

Live longer, Naturally.

WITH BIODYNAMIC[®], ORGANIC PRODUCTS

JAYCEE
Organics

Have for Health

ORGANIC FARMING IS A SUSTAINABLE AGRICULTURE; IT IMPROVES PERSONAL HEALTH AND PROTECTS ECOLOGY

SALES@JAYCEEORGANICS.COM

RESILIENT JAY



SENIOR PARTNER: K JAYACHANDRAN

“Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own

The senior Partner Mr K Jayachandran, fondly called as “Jay” took farming, not by accident but by passion. He is from a farmer’s family; he spent his school days in village and he worked for over 48 years as a sugar technologist (B. Tech) in Sugar Mills which are closely associated with farmers and villages.

So, he had first-hand experience of farmer’s plight. He wanted this situation to change and be a change agent. He thought that marginal farming was the major reason for all the problems of farmers. Economy of scale as in industries, he thought, would solve the problem. He had chosen to buy about 182 acres of barren land, far away from his home and wanted to convert it into a farm, producing agro products.

Like they say, agriculture is subject to vagaries of monsoon. This farm too went through drought which made him to go for rain harvesting, private ponds & lakes to save water for recharging the earth under, water grid to level water availability and drip irrigation to manage water supply to plants better.

The Farm was expected to be profitable but it was not. He did achieve success in turning lands into a landscape - green, beautiful farms; but he found the existing farming practices were not sustainable, not remunerative apart. It was a big challenge.

He researched and found a solution in Organic Farming. Organic farming is a sustainable agriculture; it improves personal health and protects ecology. However, the doubt continued whether organic farming could be remunerative. Anyway, the social benefits were good enough and he was fully committed to change to organic farming. It started in 2008.

His researches continued and he found Biodynamic® farming to be a better solution. A step above organic, Biodynamic farming utilizes regenerative farming methods with a spiritual-ethical-ecological approach, creating a self-sustaining ecosystem. Biodynamic® takes organic farming to the Next Level and is certainly beyond organics.

BIODYNAMIC® FARMING

Biodynamic® takes organic farming to the Next Level and is certainly beyond organic farming.

- Focuses on farms and requires that the whole farm be certified
- Reduces imported materials by utilizing nutrient-rich humus created within the farming system
- Product certification uses 12 Biodynamic processing standards so the agricultural ingredients used define the product
- Integrates livestock to improve soils
- 10% of total farm acreage must be set aside for biodiversity

Biodynamic® is an ecological farming method that looks at the farm as a living organism: self-sustaining, self-contained and following the cycles of nature and cosmic rhythm.

According to TGK Menon, “Biodynamic® agriculture or farming is an ecological, self-supporting farming system rather than an industrial or chemical approach to the production of food. It has no environmental effects and it promotes soil enrichment, conservation and construction. Soil is viewed as a complex and living entity and is considered the prime capital and wealth of the farmer”

Dr Rudolf Steiner in 1924 described what is known as Biodynamic® agriculture – a new way of thinking about the relationship of the earth and the soil to the forces of the cosmos. Rudolf Steiner, the founder of biodynamics, believed that much like the moon affects the tides, so does it affect the growing phases of planting and harvesting.

One of the main objectives of Biodynamic® is to realize the truth depicted in the natural farming of the ancient sages, Veda, Upanishad and other scriptures of the Indian subcontinent.

Organic and Biodynamic® are very similar; both are grown without chemicals and GMOs. Biodynamic® practices create healthier plants and heal the earth by replenishing the soil and adding vitality to the plant, soil and/or livestock. Biodynamic® agriculture uses specifically prepared preparations made from cow products, minerals and herbs – very similar to homeopathy. These preparations are used to enhance the compost applied to the fields and intensify the sunlight permeated into the plant.

10% of the total acreage set aside for biodiversity improves pollinator health. Biodiversity also preserves the habitats of endangered species and provides a reserve of diverse life forms and wildlife to inoculate and inhabit the farm organism.

While Biodynamic® aims to heal the planet through better agriculture, it's also about growing incredibly tasty, nourishing foods. Our health is intimately connected to the health of our farms and our planet. The healthier the soil, the healthier the food, the healthier the person, the healthier is the planet.

Biodynamic® practices create healthier plants; heals the earth by replenishing the soil; adds vitality to the plant, soil and/or livestock.

Biodynamic® management systems can dramatically improve any soils of any type and in any country in a very short period. That is the gift from Rudolf Steiner to the world.



BIODYNAMIC®, 100% ORGANIC, NATURAL SUPERFOODS

PRODUCTS: These are considered as superfoods or food supplement and fall in Nutraceutical category

Moringa leaves dried/ powder

Moringa/ oleifera leaf powder is consumed in raw form as food supplement. It helps reducing inflammation and weight. It nourishes body health naturally by improving immune system. It is believed to help management of progressive diseases. Moringa contains major nutrients and about 100 micro nutrients & antioxidants. No wonder, it is called a ‘miracle tree’



Amla Fruits / Powder

Amla (amalaki, Indian gooseberry, *Phyllanthus emblica*) powder clears your system, aids in digestion, helps in maintaining clear skin, healthy hair and good eyesight. This reduces cell damage and also the risk of cancer and inflammation. It helps in reducing cholesterol levels. Amino acids and antioxidants aid in the overall functioning of heart. Amla powder is the purest form of Vitamin C and it enriches you from within by making the blood vessels stronger and thicker. It is helpful in managing diabetes better as well as respiratory ailments like asthma. Along with Vitamin C, Amla is also rich in iron, calcium, phosphorous

Curry Leaves Dried / Powder:

Curry leaves are popular in India because of its aroma and striking taste. It can be added to numerous dishes. Curry leaves can also be used for weight loss. They are rich in Vitamin A, B, C and B2. Curry leaves are used as part of folklore medicine to treat calcium deficiency and several other conditions. Curry leaves are said to support bowel movement and stimulate digestive enzymes. Curry leaves are full of carbazole alkaloids which are compounds with antibacterial, anti-cancer and anti-inflammatory properties. Curry leaves are believed to have beneficial effect on eyesight. Curry leaves can stimulate hair follicles and promote growth of healthy strands with normal hair pigment. Incorporating curry leaves in diet can have beneficial effects on memory. It can help in dealing with impaired memory disorders such as Alzheimer's.



Coconut Oil, Cold Pressed:

Coconut oil is believed to have antimicrobial effects; boost heart health by raising HDL (good) cholesterol; protect skin, hair and teeth; and boost brain function, because of its healthy fatty acids. It is consumed in raw form in ketogenic diets. It is extensively used in cooking. Our coconut oil is obtained from mature and dry kernel (copra) of the coconut (*Cocos nucifera* L.) by Chekku/ Kani (wooden expeller made from special herbal tree called “Nattu Vaagai”) using cold pressed natural means without the application of heat, thereby retaining the nature of the oil. It does not undergo any chemical refining, bleaching or deodorising.

Groundnut Oil, Cold pressed:

This powerful antioxidant may reduce the risk of heart disease, certain cancers, cataracts and may even prevent age-related mental decline. It has also been linked to some health benefits, including reducing certain risk factors for heart disease and lowering blood sugar levels in people with diabetes. It has a high smoke point of 437 degree F (225 degree C) and is commonly used to fry foods. Groundnut oil is a perfect choice for healthier frying because it can be heated to a higher temperature than other oils, and this results in lower oil pick up in the food. Our peanut oil is obtained from dry kernel of the organic groundnuts by Chekku/ Kani / wooden expeller made from special herbal tree called Nattu Vaagai, using cold pressed natural means without the application of heat, thereby retaining the nature of the oil. It does not undergo any chemical refining, bleaching or deodoris



Products	Scientific name	Annual capacity
Moringa Leaves Dried / Powder	Moringa oleifera	50000 kilo grams
Amla (deseeded) Dried / Powder	Phyllanthus emblica	50000 kilo grams
Curry Leaves Dried / Powder	Murraya koenigii	6000 kilo grams
Coconut oil (Cold-Pressed)	Cocos nucifera L	50000 kilo grams
Groundnut /Peanut Oil (Cold-Pressed)	Arachis hypogaea	12000 kilo grams
Borage Leaves Dried / Powder	Borago officinalis	2000 kilo grams
Insulin Plant Leaves Dried/ Powder	Costus igneus	2000 kilo grams
Holy Basil Leaves Dried / Powder	Ocimum tenuiflorum	2000 kilo grams
Balloon Vine Leaves Dried / Powder	Cardiospermum halicacabum	1000 kilo grams
Mint Leaves / Dried / Powder	Mentha piperita	2000 kilo grams
Guava Leaves Dried / Powder	Psidium guajava	1000 kilo grams
Papaya Leaves Dried / Powder	Carica papaya	1000 kilo grams
Neem Leaves Dried / Powder	Azadirachta indica	5000 kilo grams
Honey	Apis mellifera	100 kilo gram

Other Herbs include

Adathoda (*Justicia adhatoda*)
Agathi (*Sesbania Grandiflora*)
Avaaram (*Senna, Cassia Auriculata*)
Chekkurmanis (*Sauropus androgynus*)
Keezhanelli (*Phyllanthus emblica*)
Long pepper (*Piper longum*)
Nochi (*Vitex negundo*)
Pirandai (*Cissus quadrangularis*, devil's backbone)
Pepper (*Piper Nigrum*)
Perianangai (*Andrographis alata*)
Siriyanangai (*Andrographis paniculata*)
Tincher plant (*Hemigraphis colorata*)
Thuthuvaalai (*Solanum trilobatum*)Thuthi (*Abutilon Indicum*)
Vallarai (*Centalla asiatica*)

CREDENTIALS - VERIFIABLE & TESTED

- Our farm, crops and products are certified by DCO for DEMETER, by Lacon for NPOP, NOP, EU, USDA and by Halal India for HALAL.
- We are also HACCP and FSSAI certified. We are registered with APEDA. We are also in the process of registering with FDA.
- Our captive farm is spread over 182 acres and is located in one of the 20 good agro climatic zones in India. The unit sources its entire raw material requirements from certified, own farm, by which supply and quality are fully protected and assured.
- JAYCEE Organics are manufacturers, not traders. It has its own HACCP certified Processing Unit. Project is assessed and approved by SBI & Ministry of Food Processing Industries, Government of India.
- We have a captive natural manure unit, which manufactures biodynamic, organic and bio based manures and pesticides.
- Most of our production would go to meet demand in B2B market in advanced countries.
- Being biodynamic and organic, JAYCEE Organics meet stringent quality norms. Tested & Traceable.
- Our products are completely natural, non GMO, Gluten free and chemical free. We intend to sustain this forever.
- It has provided 10% of the total acreage for biodiversity which improves pollinator health. About 50000 diverse trees planted here provide a reserve of diverse life. It is unique and valuable.
- Many attach importance to environmental conditions behind the products produced in their countries or sold in their nation's shops. We specially cater to them.
- It has been promoted by highly experienced Technical and Financial professionals.



CHANNELS

B2B/ Bulk

Our core products are considered as superfoods or food supplements. Jaycee Organics are used in bulk as feedstock in the production of nutricosmetics, cosmeceuticals and medical foods industries. They are finding new uses in Complementary and Alternative Medicines (CAM). They are already used extensively as Nutra-ingredients in haircare, skincare, and personal care products and in beauty cosmetics. It is historically used in Ayurveda preparations and by Ayurveda doctors.

We supply 100% Organic ingredients in dried leaves or powder form to the above industries. We are already exporting our biodynamic products in bulk to our valuable customers in Japan, USA, Germany, Switzerland, Italy, Netherland, etc. While you can find our B2B price list on Jayceeorganics.com, you may seek prices for many other herbs, in production. The prices are negotiable if the order is beyond Minimum Order Quantity (MOQ) or volume transacted per annum exceeds agreed levels.

Wholesale

In more recent years, wholesale has experienced a revolution of its own due to online marketplaces like Amazon, etc. While ecommerce enables direct-to-consumer brands to thrive by lowering the barrier to setting up shop, wholesale still offers consumers a convenient shopping experience where they can find everything, they need in one place. It's important to note that creating a wholesale channel for your business still allows you to sell your product to the end consumer. As a wholesaler, you can sell to both consumers and other retailers. You don't have to choose one or the other. Jaycee Organics offers wholesaling of our retail products (SKUs) to you, at a discounted price: you may sell the product to your customers. Jaycee Organics offers +38% discount from Maximum Retail Price (MRP), subject to MOQ, Minimum Order Quantity. MOQ ranges from 50 to 100 Stock Keeping Units (SKU)/packs. While the quality and packing are the same, your pricing does not have to be. As a Jaycee Organics seller, you can create separate business prices or tiered quantity discounts for your retailers/agents.

Private Label

We manufacture and offer our goods in your brand name, to you; You rebrand the products and sell them to end consumers. It is effective because it allows both of us, to specialize and avoid the costs of owning the entire value chain.

We can also deal with large amounts of customization and creating a unique product.

As a private label service provider, we can be much more than merely a manufacturer who supports you in bringing your own brands or products to market. We are a partner who can collaboratively develop and produce innovations with you that are well developed, attractively priced and high quality, and will help to successfully strengthen your brand. Together we can create compelling competitive advantages. Please contact us.

Herbs / Contract Farming

We can add more herbals based on market demand and long-term purchase arrangement for high quality, tested products required by quality conscious customers. Please contact us.

Retail

A few of our products in SKUs have been introduced on e-Commerce platforms like Amazon, Flipkart, Milmla, etc. to have continuous feedback from consumers.

You may also directly buy on our website: Jayceeorganics.com

GALLERIA

OUR FARM



FACILITIES



PROCESSING FACILITIES



DAIRY



BIO DIVERSITY



MANURE



CSR ACTIVITIES



EVENTS



FACTORY



JAYCEE ORGANICS PARTICIPATES REGULARLY IN NATIONAL AND INTERNATIONAL EXHIBITIONS



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