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Every time you buy
Organic Products,
you are encouraging
more farmers
to grow organic



PUNJAB AGRO'S



PUNJAB AGRI EXPORT CORPORATION LIMITED

A Punjab Government Undertaking



Punjab leads the Country once more

from
FOOD SECURITY:
The Food Bowl of Nation
to
FOOD SAFETY:
Foremost in Certified
Organic Farming

"NUMERO UNO", this is how we describe the state of PUNJAB - The Land of FIVE RIVERS

The Food Bowl of India takes pride in being the incomparable partaker for creating a food buffer zone and a chief contributor to the agricultural productivity. It is because of the ceaseless efforts of resolute farmers who leave no stone unturned in promoting the qualitative and nutritional aspects of the produce. They are the cultivators who breathe life into the land and shape the public health in their fields. In conformity with the Mother nature and tillers we have paved the way by introducing an array of certified organic products.

Five Rivers

There has been a considerable growth in demand for the nutritive and quality food which has prompted us to initiate the concept of organic farming with the support of our dedicated farmers. The Institutional support by the State Government through Punjab Agri Export Corporation has substantiated the move to encourage them towards Organic Farming and Certified Organic Regime as opposed to the conventional agronomy.

The farmers are being provided training, guidance and technical support for Organic practices such as crop rotation, mulching, intercropping, weeding to control the weeds, diseases and pests and for Certification procedure with regular monitoring by the team of experts. Our organization undertakes the responsibility of farm management as per organic standards in lieu of conventionally cultivated crops to make farmers well-versed with the practice of harvesting crops organically.

Traceability system and the final certification of Organic status which enhance the transparency of food production and the authenticity of organic products are carried out by Global Certification Agency in accordance with the web- based traceability system.

Certified Organic produce is procured at remunerative prices from our own associated groups of farmers from 20,000 acres of agricultural land.

The Organic yield is stored in specialized structures. The cocoons, free from chemicals are specially imported for the purpose of protection of grains from pest infestation. The produce gets tested each year for being pesticide residue free from NABL accredited labs.

After Value addition/processing at Certified Organic Units, the produce is packed and marketed under the brand name "FIVE RIVERS".

Add healthy years to
your life -

Go Organic

Organic food is grown, produced and processed with biological materials in the absence of any chemical and synthetic substances. They are testimony to nutrition, taste, texture and quality.

Unique farm-to-kitchen traceability ensures organic integrity, purity and consistent quality

Better Nutrition & Health

The adoption of natural fertilizers ensures wholesome nutrition from Organic food. Organic food has higher levels of nutrients like vitamins, minerals and micronutrients than the conventionally grown produce.

Free from Chemical Fertilizers & Synthetic Pesticides

The soil is managed and nourished with sustainable practices and is free from chemical fertilisers and synthetic pesticides. Studies have shown that their usage can cause health problems like cancer, asthma, allergies, etc.

Preserve our Ecosystem

We need to preserve our Ecosystem by encouraging Organic farming and crop rotation and also through chemical abstinence.

Conserve Biodiversity

Organic farming involves mainly the use of natural methods which help in developing good soil & healthy crops that are inherently resistant to pests and diseases. Consequently, lesser pollutants, lesser carbon dioxide & fewer dangerous wastes will be released.

Protect Future Generations

We need to safeguard our future generations just like a mother cares for her newborn. The toxic threat from pesticide use has already ensued. Studies have revealed that infants are exposed to hundreds of harmful chemicals in the womb itself. Pesticides can also adversely affect the nervous system, further enhance the risk of cancer and decrease fertility.

Avoid GMO

One should avoid the consumption of GMO-Waste Food on a daily basis as it is believed to cause a potential threat of long-term health problems.

We are Certified

We are certified to provide a focused and well-directed promotion of Organic agriculture and Quality Organic Products. Punjab adopted the third-party certification system, as we acknowledge that Organic certification is the most significant to gain consumer's confidence and trust.

Organic certification assures that the products claimed to be organic are verified as per Organic farming principles and standards. We strictly abide by these agricultural and food production regulations by ensuring the adherence to organic specifications, detailed monitoring and control measures, based on the guidelines of NPOP.

NPOP

The National Programme for Organic Production Standards is provided through a National Accreditation Policy and Programme, and is governed by APEDA.

USDA-NOP

USDA-NOP Organic Certification is one of the most comprehensive and demanding certification systems to ensure absolute commitment to Organic Certification Qualification as established by the United States' Department of Agriculture. USDA has recognized our Certification System's conformity assessment procedures of accreditation as equivalent to that of USA.

EU and Swiss

Our Organic Certification Standards for production and accreditation system are recognized by the European Commission and Swiss Organic Farming Ordinance as equivalent to their country standards.

Accredited Certification Agencies

SGS Company registered as 'Société Générale de Surveillance', a leading inspection, verification, testing and certification body is recognized as the global benchmark for quality and integrity with a network of more than 2,600 offices and laboratories around the world.

All our efforts of production system, storage, processing, packaging, labelling and trading as per above standards and regulations are certified by these offices and laboratories.

ONECERT ASIA which recognizes worldwide Inspection and Organic Certification is established under aegis of OneCert, Inc. USA. It certifies our groups of small farmers located in the Kandi area under International USDA-NOP and Indian NPOP standards.



Certified Organic Products

- Organically Grown with adherence to Organic standards of National & International Production certified by renowned global agencies.
- Sourced directly from dedicated farmers associated with Punjab Agri Export Corporation Limited, thus integrity of organic practices is maintained. Moreover, our team of experts regularly monitors the processes & products.
- Certified Organic Storage compliant to the prescribed standards to maintain the Organic status.
- Processing / Value addition if carried out only at the Certified Organic units so that the organic integrity is not compromised at any stage.
- Organic Certification assures that the production system, storage, processing, packaging & trading, adhere to the prescribed Organic Principles & Standards.

Get to know the origin of your food with unique traceability system



Traceability System

Each pack you buy can be traced back to the farmer who has produced it through our unique audit system & Traceability System. The Organic Certification of farms is carried out through

- Web based 'TRACE NET' system of APEDA by uploading data and farm operations online for approvals in a transparent manner. However, to further strengthen the trust between consumers & suppliers.
- Digital Traceability System, a smart farm platform to provide comprehensive modules with Geo-Tagging farmer database giving access to technical know-how on crop planning and management, inputs, credit, post-harvest management, value addition and better market linkages is launched.

This technical advancement is a big support to bring transparency and efficiency in the entire value chain, reducing the gap between inaccessibility of markets and availability of reasonably priced quality organic products to consumers.

Certified Organic

Product Range



Wheat Flour

- Loaded with fibre and nutrition
- Organic Whole Wheat Flour is a fine textured flour. Slow Resolution leaves the bran, germ and endosperm of the wheat kernel intact and slow grinding prevents the heat build-up and retains all the fibre and nutritious value



Bansi Wheat Flour

- High-fibre Atta made from indigenous "The Golden Bansi Wheat", a marvel of Nature
- Stone-ground with intact "Kernel" retains nutrients and fibre
- Delightful taste



Long Grain Basmati Rice

- Sourced directly from the best Basmati growing belt of India. It is produced by Organic growers of the area.
- Processed at Certified Organic mill: To ensure that inner bran layer can be retained. Additionally, quality and quantity during the storage and transportation are sustained and protected owing to the maximum percentage of germ of the kernel.
- Full grain Basmati rice is exclusively assessed and sorted before packing.



Brown Basmati Rice

- A premium quality of residue-free paddy sourced directly from the finest Basmati growing belt of India, where it is skillfully cultivated by the organic farmers
- Has a nutrient-rich core and outer fibre-laden bran
- The germ and the starchy layer provide essential dietary fibre
- Packed after sorting and grading to ensure the best quality long grain Organic Brown Basmati Rice for our esteemed customers



Wheat Dalia

- Dalia, broken wheat or cracked wheat, high in dietary fibre, is produced by carefully selecting the whole raw wheat grains at Certified Organic Unit
- The whole wheat kernels are processed to the required size. Since it is not polished, so it does not lose any of the nutrients that are found in the whole wheat. It carries not only fibre and nutrients, but also the rich, nourishing outer bran and germ of the grain



Maize Flour

- Organic Maize procured from registered certified organic farmers group and processed from certified organic mill.
- Maize flour (Makki Atta) is gluten free flour made from pure yellow sweet corn kernels.
- Corn meal has medium to coarse ground texture.
- Pure & natural, contains natural sweetness.
- Rich source of protein, vitamin and fiber.



Broken Rice (Tibar/Dubar)

- Naturally aged basmati aged to perfection for 3 years in paddy before packing.
- Ultimate taste and sweet earthy aroma enhance the rice-eating experience
- Tibar Rice serves true flavors and makes every meal special and memorable
- Ideal for dishes prepared regularly in households like pulao, steamed rice, khichdi etc.



Pulses

- 100 % Organic unpolished grain
- Grown without synthetic Pesticides
- Best protein source for vegetarians and a rich source of dietary fibre
- Beneficial to reduce risk cardio-vascular disease, type 2 diabetes and some cancers



Mustard Oil

- Extracted from Certified Organic Mustard seeds and packed with multitude of health care benefits, it works as a culinary & therapeutic agent
- Loaded with minerals and antioxidants which improve heart health & reduce cancer risk. It helps in boosting immunity
- Carries a pungent and nutty flavor which enhances the taste of recipes. It can be used as a cooking oil, for pickling & externally for massaging



Jaggery & Jaggery Powder

- Organically grown without pesticides and fertilizers
- We at Five Rivers are fully aware of the medicinal and culinary importance that Jaggery holds in the Indian cuisine.
- We use the most juicy & nutritious sugar cane to extract our Jaggery & Jaggery powder that is rich in vitamins and minerals.



Moringa Leaf Powder

- Moringa plant is raised organically to sustain its natural qualities. Its leaves are harvested with care & shade-dried to ensure the retention of its vitamins & nutrients to keep the remedial properties intact
- Nutrition & Health packed with phenomenal remedial benefits
- With over 40 powerful antioxidants, Moringa is often referred to as a panacea of innumerable health issues & is believed to considerably improve well ness by strengthening immune system & boosting energy levels



Pure, Natural Honey

- Extracted from ethically nurtured Bee Apiaries, formed with unadulterated nectar collected from full bloom of forest wild flowers
- The Bee colonies are bred and maintained with natural measures. Honey remains uncontaminated from antibiotics, lead and artificial feed/sugar to improve metabolism and immunity. Contains No added preservatives or other additives
- Honey is recommended and used for its miraculous therapeutic properties. It is rich in antioxidants, vitamins, nutrients and enzymes



Turmeric

- Produced scientifically and in compliance with Organic Standards. Being rich in Curcumin, it has a very distinct colour & flavour
- Carefully processed so that the goodness of Rhizomes is retained to further enhance its quality
- Provides all the benefits of an anti-oxidant, anti-inflammatory, immunity booster and bone strengthening components. It is also helpful in improving other physiological functions of the body

Product variants in the offing

- Multi Grain Flour

Combination of 5 types of healthy Indian flour:

Jowar flour, Bajra flour, Ragi flour, Black Chana flour and Whole Wheat flour for nutritious multi-grain chapati loaded with iron, proteins, fibre and vitamin B.

- Rice and Black gram Flour

- Rice and Green Gram Khichdi

- Par Boiled Rice and Poha

- Spices:

Jeera (Whole and powdered), Fenugreek, Red Chilli, Mustard, Ginger, Ajwain, Black pepper, Coriander, Fennel etc.

- Forest products:

Amla, Bael, Hill lemon, Harad, Bahera, Aloe vera etc. through associated collector farmer groups



PUNJAB AGRO

Certified Organic

We, at Punjab Agri Export Corporation Limited, are absolutely committed to keep pushing the pedal a little harder vowing to keep the word, to uphold the cardinal principles of the Organic Movement & aim to scale new horizons.

With each purchase of 'Five Rivers' Certified Organic Products, our worthy customers, contribute their bet in empowering the dedicated Organic farming Community.

It is with this benchmark that we have taken upon ourselves this arduous responsibility of taking forward the organic momentum in our state of Punjab to newer heights, primarily, as a Service-Before-Self, to save the humanity from the otherwise impending catastrophe.

PUNJAB AGRO'S



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