

SPECIFICATIONS:

Finished folded size: 134mm x 134mm

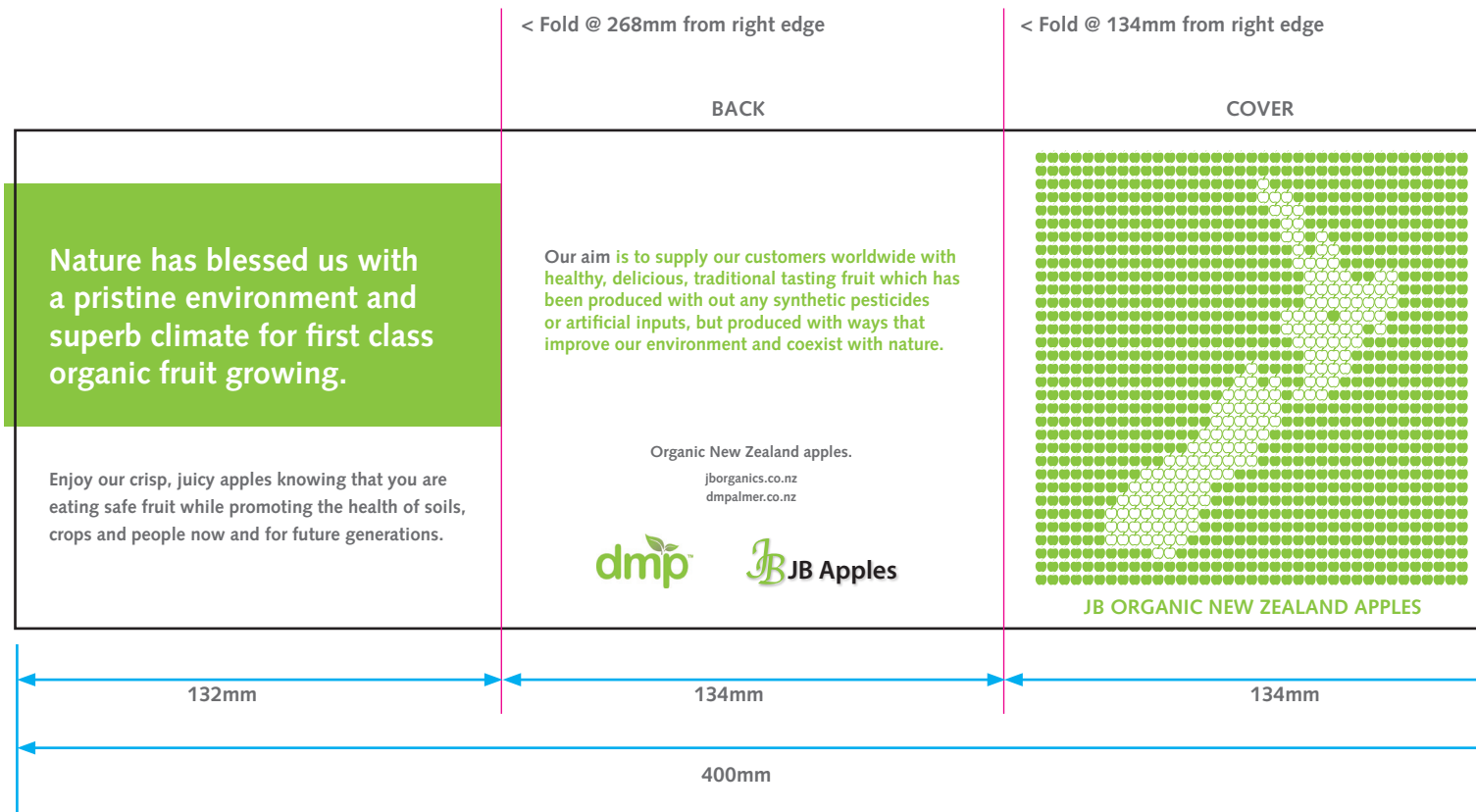
Finished flat size: W 400mm x H 134mm

Untrimmed size: 406mm x 140mm

Bleed: 3mm all round

4 COLOUR PROCESS - CMYK

Suggested stock: Uncoated 220 GSM from eco-friendly stock



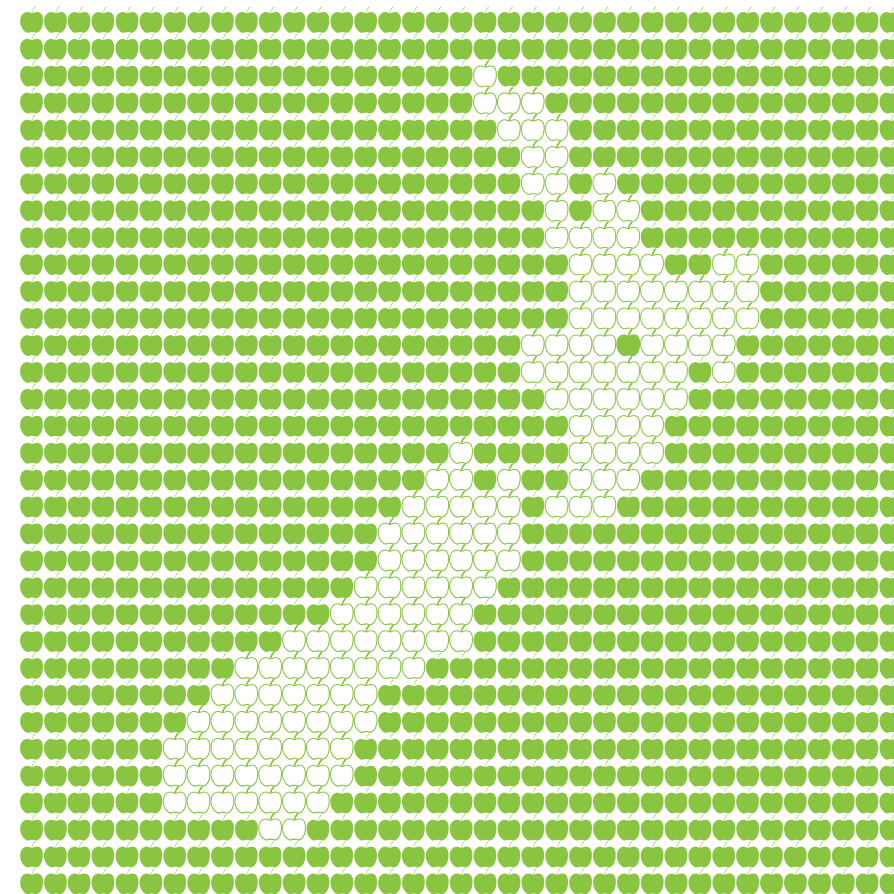
Nature has blessed us with a pristine environment and superb climate for first class organic fruit growing.

Enjoy our crisp, juicy apples knowing that you are eating safe fruit while promoting the health of soils, crops and people now and for future generations.

Our aim is to supply our customers worldwide with healthy, delicious, traditional tasting fruit which has been produced with out any synthetic pesticides or artificial inputs, but produced with ways that improve our environment and coexist with nature.

Organic New Zealand apples.

jborganics.co.nz
dmpalmer.co.nz



JB ORGANIC NEW ZEALAND APPLES



“We must protect the land and leave it better than when we arrived.”



“We want the consumer to recognise our products as the eco-friendly standard.”



“Most importantly of all, organic apples are a healthy and safe choice for consumers.”

Our commitment to organics

The fertile plains and superb climate of Hawke's Bay New Zealand are ideally suited to quality organic production. With high sunshine, moderate rainfall and warm temperatures, our fruit can be produced without any synthetic pesticides or artificial inputs. The result - healthy, delicious, traditional tasting apples produced in partnership with nature, leaving our fertile soils, rivers and underground aquifer undamaged for future generations to enjoy.

Footprint

Carbon reduction is important. We are committed to reducing our carbon footprint. It's internationally recognised that 'food miles' has its shortcomings and is no longer a viable means for measuring sustainability or carbon footprint as it does not consider total energy use. Life Cycle Analysis (LCA) is now the accepted method. A recent report from Lincoln University NZ found that, based on an LCA approach, New Zealand is more energy efficient in producing and delivering apples to the UK market than you would think based on our transport methods and our high yielding orchards.

Organic = health

There's now a substantial body of evidence (around 40 studies published over the last six years) that proves organic plant-based foods are better for you, providing on average 25% more nutrition than their non-organic counterparts. Organic fruit contains up to 40% more antioxidants, which scientists believe can cut the risk of heart disease and cancer. It also has higher levels of vitamin C and beneficial minerals such as iron and zinc.