



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.



According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

T for Taste...
T for Throat...

that's your
proving ground
for any cigarette.
See if Camels
don't suit your
"T-Zone" to a "T."



CAMELS

Costlier Tobaccos

eosta

where ecology meets economy

For a better start in life
start **COLA** earlier!



- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!

How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

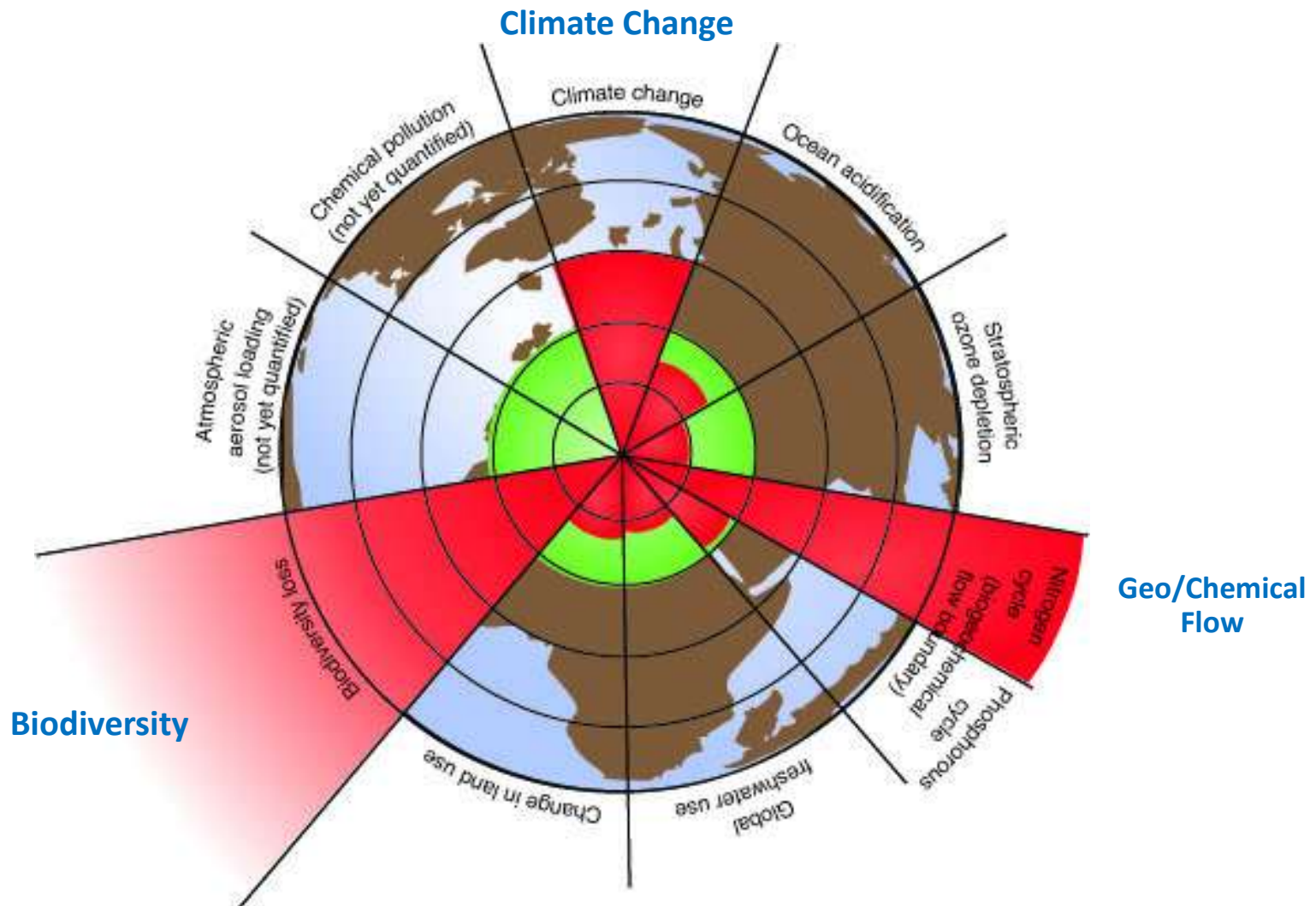
The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.



Coca-Cola
Light

Coca-Cola
Light

Planetary Boundaries





SUSTAINABLE DEVELOPMENT GOALS



PROFIT (RE-DEFINE)

DIFFERENTIATE

PEOPLE

DANCE

PLANET

DELIVER



Source: McKinsey & Company, 2017













OVERVIEW

MAP

HOME



Hi, I'm Gonzalo and I grow organic avocado's in Peru!



'Click to see my personal sustainability flower in action!'



LANGUAGE



SITE SEARCH

enter keywords

CONNECT WITH US



NEWSLETTER

friends

business



About my farm

VIDEO

Best Authentic Guacamole Re...



and I joined him two years later. My wife Luisa, my three daughters and one son and their families are all involved with the company one way or another. Thanks to our organic approach, we live a wonderful life in the countryside, amidst an abundance of plant and animal diversity.

Products grown on this farm









Ethical Trading Initiative
Respect for workers worldwide



BSCI
Business Social Compliance Initiative



Global Reporting Initiative™



THE SUSTAINABILITY CONSORTIUM™

GLOBALG.A.P.



World Business Council for Sustainable Development



Food and Agriculture Organization of the United Nations



where ecology meets economy

FOOD WITH A STORY
WWW.NATUREANDMORE.COM



GROWER PASSPORT



PASSED

GLOBAL G.A.P.
The Global Partnership for Good Agricultural Practice



NAME
GONZALO DE LA VEGA

LOCATION
PERU

FARM
AVORGANIC

GROWER CODE
AT NATUREANDMORE.COM
321

ORGANIC CROPS
AVOCADO

CERTIFIED BY
• PERUCERT
• CONTROL UNION DEL PERU

CERTIFICATES
• ORGANIC 834/2007
• GLOBAL G.A.P.



>>> NATURE & MORE GROWER PASSPORT >>>

<<< GONZALO DE LA VEGA <<< PERU <<<

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FOOD WITH A STORY
WWW.NATUREANDMORE.COM



GROWER PASSPORT



PAS

GLOBAL
The Global Partnership for

THE TRUE
COST
OF FOOD

>>> NATURE

NAME
GONZALO DE LA
VEGA

LOCATION



HEALTH

Organic agriculture generally results in lower overall energy use, because no pesticides or artificial fertilizers are used. This results in a low carbon footprint.

SOCIAL

In the organic orchards of Patagonian Fruit no pesticides are used, which means that there is a fairly consistent diversity of insects and other small organisms. A healthy soil and healthy environment produces healthy plants with more resistance. Patagonian Fruit has an action policy to stimulate plant biodiversity by protecting indigenous breeds of plants and animals, by using compost or livestock manure to increase the concentration of micro-organisms, and by introducing natural enemies of weeds and pests.

BIODIVERSITY

Hugo Sanchez: "In the south of our valley lies the El Cuz department, where the Mapuche ethnic group live in impoverished conditions in a harsh desert environment. We are supporting a group of 15 villages with the help of a social priest, Father Juan Aguirre. In eight years we have conducted many projects such as planting trees, creating a library and providing teachers for the six kindergartens. But perhaps our most important goal is to give the young people of El Cuz a good education, so that they will have a better future." Nature & More is supporting Hugo's project within the "I Care for the Future" campaign.



CLIMATE

The use of compost and mulch increases carbon sequestration in the soil. Since Patagonian Fruit is an organic farm and does not use any energy-consuming chemical fertilizers and pesticides, their products have a relatively low carbon footprint. Furthermore, the fruits are shipped to Europe, which is again an energy-efficient means of transport - making the organic apples and pears almost energy-neutral, according to a study by Soil & More International B.V.

WATER

The organic compost Patagonian Fruit uses increases the water holding capacity of the soils and therefore reduces the water consumption of the plants. To irrigate the fields, drip irrigation is used, which is the best water-efficient system.

SOIL

To maintain soil fertility, particularly in and around the Patagonian orchard, is the answer. The positive effects of composting are numerous. Soil water management is improved, with better drainage and reduced erosion and runoff. As a result the soil is more resistant to drought or flooding. Biodiversity is greatly increased. Soil-borne diseases are suppressed. More organic matter is stored in the soil, that compensates for greenhouse gas emissions. In short, good composting brings fertility to the whole orchard.

CLICK HERE TO GET THE FULL NATURE & MORE
SUSTAINABILITY REPORT ON AVORGANICS!



>>> NATURE & MORE GROWER PASSPORT >>>

<<< GONZALO DE LA VEGA <<< PERU <<<

ORGANIC TOO EXPENSIVE... OR CONVENTIONAL TOO CHEAP? CLICK HERE AND DISCOVER THE TRUE BENEFITS AND COSTS OF GONZALO'S ORGANIC AVOCADOS!

CLICK

THE
TRUE
COST
OF FOOD



LIVELIHOODS

Conventional cost: € 998
Organic benefit: € 1025
Organic benefit for society: € 2023

HEALTH

Conventional cost: € 2.808
Organic benefit: € 498
Organic benefit for society: € 3.248

CLIMATE

Conventional cost: € 3143
Organic benefit: € 1101
Organic benefit for society: € 4.244

BIO-DIVERSITY

Conventional cost: € 2169
Organic benefit: € 294
Organic benefit for society: € 2417

SOIL

Conventional cost: € 1169
Organic benefit: € 254
Organic benefit for society: € 1417

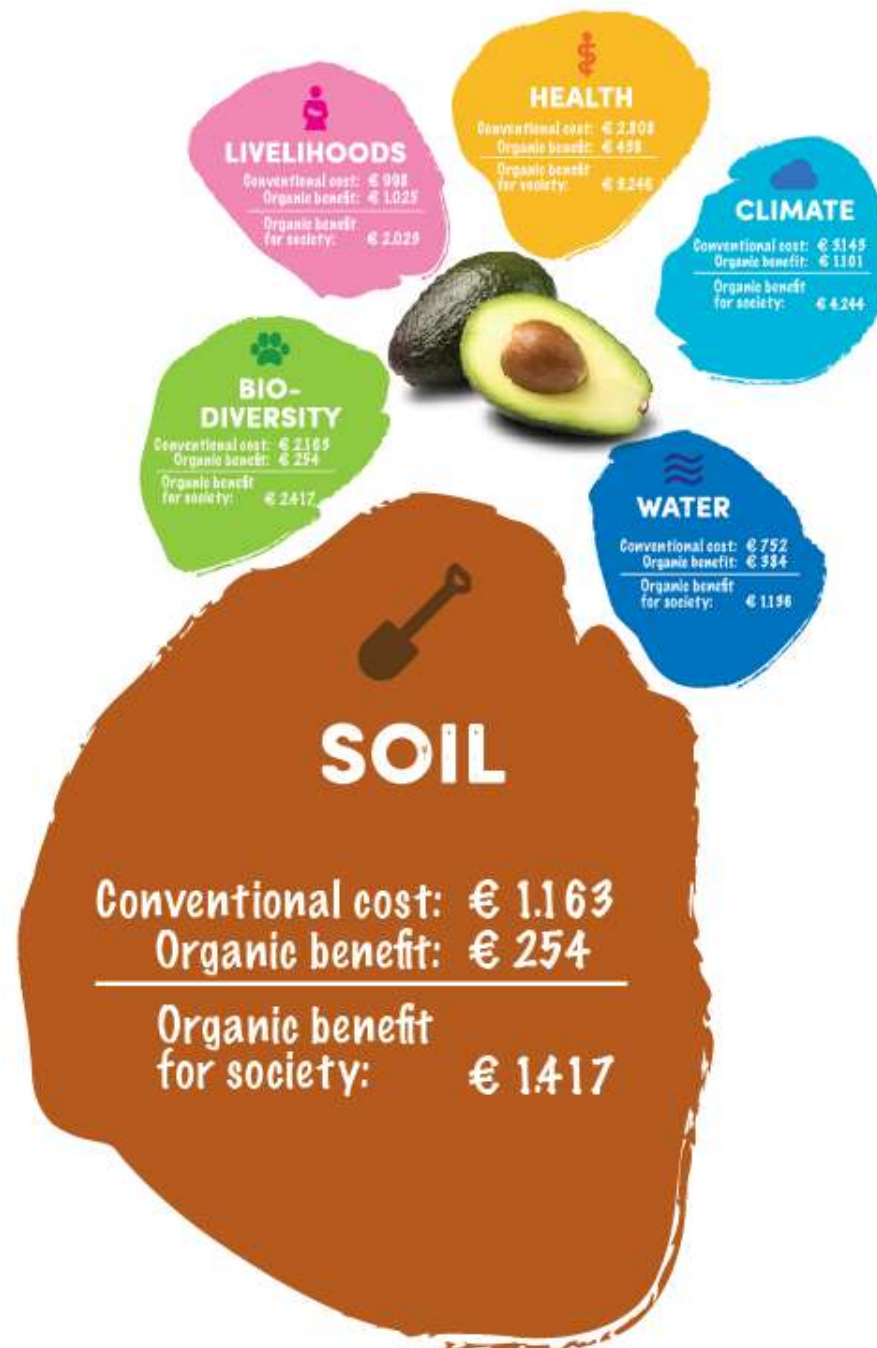
WATER

Conventional cost: € 752
Organic benefit: € 384
Organic benefit for society: € 1136

cost comparison per hectare / year,
and according to FAO

>>> NATURE & MORE GROWER PASSPORT >>>

<<< GONZALO DE LA VEGA <<< PERU <<<





Recycling municipal green waste - biodynamic compost in South Africa





The Soil is the Limit

According to the United Nations every minute 30 soccer fields of soil are lost, mostly due to irresponsible farming techniques. This causes hunger, speeds up climate change and threatens our ability to feed the world. Considering that 99.7% of our food comes directly from the soil, we need to turn the tide.

That's why the United Nations and Nature & More call for action now!



Organic = the Soilution

Healthy food starts with healthy soils.

Organic farmers:

- restore degraded soils and prevent erosion
- make soils resistant to droughts & floods
- stimulate biodiversity
- fight climate change by increasing carbon storage

Become a Soildier and win a prize

1. Become an urban farmer
2. Film it, Youtube it and make a buzz
3. Win a trip to Egypt and see how we green the desert.

www.saveoursoils.com

www.saveoursoils.com

Soil mate





Desmond Tutu



Vandana Shiva



Jose Graziano da Silva FAO



Sarah Wiener



Klaus Töpfer



Chief Arvol Looking Horse



Julia Roberts



Dalai Lama



Renate Künast



The Prince of Wales

HEALTH



**BUY ORGANIC
AVOCADOS
AND SAVE 6 M³
OF FERTILE
SOIL.***

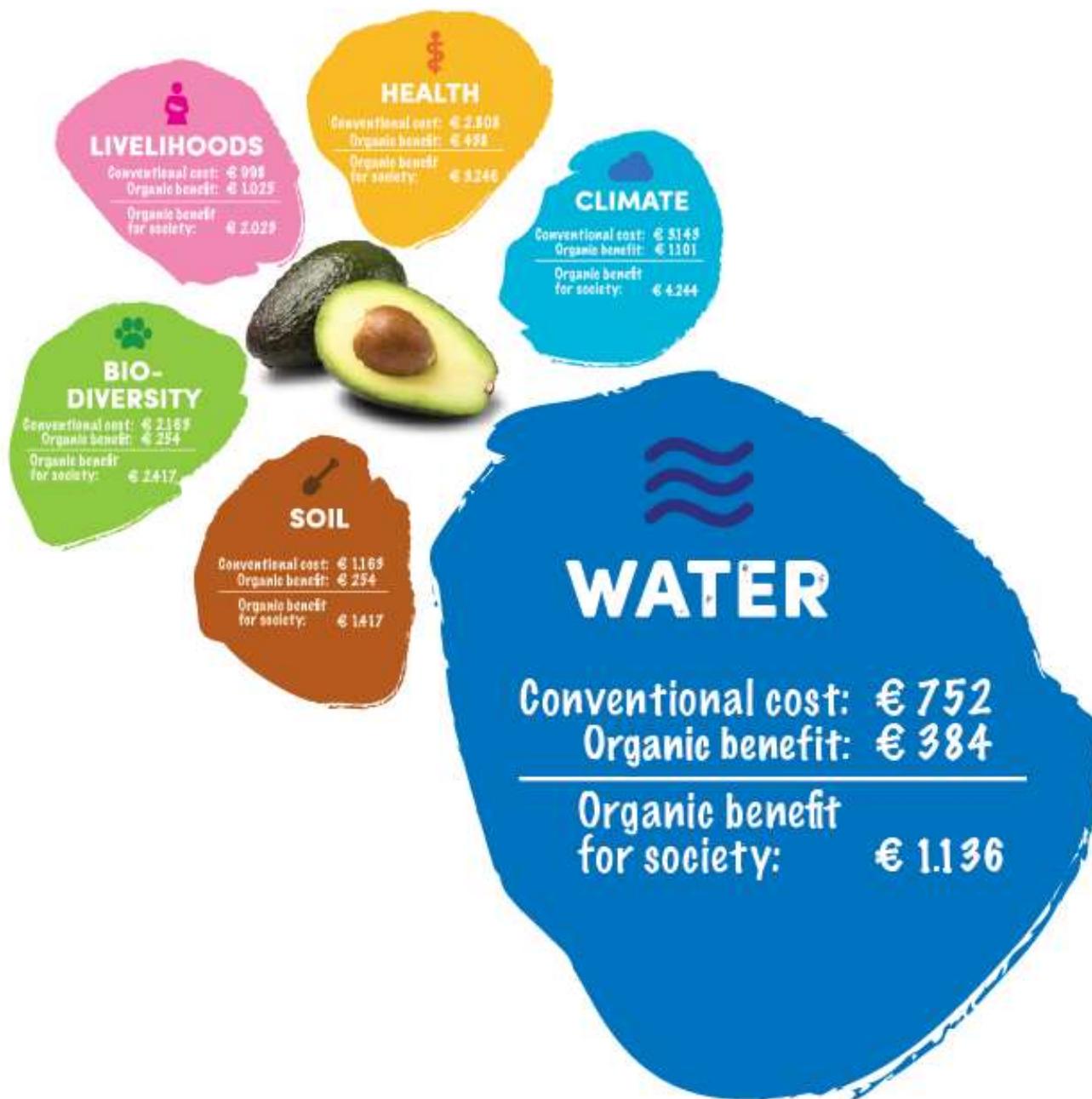
* PER 1000 SQM AND YEAR

 **THE
TRUE
COST
OF FOOD** 



Organic benefit: € 254

Organic benefit
for society: € 1417




LIVELIHOODS


HEALTH
Conventional cost: € 2.808
Organic benefit: € 458
Organic benefit: € 2.350



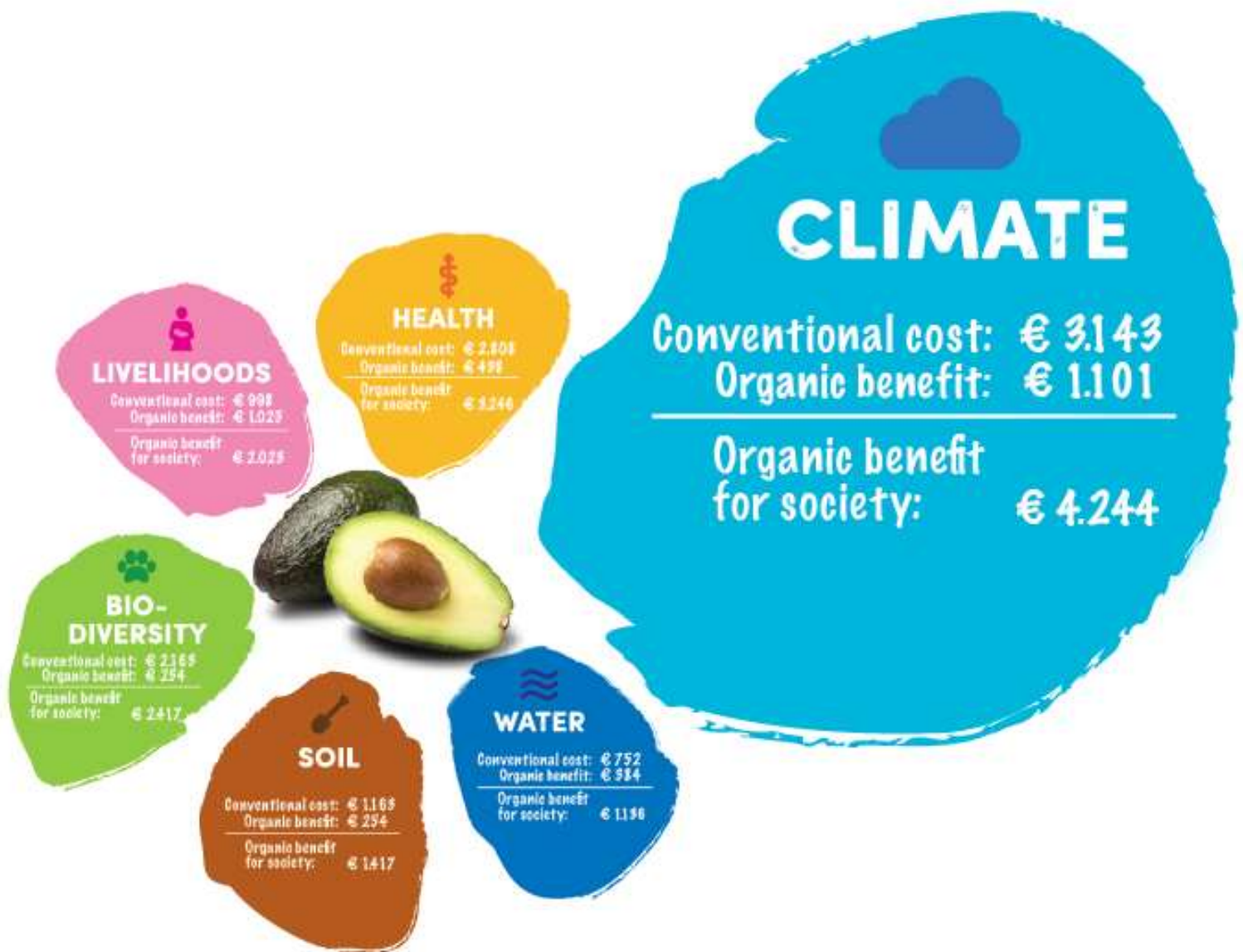
**BUY ORGANIC
GRAPES
AND SAVE
25.200 LITRES*
OF WATER.**

* PER 100 SQM AND YEAR


**THE
TRUE
COST
OF FOOD**



for society.





**BUY ORGANIC
PINEAPPLES
AND SAVE
400 LITRES* OF
GREENHOUSE
GASSES.**

* PER HECTARE AND YEAR



**THE
TRUE
COST
OF FOOD**



Organic benches
for society: € 1417



HEALTH

Conventional cost: € 2.808

Organic benefit: € 438

Organic benefit
for society: € 3.246



LIVELIHOODS

Conventional cost: € 998
Organic benefit: € 1.029

Organic benefit
for society: € 2.029



BIO-DIVERSITY

Conventional cost: € 2169
Organic benefit: € 254

Organic benefit
for society: € 2417



SOIL

Conventional cost: € 1169
Organic benefit: € 254

Organic benefit
for society: € 1417

CLIMATE

Conventional cost: € 3149
Organic benefit: € 1101

Organic benefit
for society: € 4.244

WATER

Conventional cost: € 752
Organic benefit: € 384

Organic benefit
for society: € 1194



WAS UNSER
ESSEN
WIRKLICH
KOSTET



KAUFE BIOLOGISCHE
ÄPFEL UND
SPARE DIR 27
KRANKHEITSTAGE.*

* PRO HEKTAR UND JAHR

Conventional cost: € 1169
Organic benefit: € 254

Organic benefit
for society: € 1417

Organic benefit
for society: € 1194

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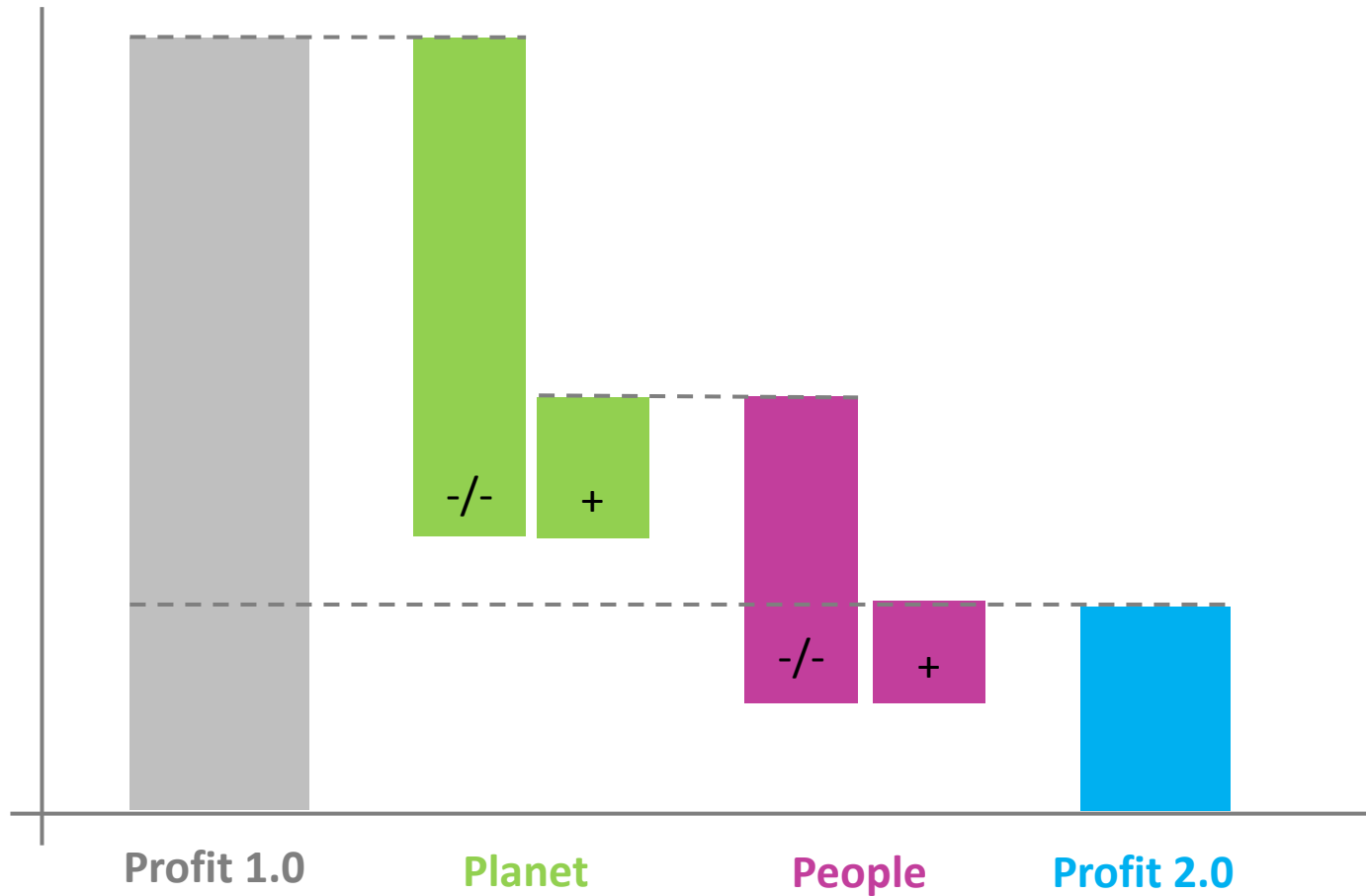


**SOCIAL COST
OF FOOD
PRODUCTION:
2.7 TRILLION
USD/YEAR**

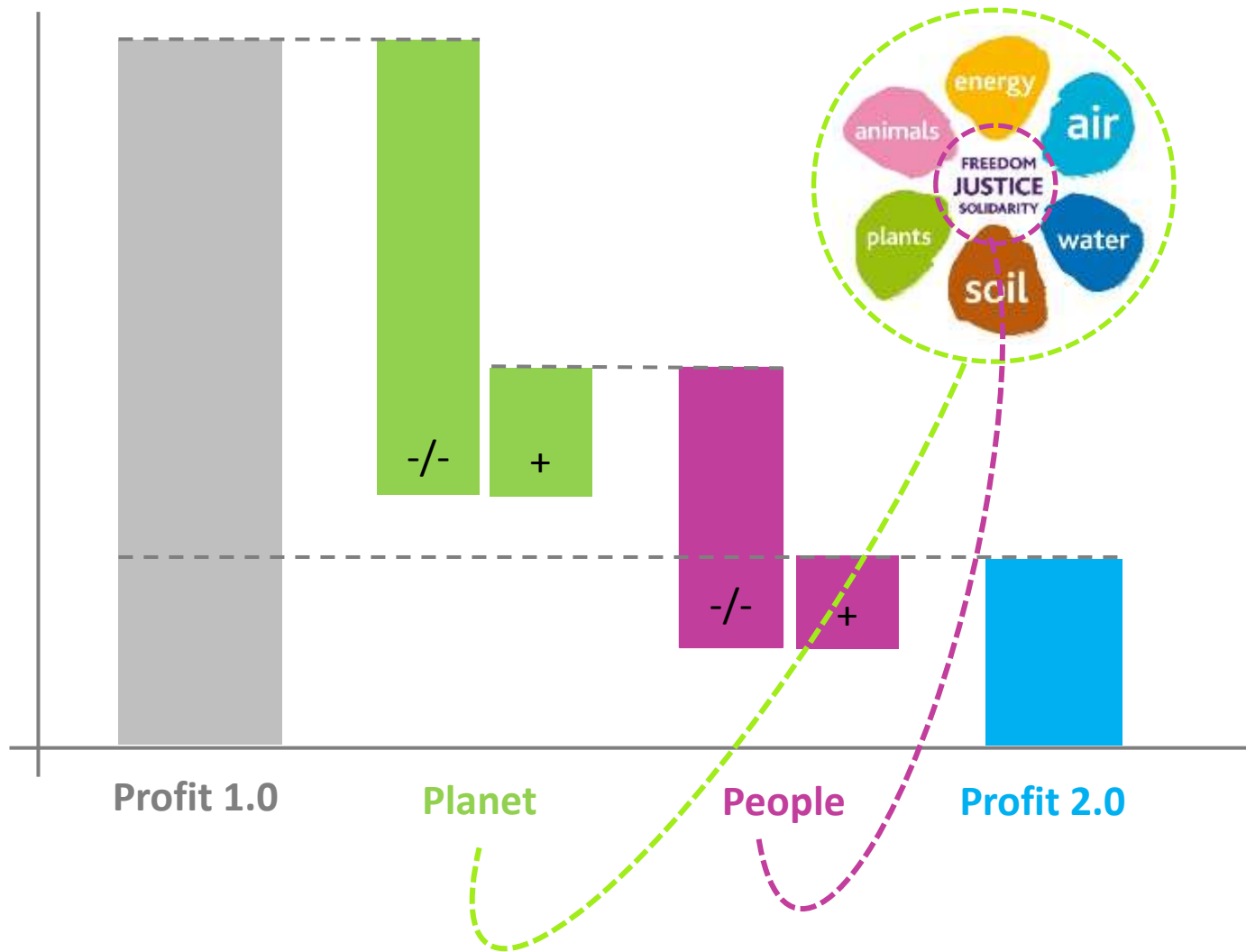
**ENVIRONMENTAL
COST OF
FOOD
PRODUCTION:
2.1 TRILLION
USD/YEAR**



Re-defining Profit



Re-defining Profit



Pilot: True Cost Accounting for Food, Farming, Finance





Use with recipe
only

Side effect:
Yellow fingers

Alcohol use:
Do use with a
glass of good
wine

Driving or
operating
machines:
finish plate
first

Nu met
recepten
verkrijgbaar

KURKUMA

6 curcumine wortels 20 gram

In handige doordrukstrips

Bewezen effectief bij meer dan 600 aandoeningen waaronder winderigheid, hart- en vaatziektes, diabetes, parkinson, alzheimer, bronchitis, astma en alvleesklierkanker

LET OP: KAN DE LEVENSV ERWACHTING VERLENGEN

Voor oraal gebruik

BIO MAAKT
JE BETER!

nature & more

KURKUMA 6 curcumine wortels 20 gram

SAMENSTELLING

Werkzame stof: primare polyphenolen genaamd curcumine in een dosering van tabletten van 10-20 gram in doordrukverpakking

DOSERING

Volwassenen en adolescenten van 12 jaar en ouder
Eenmaal daags 10 mg (1 tablet).
Kinderen van 6 tot 12 jaar
Tweemaal daags 5 mg (tweemaal daags 1/2 tablet)

Lees de hele bijsluit er.
Gebruik dit middel altijd precies zoals beschreven in deze bijsluit er of zoals uw chefkok, kookboekauteur of restauranthouder u dat heeft verteld.

NIET TE GEBRUIKEN BIJ

Het gebruik van de Curcumine/Kurkuma tablet is niet zinvol bij kinderen jonger dan 6 maanden omdat ze nog borstvoeding krijgen.
Neemt u nog andere groenten kruiden of specerijen in?
Overleg dan met uw chefkok of groentenspecialist of deze smaak en werking niet belemmeren.

DUUR VAN DE BEHANDELING

In minstens in één, maximaal 7 warme maaltijden per week

Heeft u nog vragen?
Neem dan contact op met uw groentespecialist of kijk op natureandmore.com

nature & more

Also suffering
from Big Pharma?

Ook wel eens last van Big Pharma?



How about
checking your
green grocer

**Verwijs jezelf naar de
groentespecialist voor
een Kurkuma-kuur**



BIO MAAKT JE BETER

natureandmore.com

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Herken de verschijnselen van Big Pharma:

- chronisch wantrouwen
- gewichtigsverlies
- draaierig gevoel
- angststoornissen
- hoge schulden
- sufkopheid
- dwarse stoelgang
- meer gifstoffen
- mentale jeuk
- punthoofd



Heeft u één of
meerdere symptomen?
Begin dan vandaag nog
met een Kurkuma-kuur



natureandmore.com



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where ecology meets economy

**Niemand
hoeft met
Big Pharma
te leren
leven**

HIER
VERKRIJG-
BAAR



**Begin vandaag
nog met een
Kurkuma-kuur**



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**98% van
Nederland
lijdt aan
Big Pharma**

HIER
VERKRIJG-
BAAR



**Met een
Kurkuma-kuur ben
je er zo van af**



natureandmore.com



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**Somber?
Futloos?
Misschien
heeft u wel
Big Pharma!**

HIER
VERKRIJG-
BAAR



**Een Kurkuma-kuur
helpt je er snel
weer bovenop**



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MILLIONS OF HEALTH FREAKS CAN'T BE WRONG

Check the benefits of ginger at natureandmore.com



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