NEWS | ALLIED INDUSTRY

Source Natural Foods pushes safe food supply chain of regenerative spices

Source Natural Foods and Herbal Supplements, a subsidiary of Sriveda Sattva (Sri Sri Tattva), which manufactures a comprehensive range of Ayurvedic, Health & Dietary Supplements and Food products has signed an MOU with Verstegen Spices & Sauces B.V., bran

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The objective of the MOU is to set up a verified and safe food supply chain of regenerative spices (agroforestry and natural farming) and explore together new market opportunities.

Both companies have agreed to start with a red chilli based agroforestry system in Andhra Pradesh, India and to promote it widely with other spices in the future. The chillies, coming from a regenerative source, will be procured directly from the farmers and processed into the final product. Sustainability and traceability forms the foundation of this business relationship.

Verstegen has been a leader in sustainable business and was elected as the most sustainable company in the Netherlands. Source Natural has collaborated with the Sri Sri Institute of Agricultural Sciences & Technology Trust and have done extensive work to train farmers in sustainable methods of farming such as natural and organic farming. Having a good connect with local farmers in the region, the company would be able to source high quality produce and ensure that the farmers earn a premium over the market rate for their high quality crop, a result of the special methods of cultivation applied by them.

Arvind Varchaswi, Managing Director, Source Natural, Bengaluru said, “Sustainability and protection of environment is a cause that has been very close to our heart. We are happy to enter into this relationship with a like-minded and esteemed organisation like Verstegen. We will leverage our network to source the highest quality Indian spices from farmers implementing sustainable agricultural practices. We are sure that this will encourage more farmers to adopt such practices and benefit from the endeavour.”

Michel Driessen, CEO, Verstegen said, “We are very proud to sign this MoU with Source Natural. This collaboration enables us to extend our global sustainable ambition with a project in India. To find a partner with a mutual goal, namely successful entrepreneurship with farmers and

biodiversity, is magnificent. We are more than excited to start this project together with Source Natural and we truly hope that many people will benefit from this endeavour.”

Read online: https://nuffoodsspectrum.in/news/30/16617/source-natural-foods-pushes-safe-food-supply-chain-of-regenerative-spices.html
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