

## Who We Are?

Fresh Start Organics is a privately owned company, founded by Ramon and Francine Uy. The beginnings of the company traced back to the production of organic fertilizers.

Today, Fresh Start has grown into a business whose expanded product range includes not only certified organic fertilizers, but also fresh organic produce, organic rice, organic coffee, organic free range chickens that are all also certified organic by NICERT. Other addition to Fresh Start's product lines are the Healthy Pantries and Natural personal care products.

Fresh Start Organics continues to expand while maintaining the company vision of being a vibrant eco-enterprise that implements ecologically, socially and economically sound practices in organic agriculture. As a staunch supporter of the organic movement, Fresh Start fully believes in the importance of good health, fair trade and environmental conservation.



As a company, Fresh Start Organics is committed to the following beliefs:

- Fresh Start is committed to bringing you organically grown food of the best quality straight from our farms to our food stores to your homes.
- Fresh Start is committed to improving the lives of small farmers through fair trade as part of our social responsibility.
- Fresh Start is committed to the preservation of the environment through organic agriculture, as well as the education of consumers.
- Fresh Start is committed to developing a sustainable and secure agricultural food system.

## Organic Fertilizers

Everything began with the organic fertilizer – now known as Fresh Start Organic Blend Fertilizer® and Vermicastings®. The organic blend fertilizer, created using large-scale bokashi composting, is created exclusively with the use of organic materials and agricultural byproducts in adherence with the organic standards of NICERT.

Furthermore it is registered with the Fertilizer and Pesticides Authority (FPA). Fresh Start Organic Blend is rich in humus, beneficial microorganisms, fungi and plant nutrients; these help improve the efficiency of water and nutrient use in soils. They also promote better plant growth and increase crop yield.



## Organic Farms

In our farm, We believe that food grown with the use of chemicals, pesticides, herbicides, fungicides, growth hormones, antibiotics and other conventional inputs, are not only harmful to our farmers and consumers but also to the environment.



Instead we encourage biodiversity and rely on building and maintaining healthy rich and fertile soils to grow our crops. We use our certified organic fertilizer, compost, vermi-tea, vermicastings, and indigenous beneficial microorganisms to enrich the soil and increase “organic matter”. We also use natural farming botanicals and attractants for pest control as well as incorporating the practices of crop rotation, green manuring, companion planting and cover crops.

We believe that natural, sustainable methods can produce healthy, rich and fertile soil. This soil, in turn, will produce nutrient-filled, healthy crops, which in turn leads to healthy animals and healthy people. This is the foremost principle behind our farms



**“Healthy Soil = Healthy Foods = Healthy People”**

## Organic Food Stores



After discovering our passion for growing organic foods, Fresh Start created our very own organic food stores in order to be able to share with others the pleasure of fresh, healthy, chemical-free foods. All the products in the stores are definitely fresh – they’re brought straight to the stores after they’re harvested.

The food stores are also a way for us to strengthen our ties with other committed, passionate organic farmers and to encourage them to continue growing organic products. Our strong relationships allow us to work together and offer an even larger selection of produce to our consumers, all at fair prices for both parties. We also help the farmers in monitoring their products to be sure they adhere to the organic standards.

Our Food Store products include a wide selection of certified organic fruits, vegetables, salad greens and culinary herbs. We also have Red Brown, Black, White Organic Rice varieties, Rainforest Organic Coffee and Organic Free range chicken and eggs.

Aside from fresh organic produce, we also support and encourage other local food entrepreneurs to use organic, healthy ingredients – those free from artificial additives, preservatives, colors, flavors, sweeteners, hydrogenated fats – and feature those products at the Healthy Pantry section in our stores.

Our food stores also serve as a channel for educating consumers about the benefits and values of organic farming. Fresh Start is taking the initiative to raise people’s awareness about organic agriculture, food safety and environmental conservation.

**At Fresh Start Organic Food Stores...  
we "ONLY" sell products that are  
better for your HEALTH better for the COMMUNITY and better for the ENVIRONMENT**

