



# NORDIC HERBS

FINLAND

## Overview 2022



# Introduction

- **Our story** - We produce Finnish grown herbs and manufactured herbal products since 2015
- **Our vision** - Help create a future where everyone can have access to high quality herbs to support their body in a natural and healthy way
- **Our mission** - Produce the best herbs in the world
- **B2B** - Contract Cultivation & Foraging Service - White Label Service
  - ◆ Cosmetics industry, Food & Drink industry
- **B2C** - Yrttipaja (Brand established in Finland for 30 years)
  - ◆ Spices, Specialist herbs, Herbal tea



# Contract cultivation & Foraging

- **Cultivation** - Herbs are grown all over Finland by our network of contract farmers. We cultivate most of the year crop ourselves.
- **Foraging** - We organise large foraging and collection days in our local area and around Finland.
- **Drying** - We are experts in drying and preserving ingredients to retain the nutrients and color of the plants. Our drying capacity is growing every year.
- **Processing** - All the raw materials that arrive at our factory are processed by us to the exact specifications of our customers.
- **Storage** - All of our ingredients are packaged to block UV light and maintain low moisture levels in order to retain the nutrients, essential oils and aroma.



# White Label Services

- **Recipe development** - Along with our expert staff we help companies to develop new herbal recipes for their brands.
- **Processing and mixing** - We process and blend ingredients together for the perfect final product.
- **Product manufacture** - We manufacture herbal products that follow the highest standards in retail.
- **Logistics** - Storage and shipping of products and ingredients from our warehouse enables brands to save space, money and time.



# Long term goals

- **Be the best** - Develop our understanding and techniques to produce the best herbs possible.
- **Collaborate** - Partner with exceptional brands to produce the best possible herbal products and ingredients.
- **Positive impact** - Develop products that make a positive impact on people's health and the environment.
- **Scale rapidly** - Produce high volumes of herbs so as many people as possible have access to high quality herbs.
- **Global reach** - Develop our relationships with global partners and become a leading global producer of high quality herbs.
- **Lead the way** - Develop practices that advance the industry towards a healthier and more sustainable future.





**Thank you**

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