

Campaign Information Sheet

Make us Champions Too !

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Campaign Fruit: Organic "Nature & More" Oranges & Grapefruits
Varieties: Navels, Valencia & Star Ruby
Origin: South Africa
Growers: Emerald Acres, Groenheuwel & Sunvalley



Make us Champions Too !

This summer, the whole world will be looking at South Africa during the FIFA World Cup 2010. We see this global event not only as a unique opportunity to promote South African organic fruits but also to raise funds for projects benefiting the ordinary South Africans. In close cooperation with our South African citrus growers, our customers and the consumer we will be raising funds for three specific projects linked to our growers.

So how does it work ?

For each kilo of campaign fruit, at least € 0.01 will go directly to one of the three projects. During and after the World Cup we will keep you updated on the amount of money that has been raised. Of course we will continue to support the projects long after the world cup caravan has left the country.

Sticker on the fruit / Special Postcards

To inform the end consumer of the "Make us Champions Too !" campaign, much of the fruit will have a small attractive sticker enticing the consumer to visit the campaign page (code 525) on the Nature & More website (to be launched a few weeks before the start of the world cup). Furthermore, special postcards will be available upon request to draw attention in store to the campaign.

Who are the Growers ? What are the projects ?

The three participating Nature & More growers are Sunvalley, Groenheuwel and Emerald Acres. Emerald Acres and Sunvalley will use the funds for structural improvements for the houses of the workers. Groenheuwel will be spending the money on improving the outside kitchen facilities and sports / recreation area for the employees. More specific information on the projects is available upon request and will also be published as of the end of May on the website (code 525)



Nature & More "trace & tell"

Nature & More is an independent foundation that evaluates quality aspects of organic food in order to make the inherent values of sustainable agriculture and corporate social responsibility visible to the consumer. To learn more about the three participating growers, simply enter their codes (229 for Groenheuwel, 218 for Sunvalley and 219 for Emerald Acres) on www.natureandmore.com

