



ORGANIC INDIA

# Sustainability Report

2016/17





## Our Origins

20 years ago we set out to create a herbal medicine company that was close to our hearts. Our plan was to export India's ancient Ayurvedic medicinal wisdom, in the form of herbal teas and supplements, to the West. Yet after witnessing the critical and toxic state of India's agriculture, we realised that our mission would be far better served working across the supply chain ourselves, beginning with the health of the land and farmers all the way through to the consumer.

By choosing ORGANIC INDIA you're actively participating in our mission to create a sustainable global environment.





# Farmers are our roots

*“The soil is the great connector of lives, the source and destination of all. It is the healer, restorer and resurrector, by which disease passes into health, age into youth, death into life. Without proper care for it we can have no community, because without proper care for it we can have no life.”*

WENDELL BERRY, conservationist and writer, *The Unsettling of America: Culture and Agriculture*

## The state of India's agriculture

For the majority of people in India, farming and agriculture is their entire way of life. More than 70% of India's population remains located in rural areas and well over 50% of the workforce is engaged in agriculture as a primary source of income.

India is a nation of small farmers. 85% percent of India's 120 million farmers are defined as 'small' (possessing less than two hectares of land each), and 65% as 'marginal' (operating a land area of less than one hectare). No doubt you've heard about the immense transition that India's agricultural sector is facing today. The overuse of fertilisers and pesticides in recent decades across large parts of India has significantly impacted the soil with a variety of other negative outcomes from pest resistance to the farmer's health.

After witnessing the critical and toxic state of India's agriculture 20 years ago, we realised that **our mission would be far better served working across this supply chain ourselves**, beginning with the health of the land and farmers.

## Farms as a place of opportunity

Our network of farmers now includes thousands of rural small family farmers and wild-crafters across India, each working to

bring the ORGANIC INDIA mission to life.

Farms are a place of opportunity, community and shared purpose. Women in the field laugh and sing. Families farm together, growing food to eat as well as herbs to make a living. However, our commitment goes beyond the farm to help enhance the lives of these farmers through fair-market wages, access to healthcare, empowerment and gender equality programs and infrastructure improvements. When farmers succeed, their villages also prosper, leading to a collective increase in quality of life.

## Training & education

We take great pride in providing training and educational opportunities to our network of farmers - many from marginalised groups including women, widows, the elderly and the illiterate - enabling self-sufficiency and developing skills to pass on to future generations.

All of our farmers and tribal wild-crafters are educated in organic and biodynamic agricultural practices and **we cover the fees associated with acquiring organic certifications**. We then purchase the harvested crops and herbs at a premium market price, ensuring sustainable income for our farmers. Our relationships are built on mutual respect, dignity and interconnectedness.



**Farming  
People +  
Communities**





# Leaving the planet better than we found it

## What is Regenerative Agriculture?

With foundations in organic farming, our network of farmers practice what we term as “Regenerative Agriculture”. This practice goes beyond the standards of organic certification. We treat each farm as a unique organism. Regenerative Agriculture includes the use of comprehensive soil fertility management, seed collection, composting, water management as well as crop protection and rotation.

Regenerative Agriculture also aims to return to the ancient practices by following the rhythms of nature, such as planting and harvesting according to the cycle of the moon. These practices all help to revive the local ecosystem in India through carbon sequestration and improved water and soil conditions, ultimately impacting the health of our global ecosystem.

## Working across the supply chain

Every year, our network of farmers and wild-crafters work thousands of acres of organic farmland in India. In doing so, we bring our consumers quality, organic crops and herbs, while simultaneously reversing environmental damage in farming communities throughout India.

Through organic agriculture, farmers learn

regenerative farming practices, which enriches the soil, and increases the long-term yield and the nutritional value of food. Certified organic foods comply with strict international standards and are free from all toxic chemicals, herbicides and pesticides. All of which can be harmful to human health, contaminate the food supply and water sources, deplete the soil, harm animals and wildlife and devastate natural eco-systems.

We also educate our farmers and tribal wild-crafters in organic and biodynamic agricultural practices. This means our farmers never use synthetic chemicals, GMO's or irradiation. Our intention is to leave the planet in better condition than we found it. We've committed to these organic farming practices that heal the Earth, enrich biodiversity and sustainably regenerate the soil.

## We're in this together

Thousands of farmers, tribal people and their communities have been touched directly or indirectly by the projects of ORGANIC INDIA.

Together we have transformed more than 10,000 acres of chemically ravaged soil into fields of abundance through regenerative agro-ecological practices that serve, honour and protect the bio-diversity of the Earth.

**Regenerative  
Agriculture**



## DID YOU KNOW?

*The ORGANIC INDIA certification plan is the largest of any organisation in India, extending across parts of Uttar Pradesh, Madhya Pradesh, Rajasthan, Himachal Pradesh, Uttarakhand, Jammu and Kashmir and Andhra Pradesh.*





# Whole Herb Philosophy

**At ORGANIC INDIA, we respect the intelligence of nature to keep our whole-herb formulas as close to their original form as possible.**

Our herbs are potent and full of life, served to you in a form that is just as Mother Nature intended. Herbs are a complex mixture of many hundreds of compounds, which offer intricate information and buffer against harmful effects. While the current trend is to isolate compounds for their specific therapeutic quality, we believe that the sum of the actions of the whole plant is more balanced than any one main constituent.

## Our Process

We believe in keeping things as simple, pure and natural as possible. That's why ORGANIC INDIA's herbs are grown following ethical, ecological and environmentally friendly biodynamic farming techniques. Harvested by hand and locally pressed; the herbs are dehydrated in a dry, sterile environment. By keeping them dry, we limit moisture and prevent damage to the phytochemicals (the compounds from which we benefit). The herbs are gently and slowly ground at a low temperature, so the matrix of the bioactive molecules is preserved. In this form, the herbs are most easily absorbed into the gastro-intestinal tract.

Every part of a herb is a valuable energetic gift that is magnified when taken as a whole. At ORGANIC INDIA, we believe in the power of the life force of the whole plant, and every product we sell uses only whole plants and herbs in their purest form.



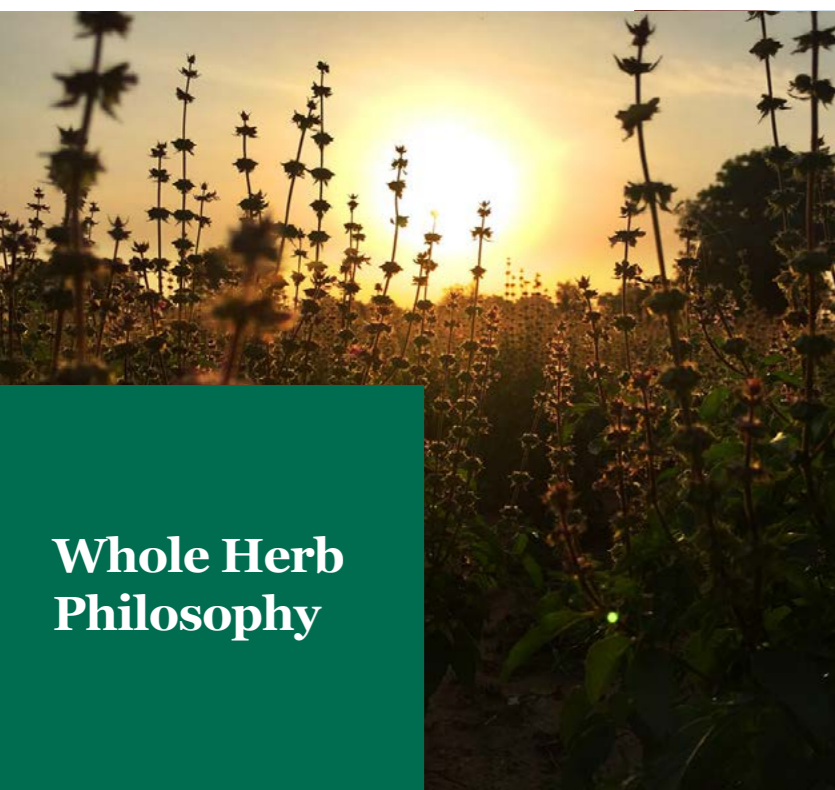
# Founded in ancient Vedic scriptures, BACKED BY MODERN-DAY SCIENCE

Herbs are a complex mixture of many hundreds of compounds, nutrients, minerals and vitamins which, when in whole form, work in synergy with each other.

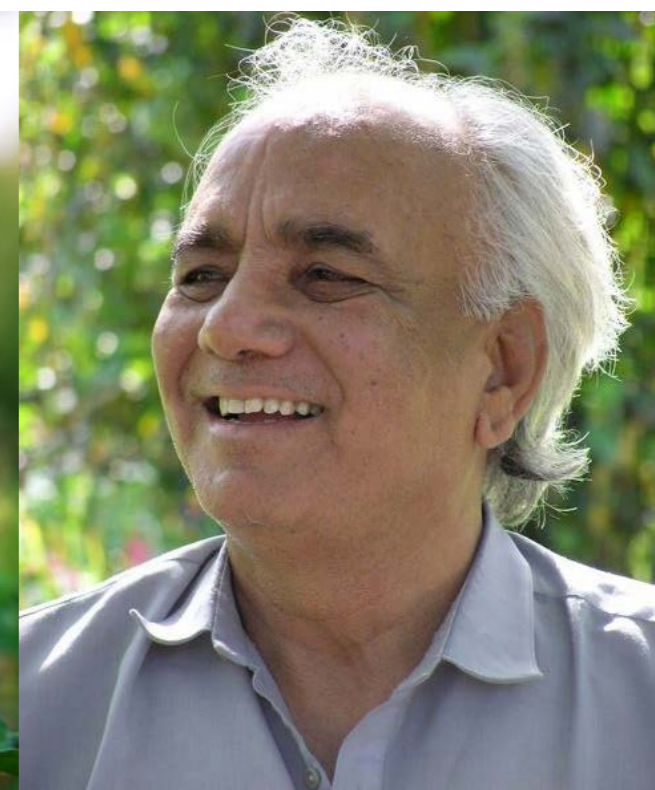
Dr Narendra Singh, who dedicated 40-years of rigorous research into developing and fine tuning ORGANIC INDIA's herbal medicines, continued in the path of the ancient Vedic scriptures, stating that whole herbs are superior to extracts at transmitting vibrational information (or biological intelligence). He found that by preserving herbs in their whole form, they can effectively transmit information to our DNA (much like a radio signal and can be picked up even when very faint), releasing all the complex information necessary to effect cellular change.

Scientists agree with Dr Singh's findings that herbs' vibrational information plays an important role in healthy DNA function. They also concur that isolating the bioactive compounds through extraction can alter the way the plants' phytochemicals interact. By extracting one substance and leaving another out, you create an imbalance which can, in turn, be negative. For example, extraction may make a compound more potent, but, at the same time, it can make it more toxic too.

We hope you understand why our biologically dynamic whole herb supplements (including our Tulsi tea) work so well. Backed by ancient Vedic scriptures, right through to modern-day science, ORGANIC INDIA's focus on the quality and completeness of its herbs allows them to transmit much-needed and beneficial vibrational information to your DNA



Whole Herb  
Philosophy







# Everyday we're working towards a sustainable future for all.

20 years ago, we began with a vision: To be a vehicle of consciousness in the global market by creating a holistic sustainable business modality which inspires, promotes and supports wellbeing - as well as respect for all beings and Mother Nature.

No one believed it would be possible. Yet today ORGANIC INDIA is living proof that abundance can be created with an uncompromising commitment to our values. From social and environmental stewardship and serving the regeneration of the Earth, to the dignity and well-being of our farmers, all while offering exceptional quality organic products to consumers worldwide. As we celebrate our 20th anniversary this year, we are living proof that our model and vision as a sustainable and ethical business can not only succeed but thrive.

## Sustainability at a glance

# 20 YEARS

In 2017 we celebrated 20 years as a business. We began with a vision: to create a holistic sustainable business modality which inspires, promotes and supports wellbeing as well as respect for all beings and Mother Nature. We continue with this vision.

people + communities

# 2 THOUSAND

Over the last 20 years, we've supported over 2000 marginalised family farmers and as well as hundreds of tribal wildcrafters across India.

healthcare

# 8.2 THOUSAND

Our foundation provides FREE healthcare to farmers and villagers through our health centre in Azamgarh Uttar Pradesh. In 2016-17 8,280 patients were seen & more than 7,813 people participated in health related programmes & events

women's empowerment

# 95 PERCENT

At our processing plant in Chittoor, Andhra Pradesh, we employ more than 200 employees - 95% of them are women.

sustainable farming

# 10 THOUSAND

In partnership with our farmers, we have transformed over 10,000 acres of chemically ravaged soil into fields of abundance, utilising sustainable practices.



# 240 MILLION +

Over 240 million cups of certified organic Tulsi Teas are enjoyed each year across the world!

sustainable products

# 23

23 USDA Certified Organic Tulsi teas in Australia.



# 100

We produce more than 100 varieties of herbal teas, supplements and organic food items.

# 7

Looking for a sustainable alternative to tea bags? We offer 7 varieties of your favourite Tulsi Tea flavours in Loose Leaf - certified organic of course.





## Commitment to Responsible Packaging

We constantly seek ways to excel in offering solutions and True Wellness products for conscious healthy living. This includes responsible packaging. Our Tulsi tea carton is made from 100% recycled paperboard, with a minimum of 30% post-consumer content.



## Sustainable Design

Within the next year we will be opening our new factory, which is on 4 acres of land on the outskirts of Lucknow, India. This new plant will be LEED certified (Leadership in Energy and Environment Design), the highest environmentally friendly certification in the world.



## Plastic-Free Tea Bags

Many tea drinkers find tea bags convenient, that's why we're always seeking ways to improve our most popular range of Tulsi teas. Our Tulsi tea bags are made from unbleached filter paper, which comes from the cellulose fibre of the Abaca Plant. It's unbleached, chemical-free & biodegradable, therefore completely safe to compost.



## Staple-Free Tea Bags

Taking a step forward in promoting our philosophy of Healthy Conscious Living, we're launching staple-free tea bags because we believe in making products that are *good for you and for the planet.*



## EARTH SEER

In living our vision, we have been inspired to establish a new standard called EARTH SEER. This new standard reflects a sustainable business commitment which inspires, promotes and supports well-being and respect for all beings and for Mother Nature.



## Exploring Wildcrafting

Sustainable wildcrafting is the practice of harvesting plants from the wild in a way that does not damage the ecosystem in which they grow. We're providing tribal wildcrafters with training, supervision and organic certification in environmentally sustainable, regenerative and hygienic methods of procuring herbs and fruits across more than 1.4 million hectares of certified organic forests.





## As we look to the future...

Tomorrow brings a new day - each and every one we're extremely grateful for. As a business, we're continuously seeking new and innovative ways in which we can improve our own sustainable practices that serve, honour and protect Mother Nature as well as to support the livelihood and well-being of farmers and tribal wildcrafters in rural India.

Every day, the impulse grows in support of holistic sustainable development for all beings through organic agriculture. Every ORGANIC INDIA purchase you make not only supports your own wellness, but also supports more rural family farmers to regenerate more organic land in India sustainably.

Namaste and Best Tulsi Wishes,  
ORGANIC INDIA - Australia



**There's much more to do**

We're often asked why we individually wrap our tea bags, especially as a company that's so committed to sustainability and our impact on Mother Earth. It's a fair question.

We are committed to producing the best possible quality, healing Tulsi teas, which is why our bags are individually wrapped. This ensures that the quality of the herbs is not affected by light or moisture which undermines the benefit of the herbs and the fullness of flavour. Individually wrapping the teabags guarantees a much longer shelf-life than many other herbal teas available, therefore reducing wastage, as well as protecting your delicious healing herbal tea from other food smells that may be in your pantry. Some of our flavours are foil-wrapped due to an essential oil component which is sensitive to light and heat. The foil wrap ensures that you are able to enjoy the full benefits of our herbal and nutritional Tulsi tea.

We know our customers care deeply about their health and wellness alongside this big, beautiful planet we all share. That's why we are on the lookout for a more sustainable wrapping that doesn't compromise our commitment to quality. We encourage our customers to continue to compost the non-foil wrappers along with our teabags and also enjoy our loose leaf range of Tulsi teas, which come in a re-usable tin.



# Healthy Conscious Living

Healthy Conscious Living explained:

Our dear friend **Professor Marc Cohen** of RMIT University in Melbourne said it best, “Choosing to take responsibility for our health, peace of mind, the way we care for ourselves and others, minimising toxins from our lives, and reducing our damage to the earth, is what conscious healthy living is all about. The invitation is to discover in our daily lives how we truly care for ourselves and our environment to experience greater health and happiness. What better gift to give, than to make everyday choices that heal the planet, our fellow humans and our future generations.”

## Want to learn more?

Visit us in Australia at [www.organicindia.com.au](http://www.organicindia.com.au)  
or [organicindia.com](http://organicindia.com) elsewhere.



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