

7 reasons why



Green buckwheat is the first product of a new brand “My Family”. It is for those who care about themselves, their families and think about the future. We not just offer selected buckwheat, we encourage the seller and the buyer to choose healthy products.

Here are 7 reasons why our green buckwheat is beneficial for the seller and healthy for the buyer:



Reason number 1. Environmentally friendly product of the highest quality



- Our buckwheat is grown on the territory of 200 hectares in the Gauja National Park in a clean environment literally under the protection of the state;
- We want you to be assured of purity of our product; therefore, we ordered laboratory tests at the scientific institute BIOR. No traces of fertilizers or chemicals were found in the grains of our buckwheat;
- The product has a certificate of quality Bio (LV-BIO-001), trademarks “Latvijas labums” (The best of Latvia) and “Zaļā lapa”, BIO product label (EU).



Reason number 2. Preference of professionals

- Our buckwheat is already being chosen by advanced restaurants in Riga. They focus on the quality and healthiness of products (Sunset Riga, Food Factory, we are in negotiations with other restaurants);
- The best chefs know: green buckwheat destroys the myth that healthy means tasteless. This is a product with a delicate nutty flavour, suitable as a side dish for various dishes, and is also great in salads.

Reason number 3. The demand for green buckwheat is growing rapidly



- In Europe, green buckwheat already is bought more often than the traditional. Latvia and Riga tend to support popular trends;
- More and more middle-class and high-income citizens of Latvia think about a healthy lifestyle and a natural diet;
- It is proven: people usually trust more in products grown in Latvia.

Reason number 4.

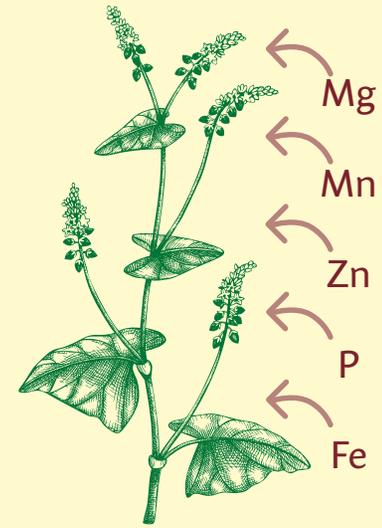
Smart packaging



- In collaboration with the best Latvian designers we created intelligent packaging that highlights the local origin of the product;
- We are ready to adjust the design and packaging materials in compliance to changes in market conditions and trends. This will not affect the price of the product;
- A package contains four medium-sized buckwheat portions;
- QR-code on the package allows you to get a recipe from a restaurant chef along with a visualization of delicious dishes;
- Design of the package and text on the package is approved by LATSERT¹ and this is a guarantee it meets European standards;
- The packaging of the buckwheat comes with an attached “Show-box” of 10 packs for more convenient selling at retail places.

LATSERT— (Latvian Certification Center) is accredited in the EU single system, which ensures recognition of certificates issued by LATSERT in other countries

Reason number 5. We advertise both the product and the seller



- In the near future we are planning to talk about our products in mass media, social networks, we have reached a preliminary agreement on cooperation with the shopper marketing company SORBUM Group. Together with the product we are going to mention the seller, that is you, in the promotional materials.
- We are planning to attract interest to our products in other ways as well:
 - special design of point of sale
 - degustation and ready-made recipes, product lines of different sauces in collaboration with their producers;
 - presence of the product in the culinary and entertainment programs;
 - participation in activities for a healthy lifestyle, etc.
- All this at our expense. A part of the mentioned activities can take place in the seller's site + advertising of a seller in public space.

Reason number 6. Flexible approach to cooperation



- The first batch at a particularly favourable price for the seller;
- Fast delivery throughout Latvia, convenient payment terms;
- We are taking into account wishes of our partners. We are just starting with a new product, so we are open to any ideas during negotiations on cooperation. Together we can come up with an interesting and mutually beneficial solution.

Reason number 7. Taking part in the healthy eating movement is beneficial!

- The seller of our products does not only participate in the improvement of public health, but also benefits from attracting a progressively thinking, solvent audience;
- Green buckwheat itself carries the wisdom of healthy eating. For example: its natural colour is green, not brown. Grains are live, capable to germinate and contain a lot of useful substances, unlike the traditional buckwheat grains, which during processing undergo heat treatment and partly lose the above properties;
- Our motto: “Live food means healthy family.” We invite you right now to become an important part of the movement, which will soon become widespread. We are sure that there is a future for green buckwheat.

We are sure now you are convinced — there are more than seven reasons for our cooperation.

