



FRESH START CERTIFIED ORGANIC SALAD GREENS

There's nothing quite like the sight of a beautifully tossed and prepared salad made from the freshest of ingredients. When choosing lettuce, you should always go for the heads that have rich color and crisp, fresh-looking leaves – just as Fresh Start has to offer.

Fresh Start's certified organic salad greens are its food specialty, offering many healthy benefits alongside its crisp, delicious flavors. Our salad greens possess Vitamin A, folate, soluble fiber and other nutrients. These greens, when combined with our delicious fruit and vegetable selection, are definitely a delight to the taste buds.

All the Fresh Start salad greens are grown at the Fresh Start Organic Farm in Hacienda Maquina, Silay. They're delivered to the store straightaway after harvest so you can be assured that what you're eating is all natural and fresh from the field.



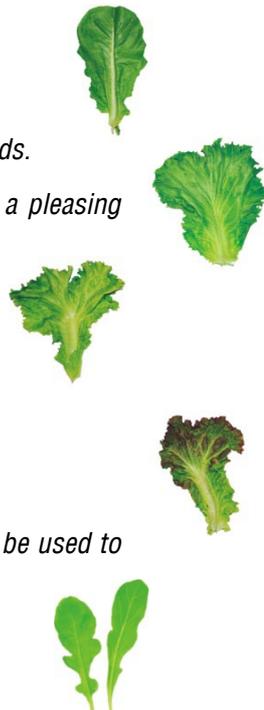
- No Chemicals! No Pesticides! No Preservatives!
- Certified Organic by NICERT
- Harvested Fresh from the Farm

Available in 250g Resealable bag

Fresh Start employs the use of re-sealable bags so that you can enjoy your salad greens for a longer period of time. These bags are made of PE plastic, which is safe to refrigerate. As a general rule, lettuce should be refrigerated at all times and washed thoroughly before served.

Fresh Start is proud to offer the following certified organic varieties of salad greens:

- **Romaine Lettuce** – *This variety is flavorful, crunchy and is the common variety used in Caesar salads.*
- **Iceberg Lettuce** – *Also known as crisphead for its crispiness, it has a long refrigerator life and a pleasing crunchy texture.*
- **Curly Green Lettuce** – *Also known as green ice lettuce, it is the most popular type of loose-leaf lettuce. With a crisp texture, sweet taste and glossy, fringed leaves, it's used in most gourmet salads.*
- **Batavia Lettuce** – *Bearing similarities to iceberg lettuce, it's also known as summer crisp for its crunchy texture and moderately dense head.*
- **Lollo Rosa Lettuce** – *This variety is a mild tender lettuce with red ruffled edges.*
- **Red Rapids Lettuce** – *With its ruffled maroon and light green leaves, this loose-leaf variety can be used to make a delicious salad or a beautiful garnish.*
- **Arugula** – *Its peppery, slightly bitter flavor is an ideal contrast for mixing with the milder greens.*
- **Mix Lettuce** - *This variety is a delicious blend of Romaine, Lollo Rosa and Curly Green lettuce.*





ORGANIC CULINARY HERBS & SPICES

Give your dishes the dash of flavor they need, the healthy way!

All our delicious *certified organic herbs and spices* are grown without the use of toxic chemicals, leaving them both healthy and tasty. Plus, the herbs arrive fresh from the farm every day. This is a healthier alternative to add flavor, color and aroma to any of your culinary creations.

- No Chemicals! No Pesticides! No Preservatives!
- Certified Organic
- Freshly cut

To add a little zing to your recipes, we offer:

- Basil (“king of herbs”; spicy aroma and flavor)
- Coriander (distinctive, pungent, earthy taste)
- Dill (calming effect; used to fight stomach pains and insomnia)
- Hot Sili (Kutitot)
- Lavender
- Lemon Balm
- Mint (strong and sweet with cooling aftertaste)
- Onion Leaves (Sibuyas Dahon)
- Oregano (pungent odor and flavor)
- Paitan (Sili Labuyo)
- Parsley (light, fresh scent and flavor; high chlorophyll content)
- Rosemary (tea-like aroma and piney flavor; antimicrobial)
- Stevia (*sweet but diabetic-friendly – helps improve insulin production and reduce the risk of hypertension*)
- Tarragon
- Thyme
- Turmeric

Each of our herbs is offered in three ways: **Fresh** (placed in re-sealable bags), **Dried** (powdered) and in **Garden Polybags**. Fresh Start encourages the purchase, however, of the fresh herbs – it is a fact that one teaspoon of dried herbs is equivalent to one tablespoon of fresh herbs in nutritive value.



ORGANIC FRUITS AND VEGETABLES

Fresh Start's produce is grown organically in rich, fertile soil, so you can be assured that it's natural, healthy, tasty and safe. With our certified organic fruits and vegetables, you're choosing the healthy, tasty option.

We have a wide variety of fruits and vegetables, including native varieties only found in the Philippines

- No Chemicals! No Pesticides! No Preservatives!
- Certified Organic by NICERT

Fruits

- Avocado
- Banana (Lakatan, Sab-a, Turdan, Cardava)
- Calamansi
- Coconut
- Guyabano (Soursop)
- Lemon (Green/Yellow)
- Papaya
- Pineapple
- Rambutan
- Watermelon

Vegetables

- Bell Pepper
- Bitter Gourd (Ampalaya)
- Carrots
- Cassava (Kamoteng Kahoy)

- Cucumber (Pipino)
- Eggplant (Talong)
- Ginger (Luy-a)
- Kalubay (Upo)
- Monggo (Green/Yellow)
- Okra
- Patola (Luffa)
- Pechay
- Potato (Patatas)
- Radish (Rabanos)
- Red Beans
- Sayote
- Sitao/Balatong
- Squash
- Sweet Potato (Camote)
- Tomato



FRESH START WHITE ORGANIC RICE

Fresh Start Certified Organic *Colored Rice Varieties*

Fresh Start offers its own varieties of *colored* rice, cultivated using sustainable organic farming practices that don't involve harmful chemicals, pesticides or fertilizer. In other words, Fresh Start aims to protect the environment by using natural and environment-friendly methods in cultivating *colored* rice varieties.

It is also important to note that going organic tends to increase the yield significantly after some long-term use.

It is also a known fact that taste and aroma of Fresh Start certified organic *colored rice* varieties tends to be distinctive from the conventional, and is usually voted as tastier.

- No Chemicals! No Pesticides! No Preservatives!
- Heirloom varieties
- Fair trade (Grown by Small Farmers)
- Certified Organic



White Rice – Aromatic

As the staple food for more than half of the world's population, rice has earned its reputation as the 'grain of life'. In the Philippines, it's a diet staple. Everyone, young and old, enjoys this as part of daily meals or in the form of various Filipino delicacies.

That's why we are committed to providing you with our organic rice, grown without the use of chemicals, pesticides, herbicides and GMOs.

Enjoy this sweetly scented, delicious variety – it's the perfect addition to every meal.

- White rice is the most common variety because it does not overpower other dishes; it complements them
- Aromatic Heirloom Variety
- Serves as a good "filler" dish

HEALTH BENEFITS (*as studies have shown*)

- Good source of proteins, phosphorus, and iron
- Provides calories for energy

This variety is grown by small farmers committed to good health, quality foods, ethical fair trade and eco-friendly sustainable farming practices.

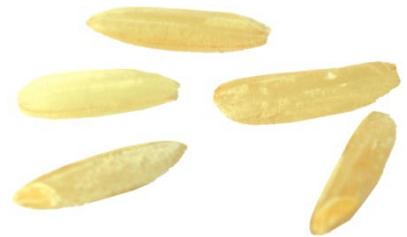
FRESH START BROWN ORGANIC RICE

Fresh Start offers its own varieties of *colored* rice, cultivated using sustainable organic farming practices that don't involve harmful chemicals, pesticides or fertilizer. In other words, Fresh Start aims to protect the environment by using natural and environment-friendly methods in cultivating *colored* rice varieties.

It is also important to note that going organic tends to increase the yield significantly after some long-term use.

It is also a known fact that taste and aroma of Fresh Start certified organic *colored rice* varieties tends to be distinctive from the conventional, and is usually voted as tastier.

- No Chemicals! No Pesticides! No Preservatives!
- Heirloom varieties
- Available in Whole Grains
- Fair trade (Grown by Small Farmers)
- Certified Organic



Brown Rice: Whole Grain

Brown/red rice is unpolished whole grain, milled to remove the hull from the kernel but retain the rice bran layer and the germ. This gives it a nutty flavor and a chewy texture.

This variety also has a lower glycemic index; it's also more nutritious because the bran is rich in vitamins, minerals and fiber.

This variety is grown by small farmers committed to good health, quality foods, ethical fair trade and eco-friendly sustainable farming practices.

- Next common variety after white rice
- Bran remains on grain giving it its "brown" color
- Unpolished whole grain rice, which retains nutrients
- Rich flavor and taste that is different from white rice

HEALTH BENEFITS (*as studies have shown*)

- Loaded with Vitamins B1, B3, B6 and rich in manganese, iron, selenium, magnesium, phosphorus and thiamine
- Rich in fiber and essential oils which help prevent gastrointestinal and heart diseases
- Lower risk for diabetes
- Reduces severity of asthma attacks
- Raises blood level of nitric oxide
- Helps prevent gallstones
- Good antioxidant
- Rich in carbohydrates, which helps in weight control

FRESH START ORGANIC BLACK RICE

Fresh Start offers its own varieties of *colored* rice, cultivated using sustainable organic farming practices that don't involve harmful chemicals, pesticides or fertilizer. In other words, Fresh Start aims to protect the environment by using natural and environment-friendly methods in cultivating *colored* rice varieties.

It is also important to note that going organic tends to increase the yield significantly after some long-term use.

It is also a known fact that taste and aroma of Fresh Start certified organic *colored rice* varieties tends to be distinctive from the conventional, and is usually voted as tastier.

- No Chemicals! No Pesticides! No Preservatives!
- Heirloom varieties
- Available in Whole Grains
- Fair trade (Grown by Small Farmers)
- Certified Organic

Black Rice: Forbidden Rice

Forbidden many, many years ago, this was the rice of emperors in Ancient China. But it's not so forbidden today and we are proud to include it as one of our special rice varieties.



Organic black rice is an heirloom variety rich in dietary fiber, iron, zinc and antioxidants. Aside from its many health benefits, it also has an interesting sweet, nutty flavor.

This variety is grown by small farmers committed to good health, quality foods, ethical fair trade and eco-friendly sustainable farming practices.

- Also known as "forbidden rice" because in the earlier eras of Chinese and Japanese history, only the emperors could eat this kind
- Has a deep, nutty taste

HEALTH BENEFITS (*as studies have shown*)

- Rich in nutrients like Vitamin B, Niacin, Vitamin E, calcium, magnesium, iron, zinc and fiber
- Reduces risk for cardiovascular disease
- Decreases risk of cancer and presence of free radicals
- Promotes stronger bones
- Increases red blood cell formation
- Reduces effects of menopause
- Slows down aging process

FRESH START RED ORGANIC RICE

Fresh Start offers its own varieties of *colored* rice, cultivated using sustainable organic farming practices that don't involve harmful chemicals, pesticides or fertilizer. In other words, Fresh Start aims to protect the environment by using natural and environment-friendly methods in cultivating *colored* rice varieties.

It is also important to note that going organic tends to increase the yield significantly after some long-term use.

It is also a known fact that taste and aroma of Fresh Start certified organic *colored rice* varieties tends to be distinctive from the conventional, and is usually voted as tastier.

- No Chemicals! No Pesticides! No Preservatives!
- Heirloom varieties
- Available in Whole Grains
- Fair trade (Grown by Small Farmers)
- Certified Organic



Red Rice: Heirloom Variety

This native rice is something special – a rice variety with a story.

As an heirloom variety, this rice has been passed on from one generation to the next. Farmers make it a point to save seeds for future planting or for sharing with their fellow farmers. Here in the Philippines, this variety is cultivated in the healthy, fertile soils of the mountainous regions of Negros Island.

This variety is grown by small farmers committed to good health, quality foods, ethical fair trade and eco-friendly sustainable farming practices.

- *“Heirloom” means that this particular type is passed on from one generation to the next. Seeds are saved by farmers for future planting or distribution to other farmers.*
- *Native variety*

HEALTH BENEFITS (*as studies have shown*)

- Counters histamine, helping asthma and allergy sufferers
- Modulates hormone levels in bone-building and metabolism
- Prevents fat production in muscles
- Helps lower blood pressure
- Protects liver and detoxifies tissues from heavy metals
- Helps control diabetes
- Strengthens the immune system

Red Rice: Whole Grain

This Heirloom red rice is unpolished whole grain, milled to remove the hull from the kernel but retain the rice bran layer and the germ. This gives it a nutty flavor and a chewy texture.

This variety also has a lower glycemic index; it's also more nutritious because the bran is rich in vitamins, minerals and fiber.

This variety is grown by small farmers committed to good health, quality foods, ethical fair trade and eco-friendly sustainable farming practices.



- Unpolished Red Heirloom Rice
- Bran remains on grain giving it its “dark red” color
- Whole grain rice, which retains nutrients
- Rich flavor and taste that is different from polished red rice

HEALTH BENEFITS *(as studies have shown)*

- *Loaded with Vitamins B1, B3, B6 and rich in manganese, iron, selenium, magnesium, phosphorus and thiamine*
- *Rich in fiber and essential oils which help prevent gastrointestinal and heart diseases*
- *Lower risk for diabetes*
- *Reduces severity of asthma attacks*
- *Raises blood level of nitric oxide*
- *Helps prevent gallstones*
- *Good antioxidant*
- *Rich in carbohydrates, which helps in weight control*

Get fiber-packed, nutrient-filled rice in ‘Whole Grains’



ORGANIC COFFEE

Growing coffee the organic way means using shade-grown or rainforest-grown methods. This allows coffee plants to flourish as a natural part of the understory in tropical rainforests. In effect, the biodiversity of the rainforest ecosystem is encouraged and protected – while the flavor and nutritive benefits of coffee increase.



Each time you drink a cup of coffee made from one of our blends, you're getting the best locally grown coffee, helping out the local producers and the environment all in one.

Fresh Start's Organic Coffee Blends: *Negros Island Rainforest Coffee*

Fresh Start coffee is made from coffee trees planted by various mountain communities in the remaining forested areas of Negros Occidental, including Sag-ang in La Castellana and Yubo in La Carlota. The production process follows NISARDS protocol for quality control, assuring you that it is grown naturally.

Our varieties are certified organic by NICERT, with a production process traceable from coffee to cup. We grow our coffee trees organically, without using chemicals or pesticides.

Every time you sip a cup of Negros Island Rainforest Coffee, you become an integral part of the following benefits:

- The growth of natural biodiversity in the rainforests
- The formation of healthier soil
- The increase of forest cover
- Protection of watersheds
- Contributing to the fight against climate change
- Allowing small farmers to lessen production costs
- Preventing small farmers from being exposed to toxic chemical pesticides and fertilizers
- Providing means of additional income for the coffee farmers (such as fruits and nuts)

This ensures the growth of biodiversity and healthy soils. Because we promote “shade-grown” coffee trees (see box below), we are also supporting the increase of forest covers and protect our watershed areas.

SHADE-GROWN COFFEE

Most coffee plants are naturally shade-grown as it tends to flourish as part of the understory in tropical rainforests.



Allowing it to grow this way contributes to the biodiversity of the forests, protection of bird habitats (in Negros, we help protect the Bleeding Heart Pigeon) and additional benefits for the small coffee farmers (such as additional harvest in fruit and nuts, less exposure to toxic chemicals and lower production costs). It also contributes to the fight against climate change because allowing more plants to grow means that more carbon is sequestered in the soil.

Because the demand for coffee is high, many producers have turned to sun-grown coffee to meet it. But growing coffee this way necessitates the use of pesticides and harmful chemicals to help it grow. At the same time, it requires leveling the forests, which depletes many natural ecosystems of plant and animal life.

By choosing to purchase shade-grown coffee, you are not only getting to savor delicious naturally flavored coffee, but are part of a bigger movement to protect the environment or, in this case, the homes of many living organisms.



Each red coffee cherry is selectively handpicked to ensure *the best* quality control. Because they're allowed to mature more slowly in the shade, the natural sugars increase and enhance the coffee's flavor.

This affordable Certified Organic coffee is made of good quality, with a distinctive flavor that pleases the tongue. With each sip, you can be sure you're drinking the local best and doing your part to help the environment and your fellow Negrenses.

Our certified organic varieties include the **Negrense Blend** (Robusta) and the **Mt. Kanlaon Blend** (Arabica and Robusta).

ORGANIC SHADE GROWN COFFEE BLENDS:

- **NEGRENSE BLEND** – (Robusta Blend)
- **MT. KANLAON BLEND** – (Arabica and Robusta Blend)

Available in 350g Zip Foil Pack (Equivalent to 70cups per pack or 5g per cup)



CERTIFIED ORGANIC

- *Certified Organic by NICERT, a third party independent certifying body and is Traceable from Farm to Cup.*

SUSTAINABLE

- *Organically grown. Without the use of chemicals and pesticides. Farmers help in building healthy soils and preserve biodiversity in the Rainforest*

SHADE GROWN

- *Organic Farming practices promote shade grown coffee trees resulting in the increase of our forest covers, at the same time protecting our water shed areas that provide clean water source to Negros Island*

LOCAL

- *Enjoy local Organic coffee grown at the remaining Rainforest areas of Negros at an affordable price.*

QUALITY

- *The Organic Coffee is made from Selectively Handpicked Red Coffee Cherries following strict quality control system for organic coffee production*

TASTES

- *As the coffee beans mature more slowly in the shade, natural sugars increase and enhance the flavor of the coffee.*

FAIRTRADE

- *Improves farmers income through better price of their organic coffee*

ENVIRONMENT

- *Help prevent soil erosion, reduce (GHG) Green House Gas emissions, foster farm crop diversification and provides habitat to native animal species.*

CERTIFIED ORGANIC FREE-RANGE CHICKEN AND EGGS

Free-range products are derived from conventional livestock that is allowed to roam freely in certain open areas for part of their day. The certified free-range chickens we breed at Fresh Start are raised without using antibiotics, growth hormones or GMO. Instead, they are raised on a diet of organic fruits and vegetables produced on our own farm.

Fresh Start offers Darag chickens. This type of chicken, when cooked, contains less fat, more protein, more potassium and more unsaturated fatty acid. According to a study by FNRI-DOST (Food and Nutrition Research Institute of the Department of Science and Technology), consumer-type panelists rated this meat, cooked as tinola, as something they “like very much” in terms of flavor and general acceptability.

Apart from the chickens themselves, their eggs are also higher in Omega-6, a fatty acid the human body needs for growth, development and brain functions.

NO ANTIBIOTICS!
NO GMO!
NO GROWTH HORMONES!
FREE RANGED!
PLANT BASED DIET!
CERTIFIED ORGANIC!

CERTIFIED ORGANIC
DARAG
NATIVE CHICKEN
FREE-RANGE

Fresh Start Organics™

NICERT
CERTIFIED ORGANIC