





I AM GREAT



I AM GRETA

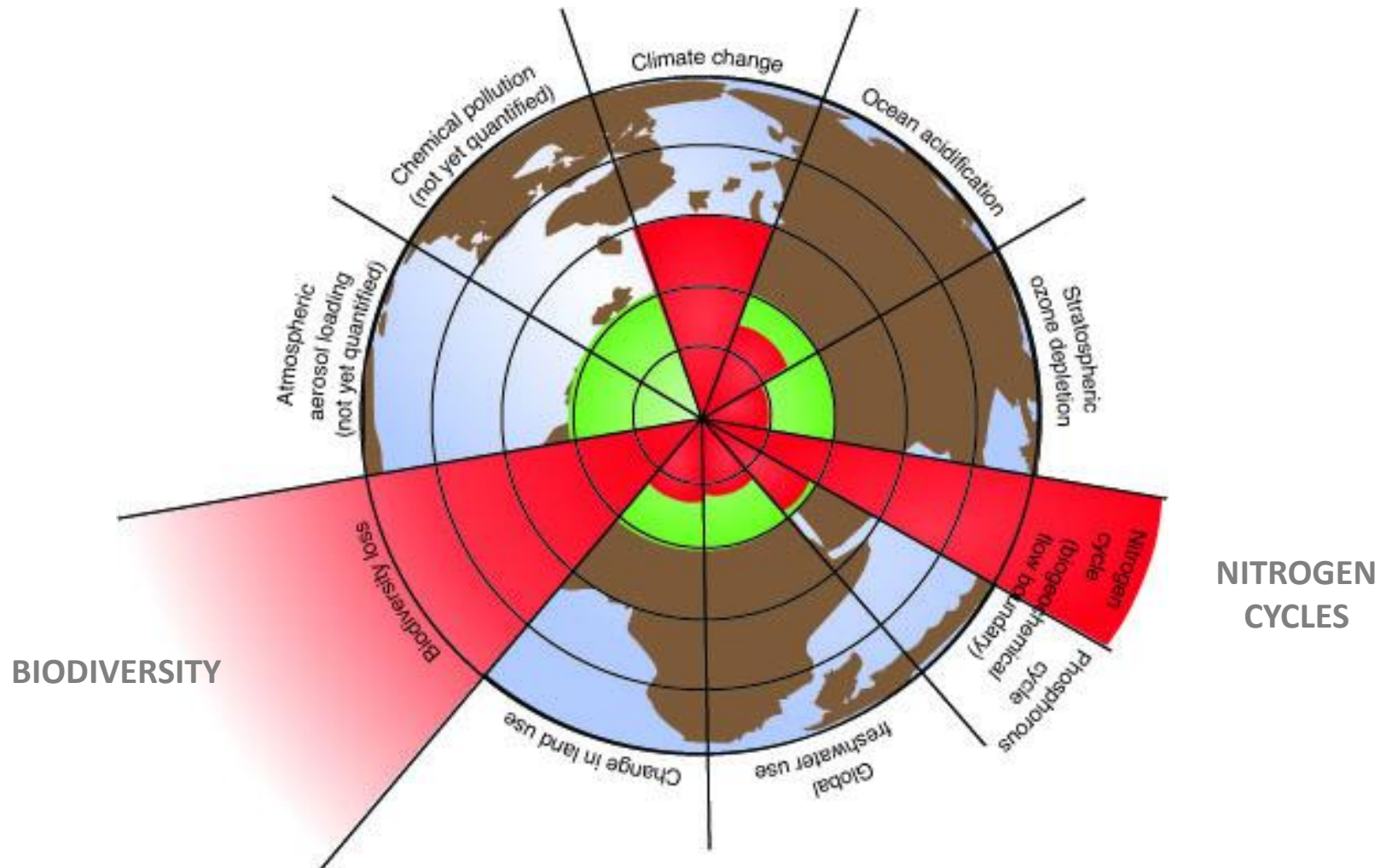


THE EMPIRE IS IN GOOD HANDS

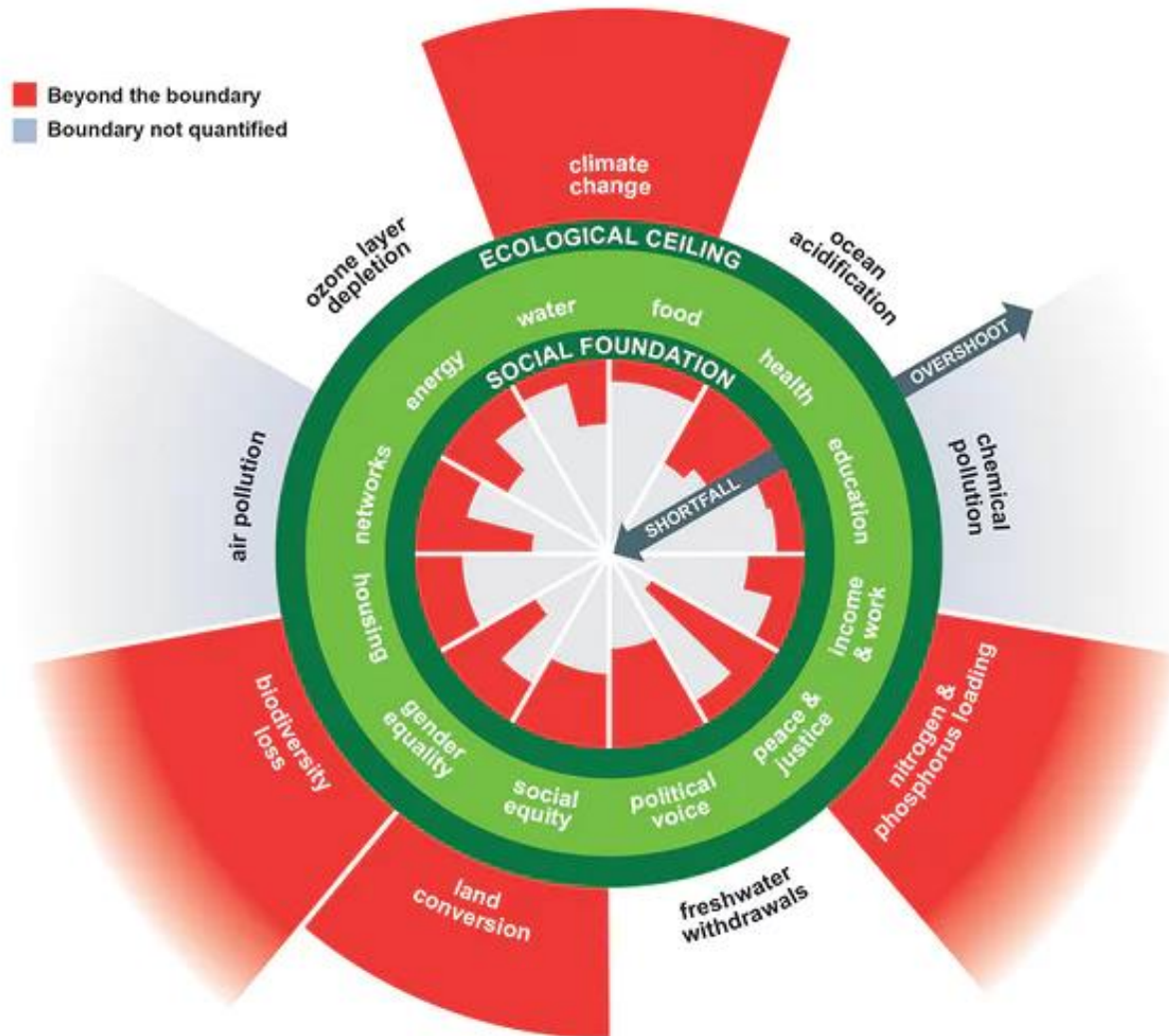
A middle-aged man with grey hair, wearing a dark suit, white shirt, and a patterned tie, is speaking. He has his hands raised in a gesturing motion. The background is slightly blurred, showing what appears to be a stage or conference setting with a blue and white backdrop. A semi-transparent dark grey banner is overlaid at the bottom of the image, containing the text "EAT SEASONALLY AND RECYCLE MORE".

EAT SEASONALLY AND RECYCLE MORE

CLIMATE CHANGE



Source:
Johan Rockström, Stockholm Resilience Institute, 2019





SUSTAINABLE DEVELOPMENT GOALS



PROFIT/PURPOSE

PEOPLE

PLANET



Graphics by Jerker Lohrantz/Azote

SPIRITUAL DIVIDE

SOCIAL DIVIDE

ECOLOGICAL DIVIDE



Graphics by Jerker Lohrantz/Azote

DREAM

DANCE

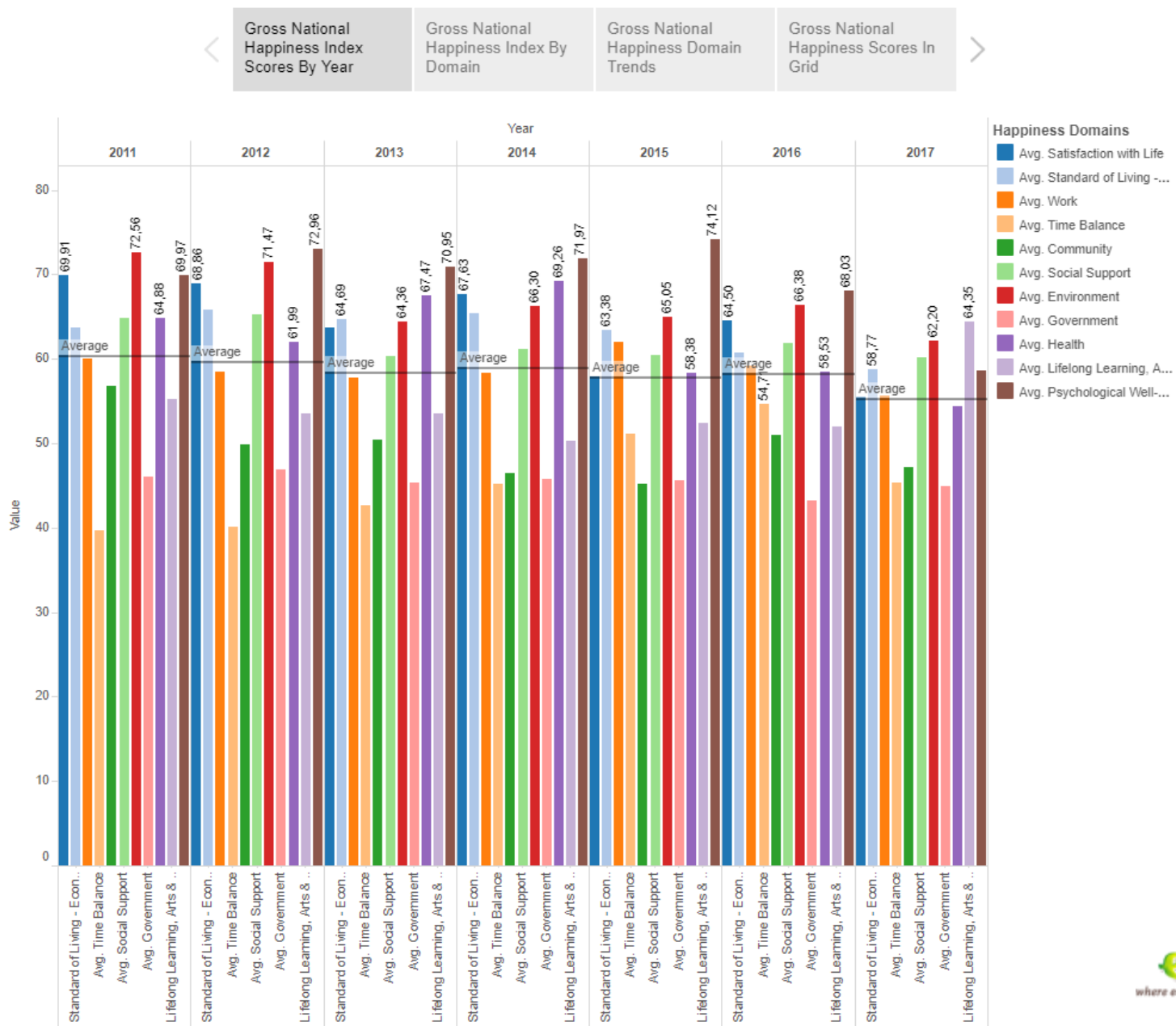
DELIVER



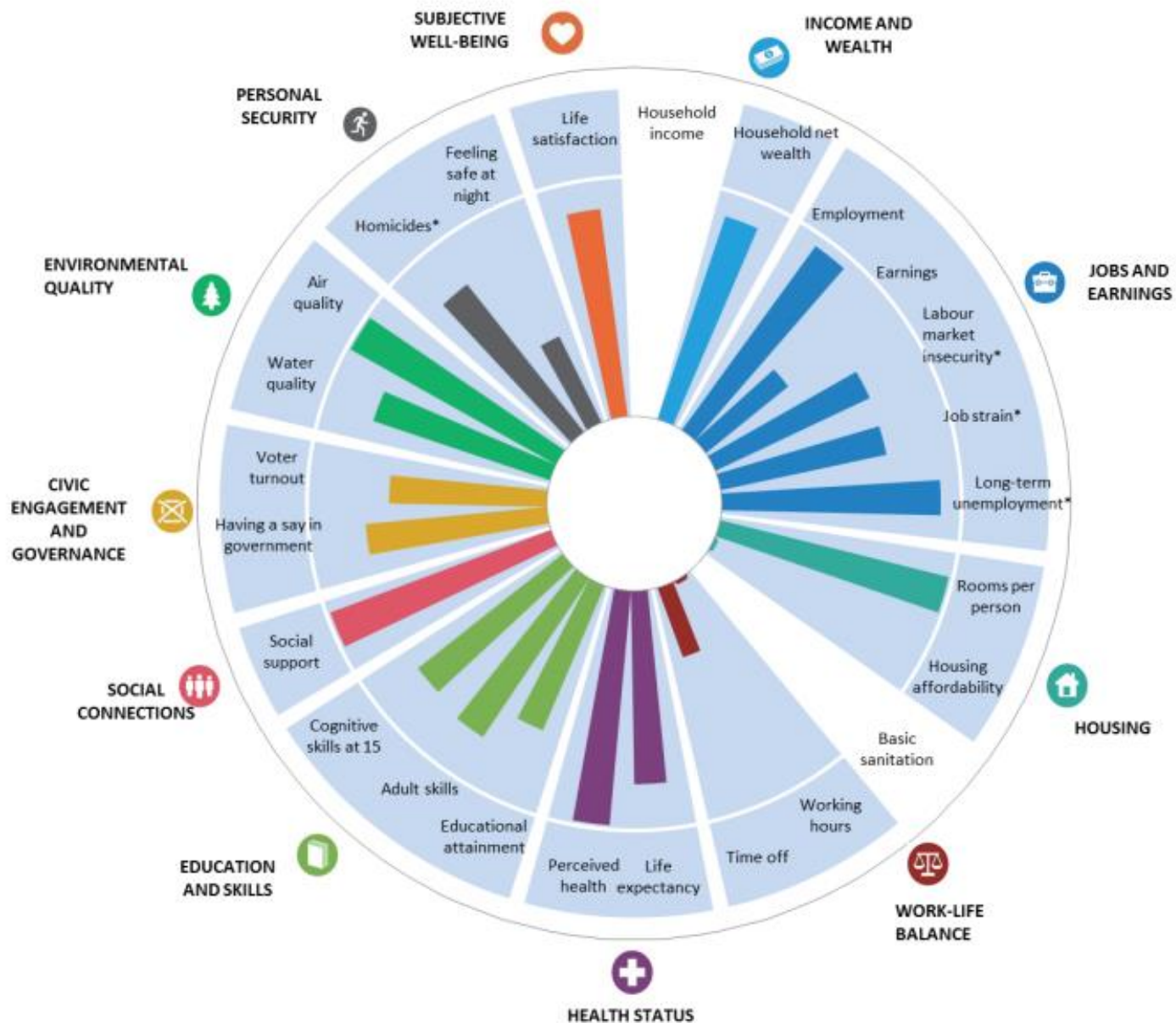
Graphics by Jerker Lohrantz/Azote



Gross National Happiness Domain Averages 2011- 2017







Beyond GDP - Measuring New Zealand's well being progress, 2017

Carney warns of risks from climate change 'tragedy of the horizon'

Bank of England governor tells Lloyd's insurers that 'challenges currently posed by climate change pale in significance compared with what might come'



Mark Carney, the governor of the Bank of England, has warned that climate change will lead to financial crises and falling living standards unless the world's leading countries do more to ensure that their companies come clean about their current and future carbon emissions.

In a [speech to the insurance market Lloyd's of London](#) on Tuesday, Carney said insurers were heavily exposed to climate change risks and that time was running out to deal with global warming.

Carney warns of risks from climate change 'tragedy'

Climate stress tests



Carney warned that climate change could threaten living standards unless the world's current and future carbon emissions.

In a speech to the insurance market Lloyd's of London on Tuesday, Carney said insurers were heavily exposed to climate change risks and that time was running out to deal with global warming.

Carney warns of risks from climate change 'tragedy'

Climate stress tests



Carney said that climate change is a global risk that could lead to a 'tragedy' if the world's leading standards unless the world's insurers are that their companies come clean about their carbon emissions.

In a speech to the insurance market Lloyd's of London on Tuesday, Carney said insurers were heavily exposed to climate change risks and that time was running out to deal with global warming.

Carney warns of risks from climate change 'tragedy'

Climate stress tests



...carbon emissions.

In a speech to the insurance market Lloyd's of London on Tuesday, Carney said insurers were heavily exposed to climate change risks and that time was running out to deal with global warming.

DEPARTMENT OF THE
COMMISSIONER
GENERAL FOR
SUSTAINABLE
DEVELOPMENT

n°52 EV

English version

September

2011

SUSTAINABLE
DEVELOPMENT

Études & documents

studies and documents

Assessing water pollution
costs of farming in France

ECONOMICS AND ASSESSMENT



Annual costs 54 billion €/yr

Direct costs of quality degradation of water resources
and the aquatic environment **caused by excess
nitrogen fertilizer and pesticides from agriculture.**

Cost estimates exclude damage to fishing, tourism, etc

Recapitulatif des données
économiques, sociales, environnementales
et culturelles - Synthèse des données
présentées, validées et des données
non présentées

Present
for
the future



Ministère
de l'Écologie,
du Développement
durable,
et de l'Énergie

Department for the Economics, Assessment and Integration of Sustainable Development

www.developpement-durable.gouv.fr

eosta

where ecology meets economy







GROWERS

PRODUCTS

INITIATIVES

ABOUT US

OUR BLOG

ORGANIC
& MORE

OVERVIEW

MAP

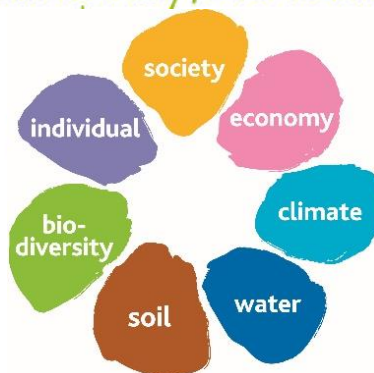
HOME



Hi, I'm Gonzalo and I grow organic avocado's in Peru!



'Click to see my personal sustainability flower in action!'



LANGUAGE



SITE SEARCH

enter keywords

CONNECT WITH US



NEWSLETTER



About my farm

Next

VIDEO

Best Authentic Guacamole Re...



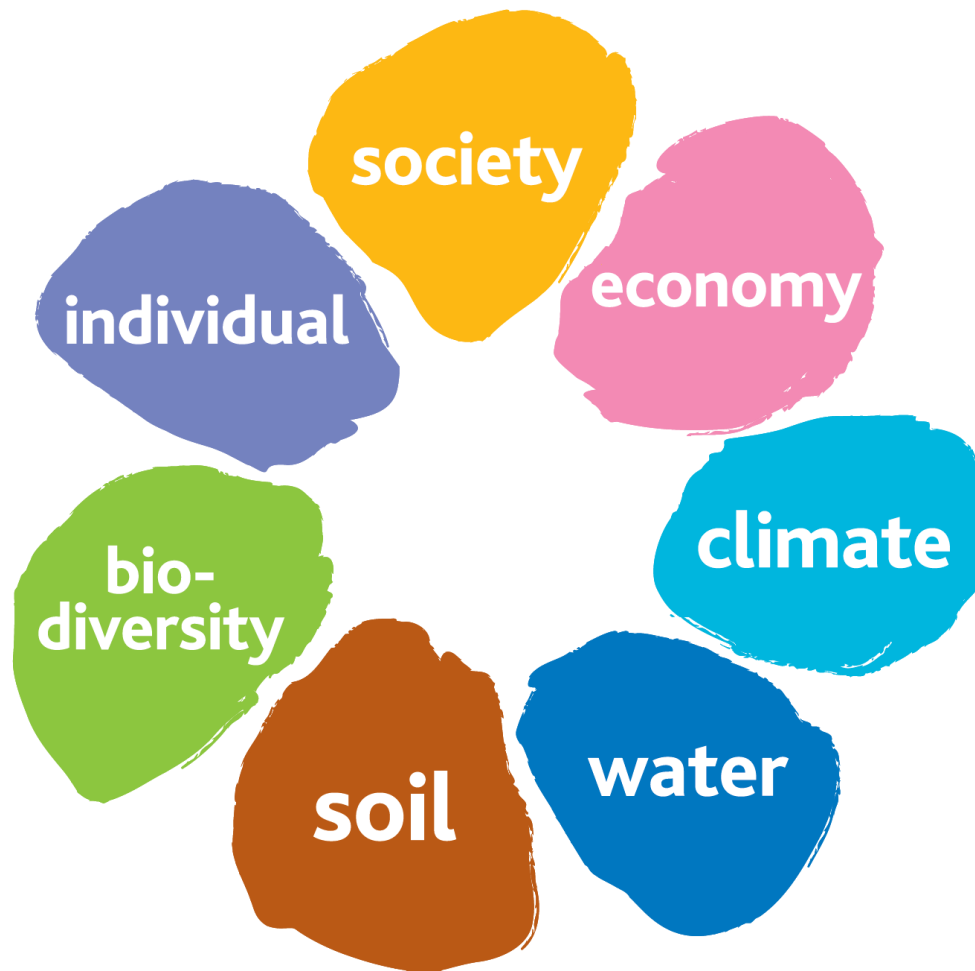
Hi, I'm Jose Luis Tungui Olivo and I grow organic avocado's on the West coast of Mexico. I'm also known as "Don Aguacato". As the manager of Hortalizas Organicas I represent a group of 20 small avocado growers in the beautiful area of Michoacán, who joined forces to ensure that the fruit we grow reaches you in the best possible condition. Apart from avocados we also grow mango's, grapefruits, green limes, passion fruit and more. Thank you for buying our products!

Michoacán is a Mexican state located on the west coast, bordering the beautiful pacific ocean. Our region is perfect for growing avocados, due to the fertile volcanic soil, the excellent climate and the altitude. The avocado orchards are all between 1500 and 2100 meters above sea level. It therefore comes as no surprise that people call this region the world capital of the avocado. Our farmers are really in love with their avocado's. We eat them all the time! Our farm is a real family business. My father started farming organically in 1994

and I joined him two years later. My wife Luisa, my three daughters and one son and their families are all involved with the company one way or another. Thanks to our organic approach, we live a wonderful life in the countryside, amidst an abundance of plant and animal diversity.

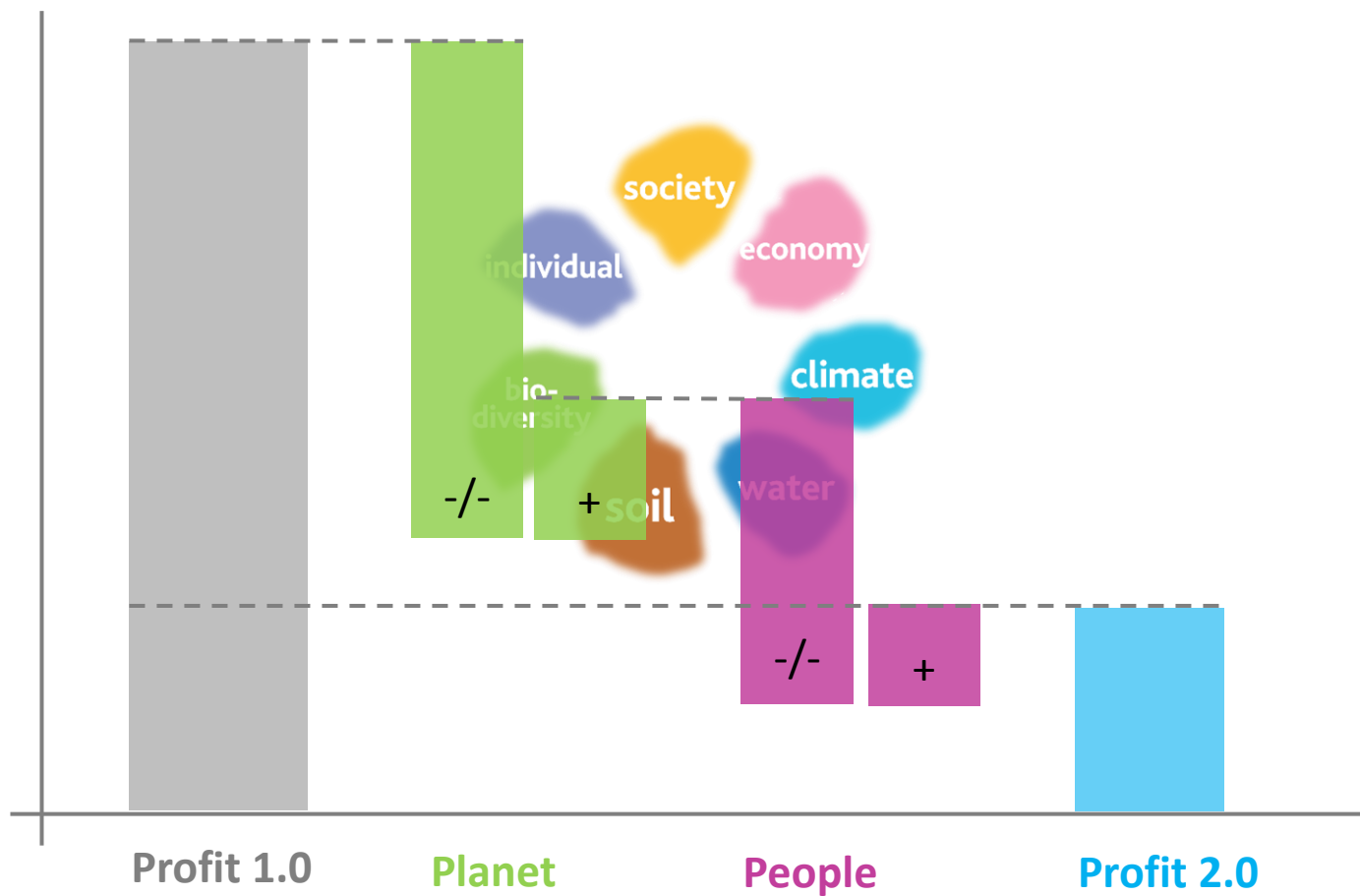
Products grown on this farm











Pilot

True Cost Accounting for Food, Farming & Finance





SOCIETY

Calculations
not yet
available

INDIVIDUAL HEALTH



Conventional cost: € 6.259

Organic benefit: € 504

Organic benefit
for society: € 6.763



BIODIVERSITY

Calculations
not yet
available



ECONOMY LIVING WAGE

Current Wage: € 120*

Living Wage: € 200*

Cost for society: € 80

* a month

CLIMATE

Conventional cost: € 3.143

Organic benefit: € 1.101

Organic benefit
for society: € 4.244

WATER

Conventional cost: € 752

Organic benefit: € 384

Organic benefit
for society: € 1.136

SOIL



Conventional cost: € 1.163

Organic benefit: € 254

Organic benefit
for society: € 1.417

SOCIETY

Calculations
not yet



**BUY ORGANIC
AVOCADOS
AND SAVE 6 M³
OF FERTILE
SOIL.***

* PER 1000 SQM AND YEAR

THE
TRUE
COST
OF FOOD



Conventional cost: € 1.163

Organic benefit: € 254

Organic benefit
for society:

€ 1.417



The Soil is the Limit

According to the United Nations every minute 30 soccer fields of soil are lost, mostly due to irresponsible farming techniques. This causes hunger, speeds up climate change and threatens our ability to feed the world. Considering that 99.7% of our food comes directly from the soil, we need to turn the tide.

That's why the United Nations and Nature & More call for action now!



Organic = the Soilution

Healthy food starts with healthy soils.

Organic farmers:

- restore degraded soils and prevent erosion
- make soils resistant to droughts & floods
- stimulate biodiversity
- fight climate change by increasing carbon storage

Become a Soildier and win a prize

1. Become an urban farmer
2. Film it, Youtube it and make a buzz
3. Win a trip to Egypt and see how we green the desert.

www.saveoursoils.com

www.saveoursoils.com

Soil mate



Desmond Tutu



Vandana Shiva



Jose Graziano da Silva FAO



Sarah Wiener



Klaus Töpfer



Chief Arvol Looking Horse



Julia Roberts



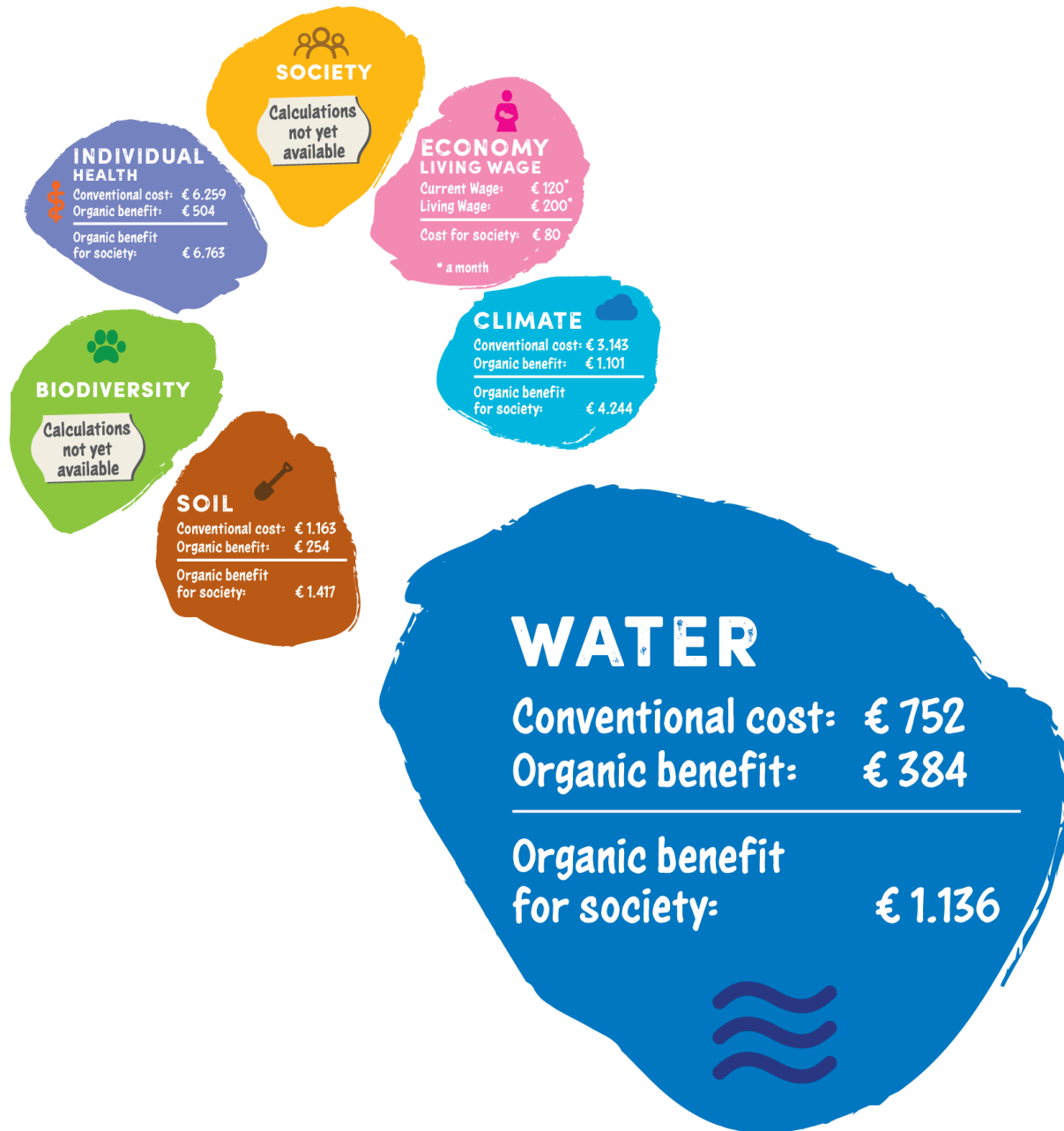
Dalai Lama



Renate Künast



The Prince of Wales





SOCIETY

Calculations
not yet
available

INDIVIDUAL



ECONOMY
LIVING WAGE

Current Wage: € 120*



**BUY ORGANIC
GRAPES
AND SAVE
25.200 LITRES*
OF WATER.**

* PER 100 SQM AND YEAR

 **THE
TRUE
COST
OF FOOD** 



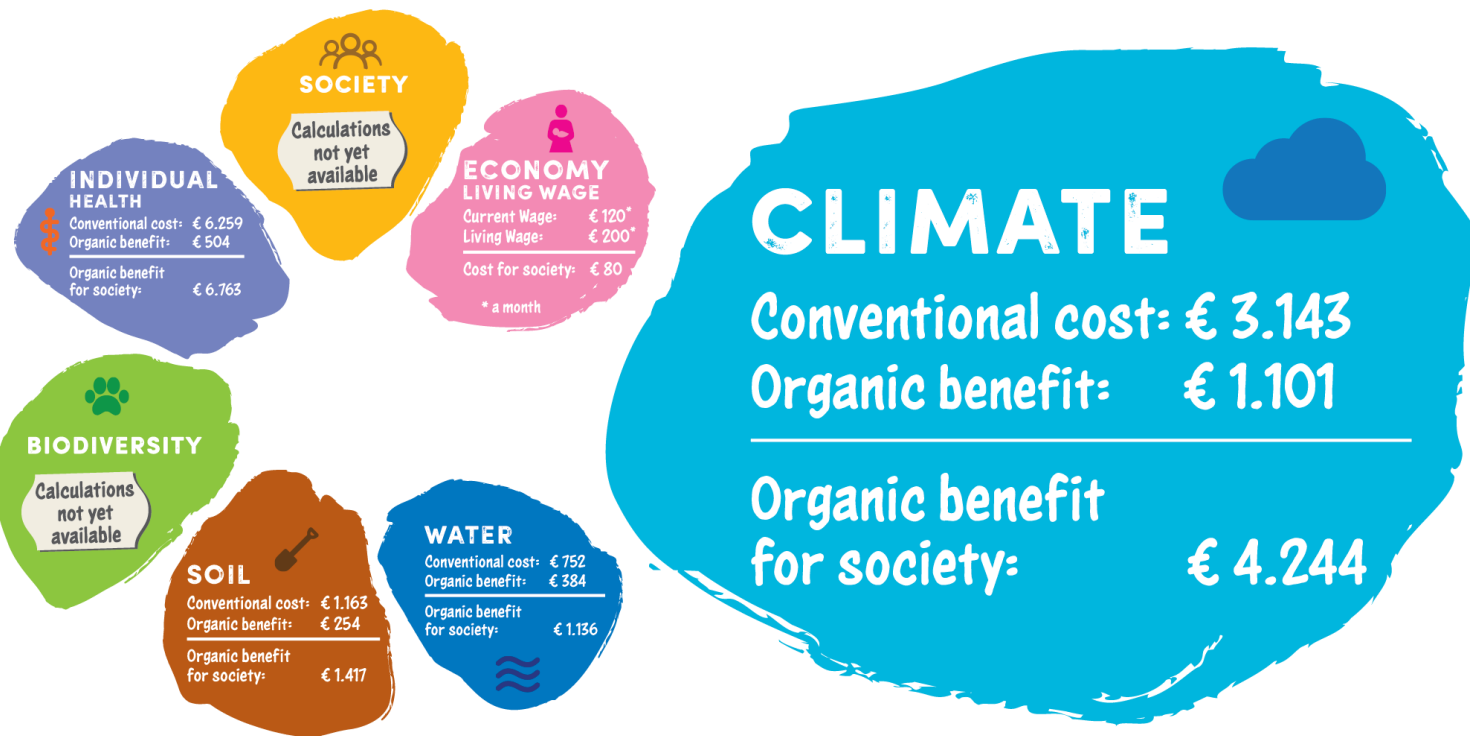
for society:

€ 1.150



eosta

where ecology meets economy





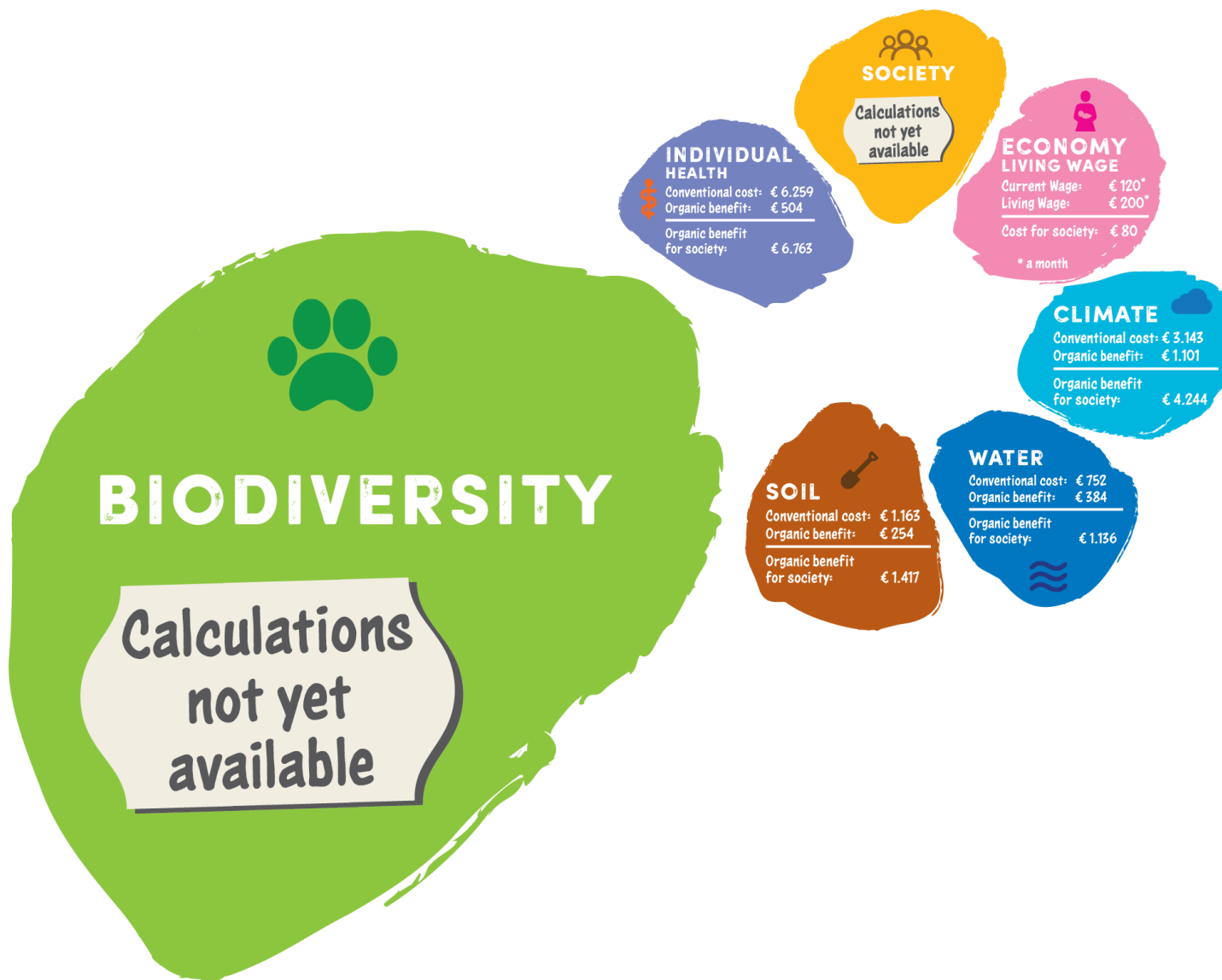
**BUY ORGANIC
PINEAPPLES
AND SAVE
400 LITRES* OF
GREENHOUSE
GASSES.**

*PER HECTARE AND YEAR



**THE
TRUE
COST
OF FOOD**





INDIVIDUAL HEALTH



Conventional cost: € 6.259
Organic benefit: € 504

Organic benefit
for society: € 6.763



SOCIETY

Calculations
not yet
available



ECONOMY LIVING WAGE

Current Wage: € 120*
Living Wage: € 200*
Cost for society: € 80

* a month



BIODIVERSITY

Calculations
not yet
available

SOIL

Conventional cost: € 1.163
Organic benefit: € 254
Organic benefit
for society: € 1.417

CLIMATE

Conventional cost: € 3.143
Organic benefit: € 1.101
Organic benefit
for society: € 4.244

WATER

Conventional cost: € 752
Organic benefit: € 384
Organic benefit
for society: € 1.136



WAS UNSER
ESSEN
WIRKLICH
KOSTET



KAUFE BIOLOGISCHE
ÄPFEL UND
SPARE DIR 27
KRANKHEITSTAGE.*

* PRO HEKTAR UND JAHR

E
st: € 3.143
€ 1.101

€ 4.244

Organic benefits
for society: € 1.417



SOCIETY

Calculations
not yet
available

INDIVIDUAL HEALTH

Conventional cost: € 6.259
Organic benefit: € 504

Organic benefit
for society: € 6.763

ECONOMY LIVING WAGE

Current Wage: € 120*
Living Wage: € 200*

Cost for society: € 80

* a month

CLIMATE

Conventional cost: € 3.143
Organic benefit: € 1.101

Organic benefit
for society: € 4.244

BIODIVERSITY

Calculations
not yet
available

SOIL

Conventional cost: € 1.163
Organic benefit: € 254

Organic benefit
for society: € 1.417

WATER

Conventional cost: € 752
Organic benefit: € 384

Organic benefit
for society: € 1.136



ECONOMY LIVING WAGE

Current Wage: € 120*

Living Wage: € 200*

Cost for society: € 80

* a month



SOCIETY

Calculations
not yet
available

INDIVIDUAL HEALTH

Conventional cost: € 6.259
Organic benefit: € 504

Organic benefit
for society: € 6.763



BIODIVERSITY

Calculations
not yet
available

SOIL

Conventional cost: € 1.163
Organic benefit: € 254

Organic benefit
for society: € 1.417

CLIMATE

Conventional cost: € 3.143
Organic benefit: € 1.101

Organic benefit
for society: € 4.244

WATER

Conventional cost: € 752
Organic benefit: € 384

Organic benefit
for society: € 1.136



BUY ORGANIC PINEAPPLES
and provide 63 families with a decent income

* per hectare per year



BIODIVERSITY

Calculations
not yet
available

SOIL

Conventional cost: € 1.163
Organic benefit: € 254
Organic benefit for society: € 1.417

WATER

Conventional cost: € 752
Organic benefit: € 384
Organic benefit for society: € 1.136

Conventional cost: € 5.143
Organic benefit: € 1.101
Organic benefit for society: € 4.244



F*CK
PLASTIC
nature &
more



Also suffering
from Big Pharma?

Ook wel eens last van Big Pharma?



Check in
with your
greengrocer

**Verwijs jezelf naar de
groentespecialist voor
een Kurkuma-kuur**



BIO MAAKT JE BETER

natureandmore.com

eosta
where ecology meets economy

Recognise the
symptoms of
Big Pharma

Herken de verschijnselen van Big Pharma:

- chronisch wantrouwen
- gewichtigerheidsverlies
- draaierig gevoel
- angststoornissen
- hoge schulden
- sufkopheid
- dwarse stoelgang
- meer gifstoffen
- mentale jeuk
- punthoofd



Check in
with your
greengrocer

Heeft u één of
meerdere symptomen?
Begin dan vandaag nog
met een Kurkuma-kuur



natureandmore.com



eosta
where ecology meets economy

Lack of energy?
Depressed?

Maybe you're
suffering from
Big Pharma

**Somber?
Futloos?
Misschien
heeft u wel
Big Pharma!**

HIER
VERKRIJG-
BAAR



Check in
with your
greengrocer

**Een Kurkuma-kuur
helpt je er snel
weer bovenop**



natureandmore.com



eosta
where ecology meets economy

98% of all Dutch
are suffering from
Big Pharma

**98% van
Nederland
lijdt aan
Big Pharma**

HIER
VERKRIJG-
BAAR



Check in
with your
greengrocer

**Met een
Kurkuma-kuur ben
je er zo van af**



natureandmore.com



eosta
where ecology meets economy



AN INITIATIVE OF

eosta



DR. GOODFOOD'S

FIX YOURSELF WITH FOOD

The Dutch physician Anna Kruyswijk shows you how to improve your health with food. Let's cook!

HOME

FOODFIXES

DR. GOODFOOD

COALITION

Follow on



NEW FOODFIXES



Foodfix #1: Detoxing the liver

Today we are going to detox the liver with a healthy salad and a broccoli avocado dip. The liver is an important organ to detox regularly.

 [PLAY VIDEO](#)



Foodfix #2: Detoxing the rest of your body

Today we are going to make a nutritious soup that will detox the body. This recipe cleans your liver, kidneys and bowels.

 [PLAY VIDEO](#)

HOW CAN WE HELP YOU?

Search by ingredient or condition

Search

REQUEST A FOODFIX

Need a recipe for your condition?
Request it [here](#) or send an e-mail to:
info@drgoodfood.org.

ABOUT DR GOODFOOD



Helping my patients with a better diet has been a focal point in my 30 years of practice. Becoming Dr. Goodfood is an effective new way for me to help Nature and More to promote the medical benefits of food. Hopefully we can inspire people to choose pears over pills.

[Read more](#)

DR. GOODFOOD IN YOUR STORE

- Recipe cards for the Dr. Goodfood selection
- Product information (specific health benefits)
- Dr. Goodfood's 'perfect plate' flyer
- Dr. Goodfood selection sticker
- In-store health consultation session





**MILLIONS OF HEALTH FREAKS
CAN'T BE WRONG**

Check the benefits of ginger at natureandmore.com



eosta
where ecology meets economy