# **Amway Botanical Traceability** and Sustainability Vijendra Kumar K B Senior Manager - Botanical sciences **Amway Global Services India Pvt Ltd**

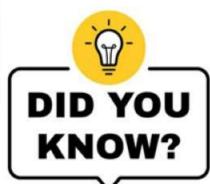


### What is traceability...???

Traceability is knowing where your products come from and how they are made along every step of their journey



Right quantity of active ingredients\* ensured in the product to provide the desired benefit of herbs.





Amway's traceability practices not only limits to Nutrition products, but it also carry over to our beauty brand, Artistry. Every product in the Artistry Skin Nutrition line includes Nutrilite-grown botanicals



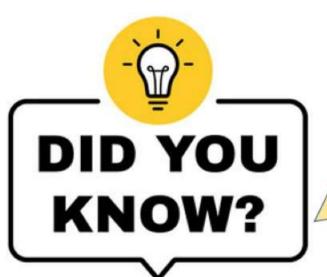
### What is Sustainability...???



Healthy balance between economic growth, environmental care and social well being.



Helping people live better, healthier lives begins with making our planet better and healthier



Amway owns 6000 acres of certified organic farms to grow botanicals which are used in Nutrilite products. Sustainable farming practices are being followed everyday on Nutrilite farms.





### Amway's effort in ensuring Traceability and sustainability of Products?

Amway's philosophy

Seed to supplement



**Best of Nature** 

**Best of Science** 



Sustainable

farming practices



Product design to

reduce waste







To ensure similar sustainable farming practices on partner farms comprehensive Agriculture certification program called "NUTRICERT" has been designed and implemented for many years











NUTRICERT™ is our exclusive agricultural certification program to ensure our partner farms meet the same quality standards we follow on our own Amway farms.



#### **Traceability**

Tracing back to the Agricultural farm Location

Documentation of farm management plans and production activities



### Social Responsibili

Farm workers safety and development opportunities

Community outreach and involvement



## Ecological Sustainabilit

Farm site environment

Balanced farm site environment

Ecologically vital operations that enhance biodiversity



### **NUTRICERT™** Farm Certification Levels



### GOLD

### SILVER

- Certified Organic feedstock by a 3<sup>rd</sup> party
- Social giving to community
- Continuous improvement
- "Organically Grown" practicing organic without certification
  Wildcrafting operations / farms in transition to certification
- No sumbodie fortiline as a monticide
- No synthetic fertilizers or pesticides
- Employee access to safety and career training



- · Non-GMO; Botanical identity
- · No child labor; no worker exploitation
- Complete traceability of crop
- Basic Good Agricultural Practices (GAP)
- Compliance with local Human Resource regulations
- Integrated Pest Management (least toxic synthetics allowed)





## Thank You

