

# Dried Organics


Nature's Harvest, Locally Gathered.



# *Your gateway to organic wellness*

The vast majority of independent farms in Canada lack the technological and marketing capabilities to grow a direct consumer base, while the demand for farm-to-table purchasing is rapidly growing. Our customers prefer buying directly from the farmed sourced, and value greater transparency in their ingredients.

Dried Organics is a platform that partners with Canadian farmers to eliminate the middleman. We connect farmers directly to the buyer, providing a broader audience through an online marketplace.



In addition to our marketplace, Dried Organics is a trusted lifestyle media outlet that focuses on Canadian grown, organic products. We offer the health-conscious consumer accessibility into a vast content library, containing useful articles, tutorials, recipes, and wellness advice. We generate high quality material through AI-assisted technology, which aids in growing an audience of 350,000 online visitors per month within 5 years of operation.



# The Mission



- Bridge the gap between technology, agricultural innovation, and sustainable practices with the growing demand for organic products
- Create an online marketplace for consumers to source directly from reputable farms with increased transparency of ingredients
- Build an educated customer base on benefits of dried products, through accessible content and providing high-quality local goods
- Increase community involvement and support amongst Canadian farmers

# The Breakdown

Based on conventional industry standard metrics, Dried Organics is projected to scale over \$1-million in sales within 5 years of service, and over 3-million within 10 years.

With a minimum cart size of \$35 we encourage the buyer to purchase bulk products sourced directly from our Canadian farmlands.

Year	Average Visitors/mth	Conversion Rate	Ave Cart Size	Sales Projected
1	1500	2%	\$35	\$12,600.00
2	25000	1.75%	\$35	\$183,750.00
3	100000	1.25%	\$35	\$525,000.00
5	350000	1%	\$35	\$1,470,000.00
10	1500000	0.50%	\$35	\$3,150,000.00



# Nature's Harvest, Locally Gathered

We price your product with a 30% commission on goods sold through our platform to ensure our sales, marketing, and technological support will directly result in business growth amongst farmers. A fraction of the markup is received on your products as they make their way up the supply chain.

This means more money in your pocket, and the consumers.



# The Problem

- Rising consumer interest in healthy, sustainable, and wellness-oriented lifestyles
- Growing demand for convenient foods with prolonged shelf-life
- Preservation of original taste, texture, and nutritional value of seasonal ingredients
- Expansion of dishonest commercial and e-commerce based retail channels
- Increased dietary restrictions and heavier daily time restraints

# The Solution

- Providing high-quality and locally sourced ingredients with increased transparency and consumer accessibility from our farms directly
- Ensuring an educated online marketplace benefits from a farm-to-table lifestyle
- Guarantee that Canadian agriculture and sustainability is at the forefront of a resilient and efficient supply chain
- Marketing the financial, environmental, and health opportunities to buyers by sourcing dried products domestically and seasonally



# Summer is Here

TWO FOR  
**ONE**

ORDER NOW



Our website provides an exploratory world into dried foods,  
including their health and lifestyle benefits, trending recipes,  
and up-to-date farm highlights.


Join us at - [driedorganics.ca](https://driedorganics.ca)




We can provide QR stickers for your product packaging which allows customers to access a wide variety of videos, recipes, guest chefs, and dietary specifications to showcase the best of your Canadian ingredients.

We work with you to amplify your market awareness with added innovation and content that resonates within the community.



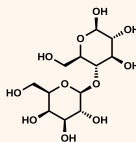
Dried   
Organics

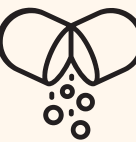
  
Scan me


Seaweed


Ontario's Bliss Farm

NET  
WEIGHT  
250g


- 

Carb Prebiotics
- 

A, C, K, I, Ca, Fe++
- 

Omega-3
- 

Anti-Inflammatory

Dried   
Organics

  
Scan me

Aronia Berry

Little Hut Farm

NET  
WEIGHT  
250g

- 

Anti-Inflammatory
- 

Antioxidants
- 

Digestion
- 

Vitamin C


Dried   
Organics


  
Scan me


Carrot


Gil's Mainland Farm

NET  
WEIGHT  
250g

- 

Antioxidants
- 

Digestion
- 

Eye Booster
- 

A

# The Facts

## Consumer Demand

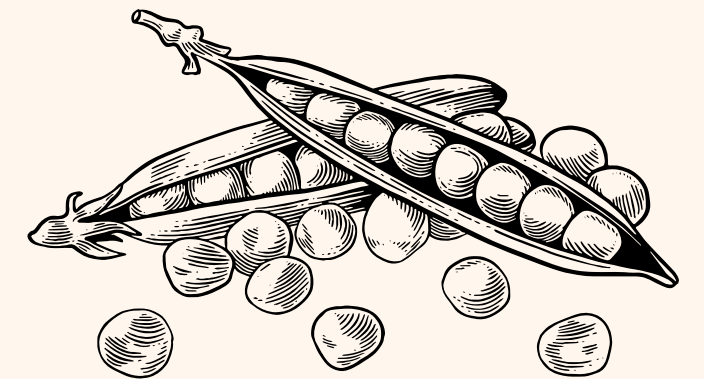
73% of consumers are willing to pay an increase in food costs when ingredients promote health benefits and sourced transparency

## Canadian Agriculture

Canada produces more than 125 types of fruits & vegetables - it is the worlds' largest producer of peas, wild blueberries, mustard seed, canola, pulses, durum wheat, flaxseed, and lentils

## Target Market

15% increased customer interest in convenient foods with longer shelf life, while preserving the original nutritional value and taste



# The Stats

## Environmental Impact

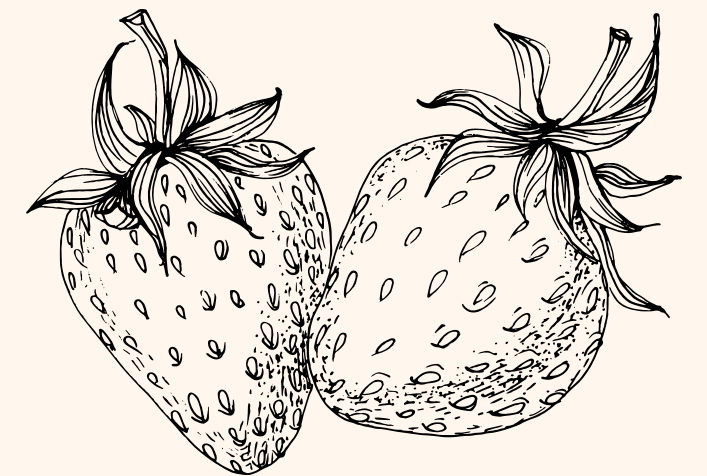
The drying process reduces carbon emissions by 40% compared to canning preservation

## Nutritional Value

Dried fruits maintain 3.5-times the vitamins, minerals, and fibre of fresh counterparts after refrigeration

## E-Commerce Growth

The global freeze-dried food market is expected to increase 8.5% and surpass \$178.3-billion by 2032



# The Heart

- 65% of consumers want ready-to-eat meals over traditional cooking methods due to higher time constraints and busier lifestyles
- Freeze-dried ingredients can preserve up to 97% of their original nutritional value, colour, taste, and texture, this ensures easy-access to health-conscious products
- The cost effectiveness of purchasing bulk dried vegetables can save the consumer up to 40% yearly, versus that of fresh products from big brand stores
- Dried goods can conveniently be stored up to 25 years of shelf-life
- Vegetarianism has increased 600% in the last ten years, farmers alongside technology are providing fresher options amongst wider varieties of produce to cater to all dietary restrictions





# We are here to SUPPORT YOU!

## Content Creation

Quality articles, videos, recipes, social media posts, and dedicated landing page on our website highlighting the benefits of natural dried products and promote partnerships amongst farmers

## Marketing Support

Digital marketing strategies including search engine optimization, email distribution, and social media management to increase product visibility and audience engagement

## Branding & Community

Curated branding and product stickers to direct consumers to the online marketplace for further information and related recipes & tutorials

## Online Store

E-commerce capabilities to reach broader demographic and help farmers sell directly transparent to consumers

## Farm Highlights

Detailed profiles that showcase Canadian farmers, their history, innovative practices, and their quality products

## Markets & Events

Showcasing at farmer's markets, promoting seasonal events, and exhibiting local products and partnerships

# The Team



**Jenifer**, a dedicated nutritionist and seasoned event coordinator has always been intrigued by the partnership between sustainable farming techniques, the cultivation of seasonally native ingredients, and how to provide a space of accessibility amongst a community.



**Gillie**, a passionate fly-angler and experienced marine biologist has a deep understanding aquaculture, farm production and green agro-technology. His love for nature has extended beyond the seas and into the soil, as he envisions an environment that will nurture natural growth.



**Ramy**, a full-stack multimedia developer and educator with an innovative mindset that stimulates the integration of technological growth with consumer transparency. He gears to optimize an educated audience that integrates modern technology with traditional farming practices.



# Join Us In Growing *Dried Organics*

## PARTNER WITH US

[www.driedorganics.ca](http://www.driedorganics.ca)  
Email: [info@driedorganics.ca](mailto:info@driedorganics.ca)  
Call: 416.831.2433

