THE INNOVATION
RARE

THE INNOVATORS
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WHAT WE HEARD IN HAMBURG
The “Seed to Store” platform aims to put faces and stories to otherwise abstract concepts like organic farming to create a connection between consumers and farming communities. This creates a “virtual farmer’s market” for conversations between producers and consumers, triggering PRIDE in supporting high quality “Made in China” organic products.

WHERE THEY ARE NOW
Our focus has been on localization and how to build trust between producers and consumers. By helping farming communities to link their organic practices to improvements in the environment, we uncover the hidden indicators in nature which together create a productive and healthy ecosystem, necessary in the production of safe and healthy organic produce.

WHAT COMES NEXT
1. Honing down our key messages and the visualization of our brand story:
   - Truly safe organic produce is contingent on an entire system of agriculture;
   - That means not just supporting farmers but supporting the land that supports farmers;
   - S2S connects people and nature through organic agriculture to build communities who invest in nature

2. Create e-commerce platform, feature our farming partners, narrow down target market

3. Prepare for the harvest season. Main products include organic rice and organic cotton quilt

GET IN TOUCH
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