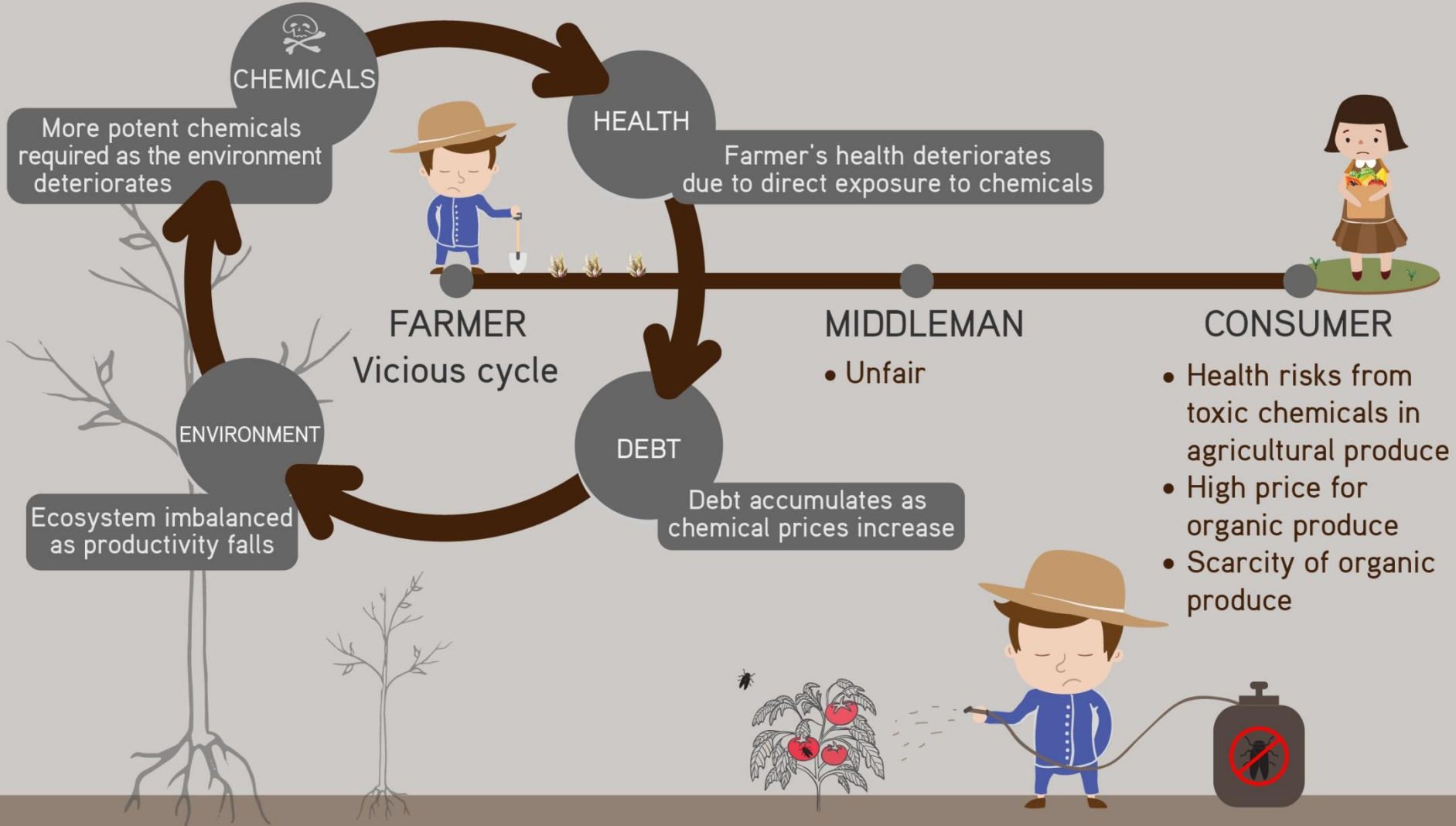


FARM TO FUNCTIONS

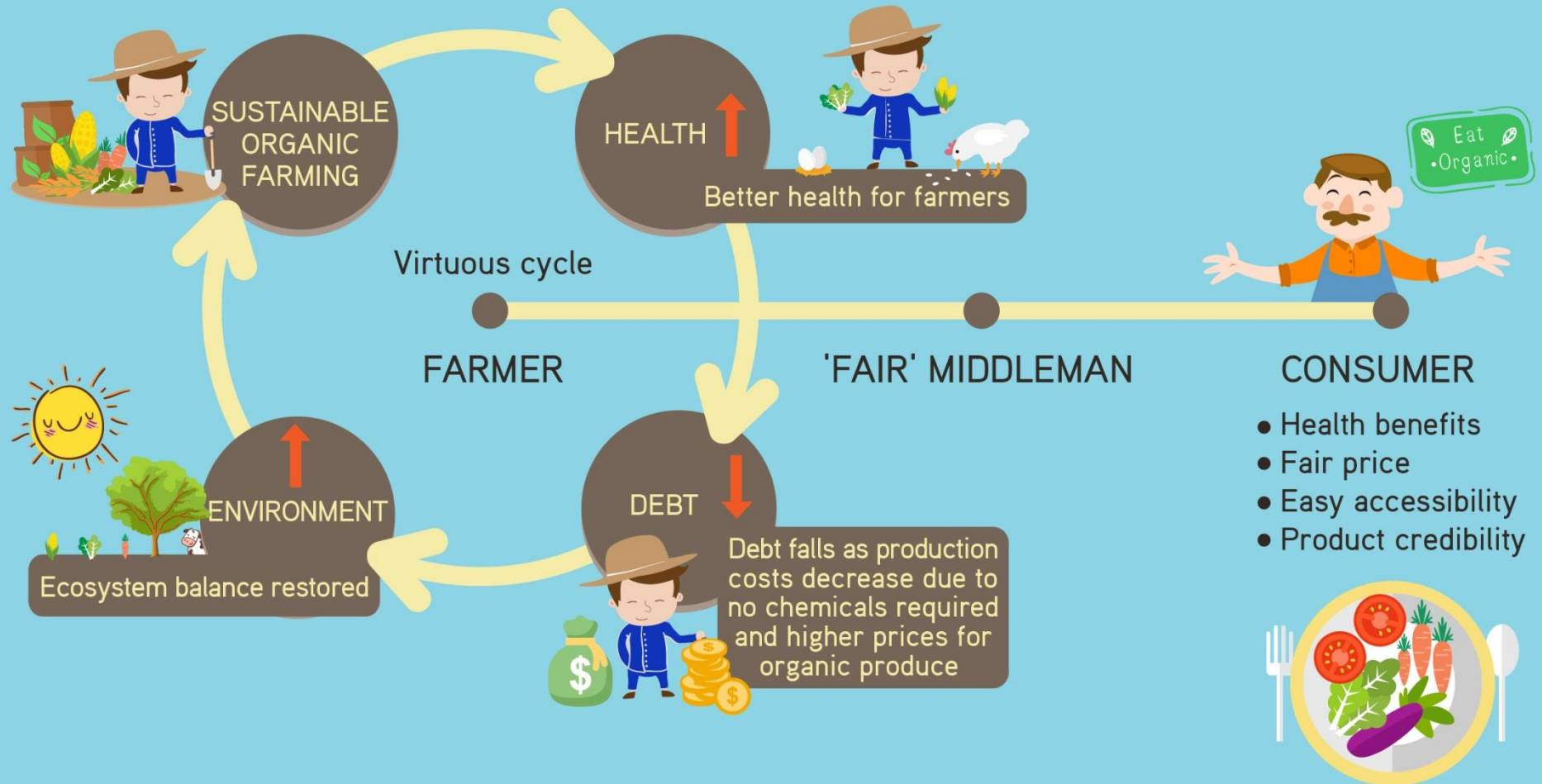


UNBALANCED FOOD SYSTEM

root of health, environment, economic, social problems

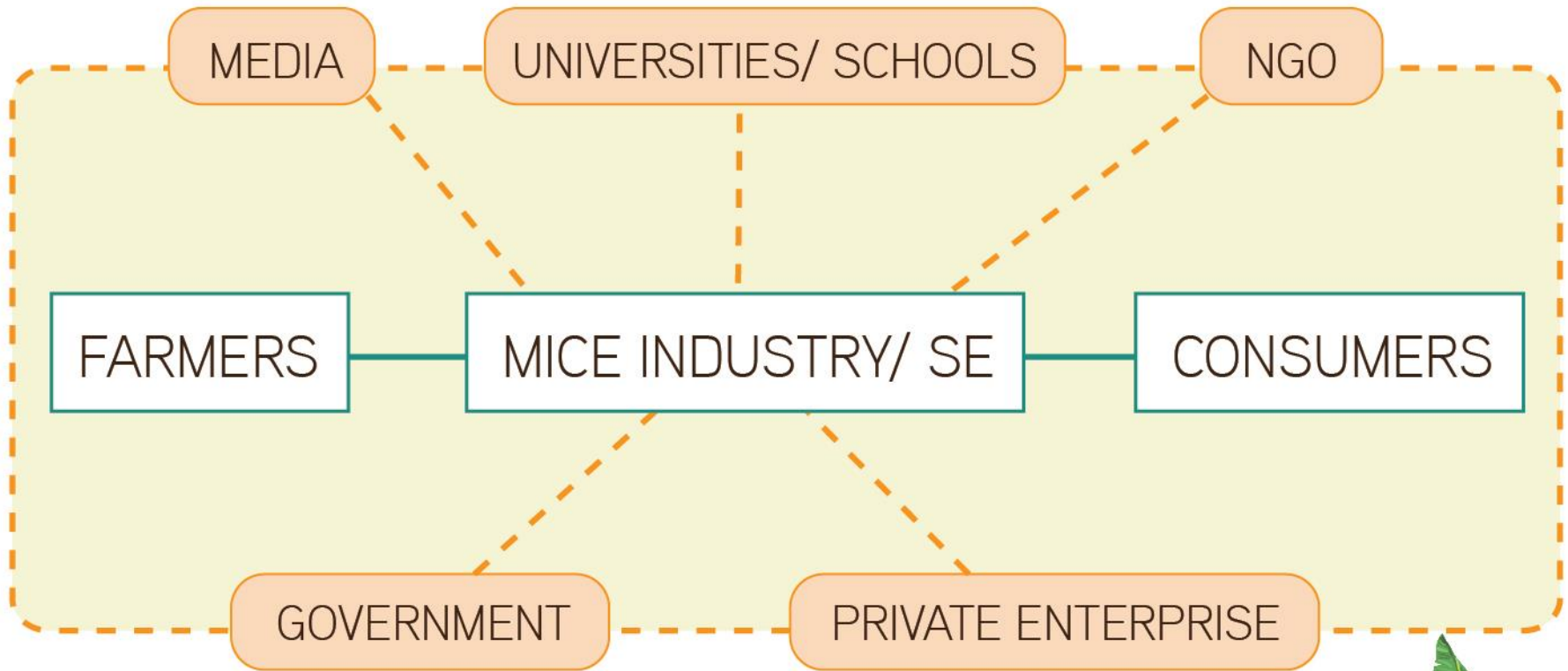


SOLUTION : BALANCED FOOD SYSTEM



FARM TO FUNCTIONS - INCLUSIVE BUSINESS MODEL

WIN - WIN - WIN



ORGANIC TOURISM



FARMER

- Certified organic farmer
- Tourist attraction



Organic farmer
(PGS)



Conventional farmer

BUSINESS

- Re-engineering
- Inclusive business model



Change agent



- Product innovation/
differentiation
- Marketing/ PR/CSR benefits

CONSUMER/ TOURIST

Change agent



Responsible consumer



Smart consumer

ORGANIC TOURISM

BALANCED/ SUSTAINABLE
FOOD SYSTEM

SUSTAINABLE
DEVELOPMENT

Using tourism
as a tool to link
organic farmers
to consumers where
hotels, restaurants,
supermarkets, etc.
are facilitators/
connectors

Addresses...
Economic
Health
Environment
Social issues





Thank you