



## QUALITY GUARDIANSHIP

Growing blackcurrants for the Japanese consumer: arguably the world's most sophisticated consumer.

# Are all blackcurrants the same?



Only if you don't know what  
their market purpose is.



**FOUR  
LEAF**

- Our purpose is to provide an essential ingredient for a retail lozenge that is sold throughout Japan by the members of multi-level marketing company: Four Leaf Japan.

# 'Bespoking' the blackcurrant!



- This supply relationship is the result of 9 years of understanding the company's needs and the quality absolutes.
- The result is a bespoke blackcurrant: a blackcurrant created exactly to the specification the company needs to create CAM30 anthocyanin extract.
- And we are the guardians of those specifications on our customers behalf.

# Four Leaf First Leaf



**Four Leaf's most popular supplement: a unique combination of-**

- Cassis CAM30 extract
- Lactoferrin
- Lutein
- Eyebright extract
- Royal Jelly
- Coenzume Q10
- Citric Acid

# Four Leaf CAM30

- Eder Farms grows specific varieties at specific sites under strict growing protocols, to produce a blackcurrant crop with a consistent polyphenol profile.
- The NZ company, Just The Berries, part owned by the Eder family, then processes and concentrates the berries into a proprietary extract trademarked by Four Leaf as CAM30.
- CAM30 is a reference to the 'Cassis Anthocyanin content value: 30%.
- CAM30 is used in the First Leaf formulation and because it has been standardised is ideal for researchers wanting to test health functionality concepts.



# Organics: more than just a system.

- From bud-break to harvest Four Leaf requires Eder Farms to use only organic sprays (sprays approved by IFOAM) even though the product isn't certified organic.
- Why?
- Because it gives Four Leaf assurance that the spray regime is consumer-safe and above criticism.
- But as blackcurrant growers we are seeing a possible additional benefit.



# Organics: more than just a system.

- The compounds in blackcurrants that make up what we know as flavour, or that are being proven in research to positively affect the human body, are starting to be better understood.
- And we know that different varieties grown in different places and in different ways, have different compound ratios and levels.
- UCLA research showed that tomatoes grown organically had increased beneficial phytochemical levels.
- Eder Farms Ltd are now testing for certain phytochemicals to see if our unofficial organic programme makes the plant more self-reliant, more dependant on its own immune system.
- And therefore producing more beneficial anthocyanins and other polyphenols.

# Four Leaf Quality Control Not Negotiable



- Growers face many dynamics: weather, pests, neighbouring land uses, regulatory changes, water resource restrictions...
- Many of these can't be controlled BUT must be managed for.
- No matter what or why, our final product must meet the Quality Standards set by the customer.
- Or else: that spear could be used for a grower-kebab!



The Grower's Role in  
Romancing the Marketplace.

# The Grower's Role in Romancing the Marketplace.

- Every year Eder Farms hosts members of the Four Leaf Japan multi-level marketing membership.
- Members selected for their sales successes.
- The members enjoy seeing, meeting, talking with, and dining with us as their growers. We become in effect part of the family that is the culture of Four Leaf Japan.



# Greening the Waipara

- Reversing the industrialisation of the agricultural landscape-
- Four Leaf's members want to know that their blackcurrants are grown in a socially responsible manner. Benefitting not just the plants but also the people of the local community.
- 'Greening the Waipara'
- Now a world-renown project involving 50 vineyards and the Eder family's 420 acre blackcurrant farm.
- A whole village and farms and community being repopulated with native flora: bringing back beneficial bird and insect life and a stronger sense of community.

# Is it all worth it to us as the grower?

- We can't just 'talk the talk'.  
Some of the values that create our bespoke blackcurrants aren't tangible: they're part of the emotional value to the marketplace.
- But that emotional value is arguably a critical part of the product price position.
- It helps to separate our crop from the average and give us the opportunity to benefit from our investment in superior growing practices.
- So yes, we 'walk the walk'!
- We don't pay lip service: we invest in being what we say we will be.
- The Japanese mind-set is different to the European: but they value sincerity and integrity: relationships are developed slowly and surely.
- But once developed they are set in place: they become the bedrock of your business.





From New Zealand to Japan  
Blackcurrants bespoke by growing practices, processing  
practices AND a positive sense of provenance.  
This is what is meant by, and demanded by, the  
Japanese market when they honour us with the role of  
being their Guardians of Quality.