

Organic Farming, FAIR TRADE ACTIVITIES

CSR & Employee Welfare

éconutrena





Jaindi Export (Pvt.) Ltd. Agriculture Department

- Responsible for the **Organic** and **Fair trade** activities and process
- Consist of Management staff, Executive staff Assistant staff, Farm supervisors and labors



Econutrena Organic Farming...

- **Organic agriculture** is a production system that sustains the health of soils, ecosystems and people

Growing organic food, rather than commercially produced food grown with chemicals and pesticides,

- is the environmentally healthy choice; and the advantages of organic farming are significant to your health and the health of your family too

Our organic farms and process

- Preserve natural resources and biodiversity
- We always support animal health and welfare
- Provide access to the outdoors so that animals can exercise their natural behaviors
- We use only approved materials
- Do not use genetically modified ingredients
- Receive annual on site inspection



High Premium

- Organic food is normally priced higher than conventional food. This premium is very important for a small farmer whose income might only be sufficient to feed his/her family with one meal.

Benefits of Organic Farming,

1. Long term sustainability

The main objective of organic farming is to produce healthy food while creating a vital ecological balance for preventing pest problems and retaining soil fertility. This kind of farming takes a pre-emptive approach rather than treating problems once they have emerged.

2. Highly nutritious products

The nutritional content of food depends on its total mineral and vitamin content. This means that organically produced food is significantly higher in nutritional value as compared to food grown using modern conventional techniques. Since organic farming nurtures soil life, the plant gets access to vital soil nutrients for proper plant development. Healthy products mean healthy individuals, and such nourished plants offer even better sustenance to both people as well as animals.

3. Non-contaminated products

A key advantage of organic farming is the fact that products are free of any harmful substances like herbicides, fungicides and pesticides. In places where the most of the population is fed on foods that are chemically grown, it has been discovered that there is an increase in cases of diseases related to exposure to harmful chemicals.

4. Benefits the soil

Organic practices like crop rotations, cover crops, inter-cropping, minimum tillage and organic fertilizers encourage soil flora and fauna, enhancing soil structure and formation. These practices also help to maintain soil productivity. A key drawback of organic farming is that it demands a lot of time for observation, weed control and timely intervention. It also requires more labor as compared to mechanical agriculture.



éconutrena

FAIR TRADE Activities





Win- win for Farmers and Traders

Econutrena products are fairtrade certified. Fairtrade works with farmers and factories around the world to improve wages, benefits and working conditions.

For every fair trade product manufactured by Jaindi Export (Pvt.) Ltd. Pays a premium that goes directly into a fund that is controlled by workers.

Workers choose how to use the money and invest in development projects in their communities.

By choosing fairtrade certified econutrena product from Sri Lanka, you have helped reduce poverty, increase opportunity and enhance the quality of life for the workers and their families.



What is fairtrade?

For farmers...

Benefit by receiving price premium

For you...

You enjoy with best quality products and make a difference with every purchase


For us...

We can source superior ingredients with long term relationships

Improving lives

Quality Products

Trusted partners

- 
- Electricity and water
 - Education
 - Healthcare
 - Farming equipment

- Ensure fair labour practices
- Environmental sustainability



Fairtrade- better coconut products to you- better life for farmers



You get best quality coconut products from econutrena

Our fairtrade nuts are carefully sourced and processed to give you the best coconut kernel based products, when you choose fair trade you help make a better lives of coconut farmers in Sri Lanka

Farmers get a fair price for their harvest

They can invest for their farms, their future and there communities, Education Health Facilities,



Benefits of Fair Trade.

Fair trade is a very good idea that was designed to help developing countries and particularly producers of goods in such countries to get their fair share of profits for the goods they provide.

How does Fairtrade work and what are the advantages?

Here are some of the benefits of Fairtrade.

Why buy Fairtrade?

- There are currently millions of hardworking farmers in developing countries — producing the food that ends up in our shopping baskets — that are not being paid enough to support their families.
- If we buy food products without thinking where they come from or who produced it we become part of the problem by feeding exploitation.
- But by choosing Fairtrade products farmers get a better deal and a more stable income so that they can feed, educate and take care of their children.
- When farmers sell their crops via Fairtrade co operatives and plantations, they get more money to invest back into better farming methods, clean water and improving the health of their communities.



- **What does the Fairtrade Mark mean?**
- Fairtrade International is the most widely-recognized ethical label in the world.
- The Mark means the product's ingredients have been produced by small-scale farmer organizations that meet Fairtrade's social, economic and environmental standards.
- These standards include protection of the environment, workers' rights and the payment of the Fairtrade Minimum Price and an additional Fairtrade Premium to invest in business or community projects.
- The aim is to use trade, not aid, to help small-scale farmers; one of the most marginalized groups in the world.



Fair Trade

éconutrena







Employee welfare





Benefits for employees,

- We make the employees to live richer and more satisfactory life.
- Medical facilities
- Education facilities for employees and their families
- Housing benefits
- Sick leaves
- Sickness pay
- Financial help

Eye Checking Campaign



We are doing annual eye checking campaigns for all our employees, and give spectacles. The company bear the whole cost.

Annual Book Donation Program for employees children



We are always think about education of employees children, because of that we supply their school books and other supportive equipments end of December each and every year

December Bonus and Gifts for employees



Each and every year we organize the program for employees, donation gifts and annual bonus

Employee welfare Physical, Mental Health and Happiness







Annual Pirith Ceremony and almsgiving for provide religious background and improve mental health of employees

New Year Celebration



New year celebration program with all employees, and prize giving ceremony

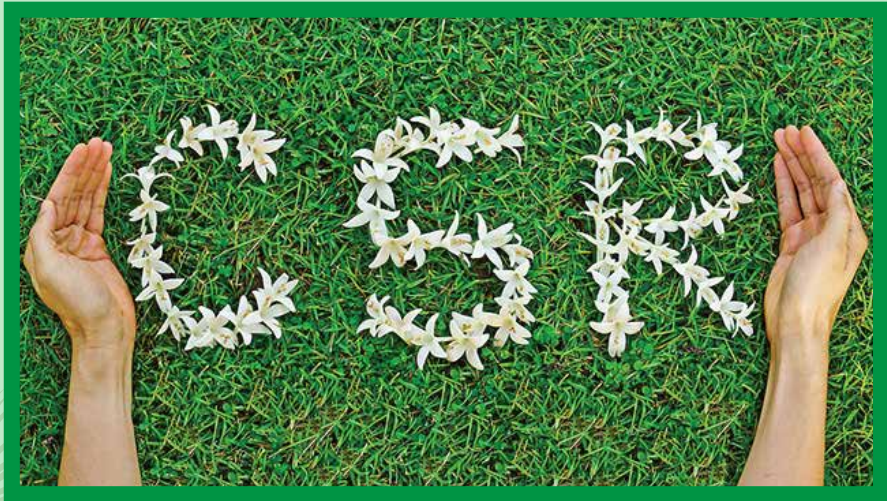
Annual Cricket Match



Annual Cricket match organized by Jaindi Export (Pvt.) Lt.



Religious activities, "Anuradhapura"





Shrine room for Katukenda Sri Sangabodi Central College



Thanthirimala alms giving for low income Children



Beverages to "Mahaveli Maha Seya" Opening Program



econutrena

Jaindi Export (Pvt) Ltd.

No. 47, Industrial Estate, Dankotuwa, Sri Lanka.

Telephone: +94 31 2265607, +94 31 2265608, +94 31 2265708

Mobile: +94 77 3259511

Email: info@econutrena.com

www.econutrena.com