



Poombukar
தெய்வநீர்

Natural Products



100%
natural





VISION

To become a company with ethical values that produces and distributes world-class natural healthy food products for the well-being of the present and future generation.

MISSION:

- Empower people and communities to live healthily and sustainably happy life.
- Ensuring the quality by adhering to Environmental, Health & safety norms.
- Providing value addition and satisfaction to our customers.
- Promoting and maintaining high-quality standards for natural food products that are welcomed into the hearts and minds of consumers everywhere.
- Creating the most trusted brands in the natural food industry across all markets.
- Serve our community with honesty and integrity and provide a place to shop, connect, and share.
- Become a best quality seller, wholesale distributor to direct customers and B2B of 100% natural, good quality and healthy food products.
- Spread the traditional knowledge of natural food products into the modern era.
- Build awareness around how to live sustainably and distribute our profits to organizations focused on environmental outcomes.
- Encourage, support, give first preference in job opportunities and stand with women who are in need.



“ Food is medicine ”

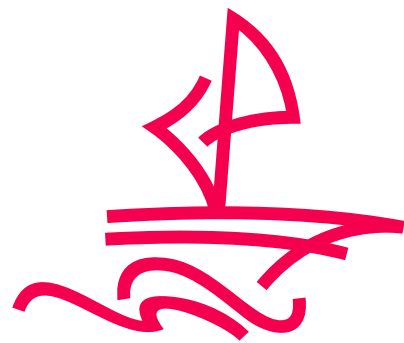
WHO WE ARE?

FARMERS TRIBUNE CANADA INC small firm started by an active women entrepreneur with 15 years of IT experience and comes from an agricultural family with a rural background in Thamizh Naadu, India.

Our company is a nature-based standard and registered import and online store business that seeks to promote natural food products and sell 100% natural fresh, healthy and wholesome food products accessible to everyone.

In our experience, we felt "HEALTH IS WEALTH" and thought of giving good quality natural food products starting with edible oil to each household directly that will make a difference in taste while preparing food for the family.

In this context, our store motto is, “Food is medicine so do the food business with ethics, care, humanity, and social responsibility” in our mind and started the business with help of Canadian government startup support. For maintaining the quality of our products, especially oil, we exercise to procure the raw materials directly from the farmers.



“ Our Quality Natural Products ”

In the traditional way...



**Poombukar
Sesame Oil**

**Added Black Sesame +
Jaggery**



**Poombukar
Coconut Oil**
(Sulfur-free)

100%
natural



**Poombukar
Groundnut Oil**

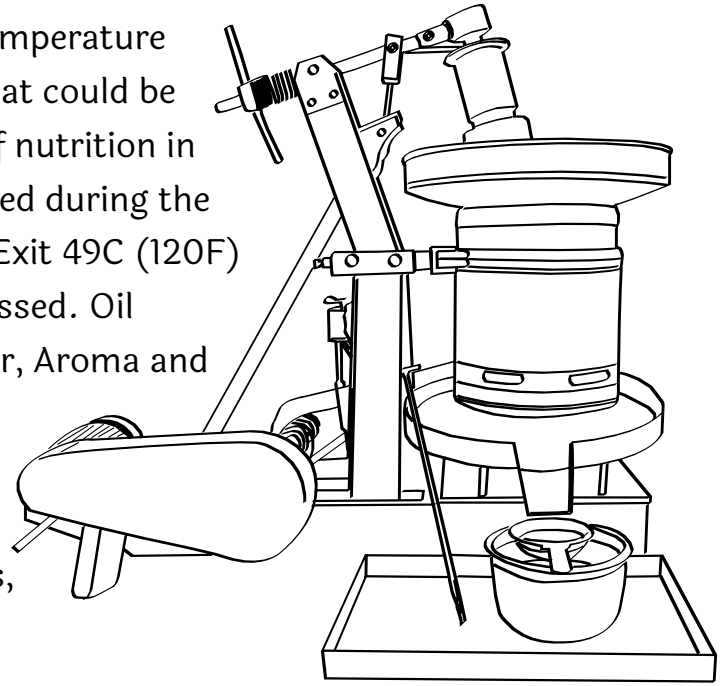


**Poombukar
Honey**



“What are the advantages of cold-pressed oil?”

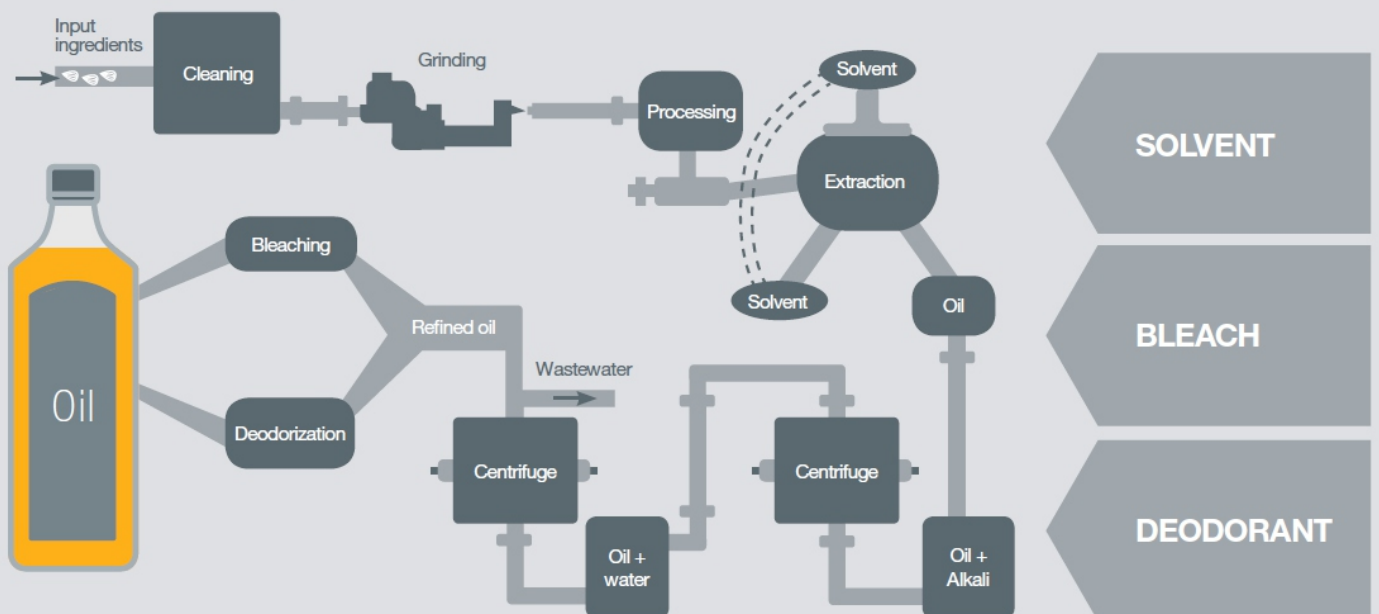
Cold-pressed oil is of higher-quality because temperature during the processing does not rise to a level that could be detrimental to the ingredients and cause loss of nutrition in seeds and nuts. While heat is necessarily released during the pressing process, the temperature may not be Exi 49C (120F) in order for the oil to be designated as cold-pressed. Oil extracted in this way retains their genuine flavor, Aroma and nutrients as well as most of the vitamins and minerals. Cold-pressing yields less oil and the process takes longer compared to industrial pressing where the food, mostly seeds and nuts, is heated in the process of cylinders.



Industrial oil pressing process

There is a world of difference between cooking oils found in the stores and homemade cold pressed oils. Industrial oil pressing may include chemical additives that extend the

useful life of the oil, make it clearer or change its colour. It also involves processes to change the oil's chemical composition and its fragrance.



Source: madehow.com

“What are the advantages of cold-pressed oil?”

Fields of use for cold-pressed oil:

Food preparation:

In cuisine oil has been used since the very day the process of extracting the noble liquid from the fruits, seeds and nuts was invented.

It is used for:

- Cooking
- Frying
- Steaming
- Dressing for raw dishes
- Salad dressing
- Fruit and vegetable dishes
- Cooking meat
- Deserts
- Warm and cold dishes

Body Care:

Oil is very important for body care as well, as it includes nutrients that have a beneficial effect on how we look.

The oils used for:

- Body and a face massage
- Hair, nail and eyelash care
- Moisturize (keep the skin from losing moisture)
- Soothe the skin (have an emollient effect)
- Have antioxidant effects (prevent damage from free radicals)
- Have antibacterial properties
- Have anti-inflammatory effects
- Livening up the skin

Medicine:

Medical effects of oil have been known for a long time. Most commonly oil is related to cholesterol level but it is also used to for

- Regulating that digestion
- Treating skin inflammation
- Regulating gastric acid and blood pressure

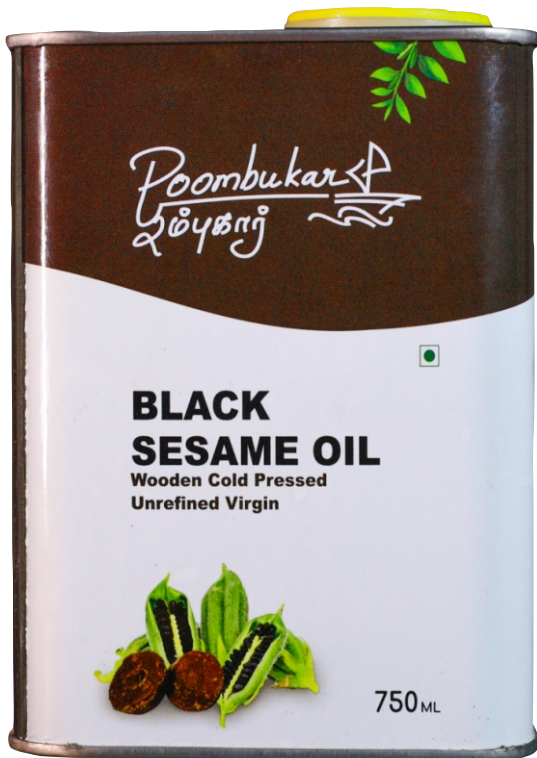
“Poombukar Cold Pressed Sesame Oil”

In the traditional way, jaggery is added to the vagai marachekku and squeezed without chemicals.



First quality sesame seeds are used for oil extraction and premium quality palm jaggery which is a natural preservative is added in the correct proportion for getting the real taste of gingelly/til oil. Palm jaggery when added gives out a flavor making sesame oil an excellent cooking medium.

Absence of bitter taste in sesame oil makes it the most preferable cooking oil. The jaggery will give a pleasant smell while eating and children like this taste.



Why Poombukar Wooden Cold Pressed Sesame Oil?

- We grind clean black sesame with palm jaggery and take gingelly oil.
- We buy sesame from farmers around Mannargudi as much as possible and palm jaggery from Tuticorin.
- We grind both the sesame and palm jaggery in a very slow rotation by using wooden mortar and pestle.
- We grind the oil and bring it for sale after drying in the morning sun for at least five days.
- Since we add palm jaggery in Valluvan gingelly oil, it is good for diabetic patients

“Poombukar Cold Pressed Sesame Oil”



- The non-heating Unrefined, Unfiltered, Unprocessed method retains extra vitamins and minerals and preserves the goodness of sesame and its health benefits.
- No genetic amendment, completely

100% Natural , Pure, cold-pressed.

- Free from Preservatives, Trans Fat, Artificial colors.
- Hygienic packaging with eco-friendly metal tin.

Our Sesame Oil Benefits:

- Gingelly oil is rich in Vitamin E and is an excellent antioxidant and low in saturated fat which helps to keep the heart healthy.
- Gingelly oil is rich in sesame so it is used as an excellent food to keep the heart healthy and prevents from heart attacks
- It is used to regulate blood flow to all parts of the body by fighting against the excess magnesium insulin secretion in the body and preventing diabetes.
- Good For Hair, fights for free radicals and helps in Rheumatoid Arthritis.
- Suitable for Cooking Baby Oil Massage & Body Massage Oil Pulling & Hair

Growth

- Controls Diabetes, Strengthens Bones, provides Cell Protection, acts as efficient as Anticancer.
- Gingelly oil is used in popular creams, ointment, soaps, lotion and body scrubs. It is rich in the mineral called zinc. Zinc ensures that the bones are high in calcium.
- It is good to take as much raw oil as possible. For example, mixing raw oil in idli powder, lentil powder and Chutney.



“ Poombukar Cold Pressed Groundnut Oil ”

In the traditional method of vaagai marachekku,
adding quality groundnuts without any chemicals.



Premium quality dried through sunlight and cleaning the impurities before extraction. Moisture content is also verified before the start of the process of extraction, oil is then allowed for filtration through direct sunlight.

Why our cold pressed Groundnut Oil?

- We select clear candy groundnuts for making our groundnut oil in a very slow rotation to extract groundnut oil by using a wooden rotator and pestle.
- We grind the oil and pack it for sale after drying in the morning sun for at least five days.
- Ethically Sourced from local Farmers, Processed, Packed & Delivered at Your Doorsteps.



- Zero Preservatives and No Added Flavor or Chemicals.
- Our Products Meets 100% Quality & Fulfills YOUR Expectation.
- Hygienic packaging with eco-friendly metal tin.

“Poombukar Cold Pressed Groundnut Oil”



Our Groundnut Oil Benefits:

- Groundnut oil contains a chemical called BETA SITOSTEROL which lowers the risk of heart diseases and lowering the cholesterol
- Rich source of vitamin E which lowers the visible signs of aging such as dark spots and wrinkles when few drops are regularly applied directly to the face.
- Helps to correct insulin deficiencies and improves insulin sensitivity hence a healthy choice for diabetic patients.



“ Poombukar Cold Pressed Coconut Oil ”

In the traditional method of vaagai marachekku,
adding quality coconuts without any chemicals.



Well dried Sulfur free Kopparai are used for making Coconut oil and we are not using any third party agent while extracting coconut oil. To maintain natural essentials, oil is allowed in natural sunlight at least five consecutive days for filtration.



Why our Coconut Oil?

- Extracted from Sulfur free, clean, fresh, pure and high-quality matured coconut flesh from local farmers.
- We select clear candy groundnuts for making our groundnut oil in a very slow rotation to extract groundnut oil by using a wooden rotator and pestle.
- We grind the oil and pack it for sale after drying in the morning sun for at least five days.
- Hygienic packaging with eco-friendly metal tin.

“Poombukar Cold Pressed Coconut Oil”



Our Coconut Oil Benefits:

- Wooden cold pressed coconut oil can be a powerful weapon against bacteria in the mouth that causes dental plaque or tooth decay and gum diseases.
- Coconut contains 90% saturated fat which has fantastic superpowers to nourish the body and brighten the skin.
- A wonderful moisturizer for legs, arms and elbows repairs cracked heels. Heals wounds and fights against infections.
- Encourage fat burning.
- Work as a quick source of energy.
- Have antimicrobial effects.
- Help reduce hunger.
- Help reduce seizures.
- Boost skin health.
- Protect your hair.
- Improve oral health.





“Poombukar Honey”

Poombukar Quebec made Organic Raw Honey



Raw honey is a pure, unpasteurized natural sweetener that has been used for thousands of years for food consumption and medicinal purposes. Our raw honey is organic certified, Quebec made, 100% natural ingredient for both food and cosmetic purposes. Organic raw honey retains the beneficial antioxidants and bacteria that are normally lost when honey is processed with high heat, which is what is commonly found in local grocery stores.

The clearer the honey appearance, the more it has been processed, which means it contains less nutrients and important compounds. The phenolic compounds and phytonutrients contained in raw honey are valuable antioxidants that may aid in protecting the body and its cells. Raw organic honey is a great natural energy source and is thought to be one of the best carbohydrate choices to consume before vigorous activity.

Organic honey is a popular ingredient in cosmetic formulations such as hair products, cleansers, body scrubs, lotions and in luxurious facial masks, leaving the skin moisturized and smooth.



Why Poombukar Organic Raw honey?

- Truly Certified Organic Canadian Honey.
- 100% Canadian. Single-Source. Never Blended With Other Honey.
- Raw Texture.
- Raw With Pollen, Beeswax, and Propolis.
- Unpasteurized / Unheated / Unprocessed.

“Poombukar Honey”



Our Honey Benefits:

- Full of Antioxidants
- Boosts Immunity
- Improves Memory
- Contains Antifungal and Antibacterial Properties
- Promotes Sleep
- Helps Lower Blood Pressure
- Improves Cholesterol Levels
- Lowers Triglycerides
- Promotes Heart Health
- Helps with Weight Control
- Alleviates Cough
- Speeds Up the Healing of Cuts and Burns
- Helps Improve the Digestive System





| S. No. | Products | Qty. | Price |
|--------|-------------------------|--------|-----------|
| 1 | Poombukar Sesame Oil | 750 ml | 13.99 CAD |
| 2 | Poombukar Groundnut Oil | 750 ml | 12.99 CAD |
| 3 | Poombukar Coconut Oil | 750 ml | 11.99 CAD |
| 4 | Poombukar Honey | 500 g | 14.99 CAD |

Note: The price list is subject to change depending on the price of raw materials.

Poombukar Natural Food Products, FARMERS TRIBUNE CANADA INC.

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