organic certified (e.g. only organic products, 100% renewable energy, organic painting, FSC wood…)**
- **about 1.000.000 consumers with a strong loyalty (e.g. opening rate of newsletter more than 30%)**
- **half-a-billion euro revenue**

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Established in 1986, the major shareholder of NaturaSi is a no-profit Foundation who has the governance of the company (steward ownership governance model) with 3 main principles

Healthy food … for people

Healthy agriculture … for the planet

Healthy economy… the true price

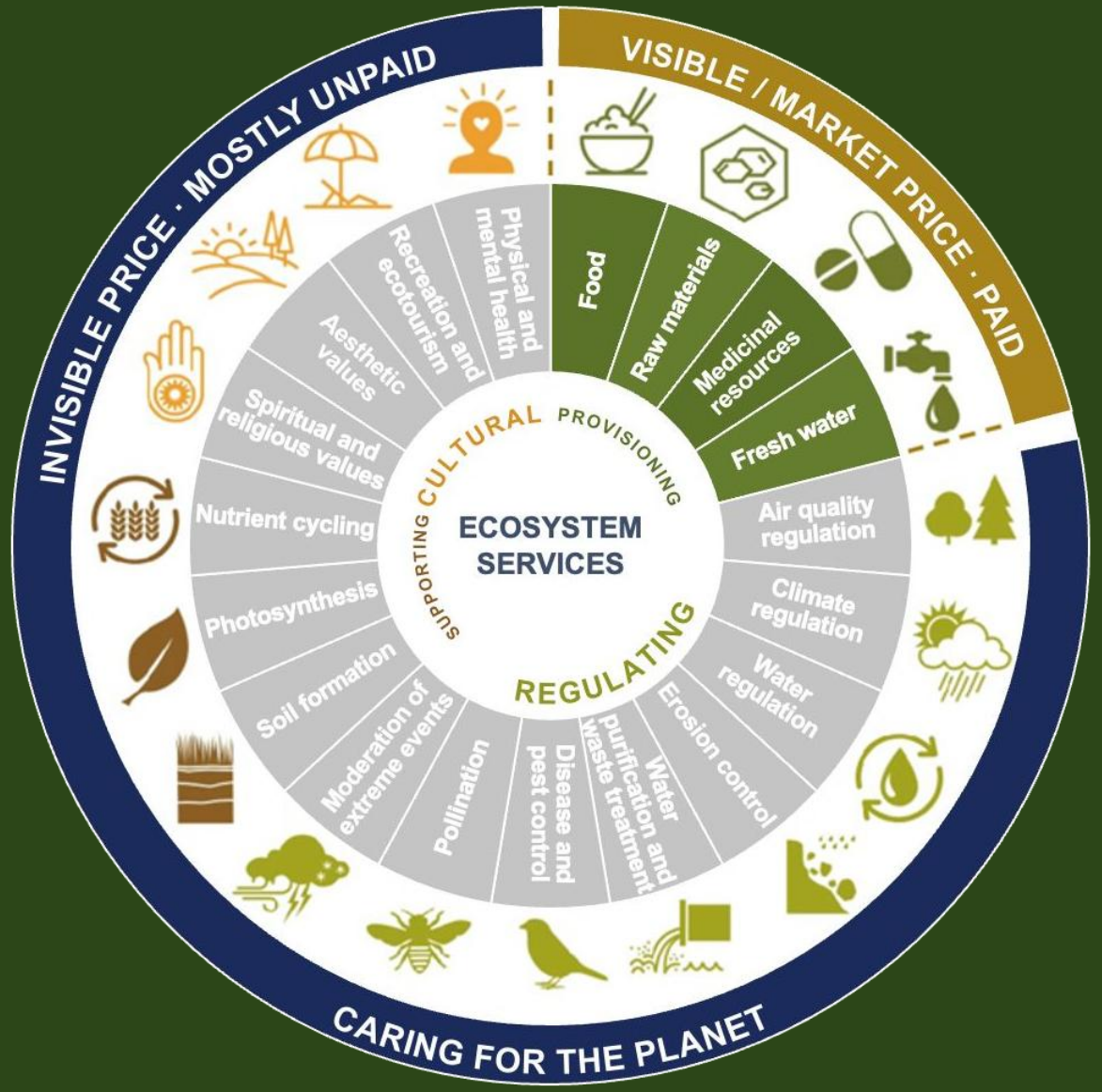
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NATURE POSITIVE

We pay for food

+

we pay to take care of the planet as well



Adapted from Millennium Ecosystem Assessment (2005)

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the farmer's price* for delica pumpkin

* recognized

€1.30 per kg breakdown:

€0.97* per kg product cost

€0.33 per kg for ecosystem services
e.g.: soil fertility care, biodiversity, landscape protection

* We have performed analytical calculations that take into account all production items: inputs, personnel, rent, packaging, processing, transport, research, farmer's remuneration, etc.



do you know the true price of food?
go to **naturasi.it**

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organic shops and farms

and 33 cents (25%) go to caring for the planet

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