



orgacure[®]

Network



Farmers



Logistics



Processors



Retailers



Restaurants





The Orgacure Network of Producers, Technology and Marketer
Fresh-cut Innovation

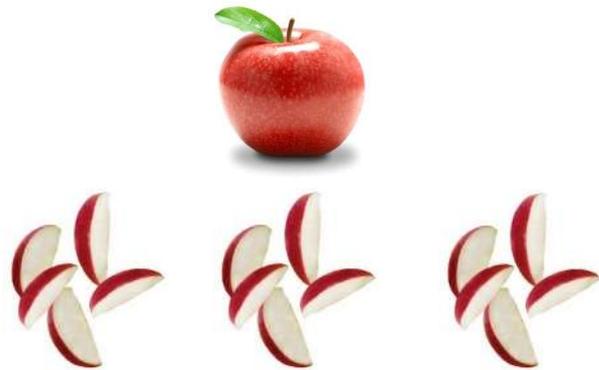


Issue

Currently offered fresh-cut products fail to meet the expectations of **foodservice operators**. They are either too expensive due to high cost of unnecessary preservation, or perceived as preserved.

True potential of fresh-cut

Fresh-cut is often perceived as a lifestyle product for today's urban middle-class. The real value of fresh-cut, however, lies in its **snackability** and the associated, scientifically proven, **increase in consumption** of healthy fruits and vegetables when cut into bite size pieces. In particular school children and the elderly can significantly benefit from an increased access to **safe** and **affordable** fresh-cut products.



Fresh-cut can be cheaper than whole fruits

Another benefit of fresh-cut is its property to be divided and thus **allocated to the actual demand**: a regular, whole apple is typically not shared and thus only serves one person, while a fresh-cut apple can provide up to three fruit servings.

Thus being provided with fresh and affordable fresh-cut, allows foodservice operators to yield a **cost reduction** or **revenue increase** respectively, while increasing their customer's overall satisfaction and well-being.

Our mission

Responsible food for independent people™



	orgacure®	WHOLE APPLES
COST	EUR 3.00/KG	EUR 1.20/KG
	20 x 50 SERVING	6 APPLES
PER SERVING	EUR 0.15	EUR 0.20
200 SERVINGS	EUR 30	EUR 40

Fresh as freshly cut

Using the Orgacure Network, customers **pay for the service of cutting** and not for the shelf-life requirements of an inefficient supply chain.

Schools, nursing homes and other institutions can conveniently order the desired amount of fresh-cut online via **www.orgacure.com**.

Orgacure subsequently links the order to a certified, regional processor. The fresh-cut products will be delivered **within 24 hours**.

Products are expected to be consumed within 3-5 days. The associated optimal shelf life of 7 days allows for minimal processing in accordance to the **strict Orgacure standards**. This ensures food safety, freshness and consistent, high quality.

Let's talk about to join the Orgacure Network:
+31 (0)10 333 081 0 sales@orgacure.com

What's in it for Businesses?

- ✓ **Global brand**
One marketing and sales platform. Central administration. Processing and technology support.
- ✓ **Local production**
Let processors focus on core activity. Reduce distance. Link customer to regional processor.
- ✓ **Decreasing costs**
Saves 80% of shelf-life expenses e.g. coating, special packaging. Rapid Orgacure® Fresh-cut All-in-One process.
- ✓ **Maintaining freshness**
No excessive food preservatives. Ensure **optimal** shelf-life, NOT maximum shelf-life.

