

# **THE SOILED COMPANY**

## Our Main Objectives:

1. To make the Food sector the basic element of the Healthcare Sector.
2. To provide quality foods to one and all at an affordable price, in order to eradicate the complexity pertaining to one of the basic necessities of life.
3. To provide a manifest that guides farmers to produce favourable and profitable crops that takes into account the previous history of the soil, the type of soil, the topology of the land, previous crop-cycle output, the crops that are being cultivated in and around their respective areas, and many other factors.
4. To assist farmers claim better price for their produce as compared to the distributors by providing a completely transparent database to the consumers.
5. To support and encourage farmers to manufacture products using their own produce and other minimal procedures (value addition) to gain higher profits.
6. To create a sustainable infrastructure such as oil pressers, solar food dryers, oil distillation machines etc., that has the ability to overcome petty losses by avoiding complete downfall of a particular yield.
7. To create an authenticate and trusted brand both for farmers and consumers whose chief intention is to provide quality food and food products to all sections of the society in an affordable price range; and hence revolutionize the fight against malnutrition.
8. To digitally document data and procure logistics pertaining to crop production, crop movement, manufacturing wastage, raw materials and product outcome quantity, retail buys, retail wastage of perishable foods, rain/weather forecast, soil richness and nutrition, etc., which allows us to suggest better management of crop and

product flow using latest technology, such as Artificial Intelligence and Machine Learning, so as to minimize the wastage which in turn reduces the cost prize for the consumers and yet fetches good profit margin for everyone involved.

## The WHY.

The world we live in is diverse. Yet, one of the most common challenges the world faces is that of malnutrition. Today, approximately 1.9 billion adults are overweight or obese, while 462 million are underweight. Also, 47 million children under 5 years of age are wasted, 14.3 million are severely wasted and 144 million are stunted, while 38.3 million are overweight or obese.

Although malnutrition is such a common issue, why is there no definite solution? This is because, for the majority of the population, affordability of nutritional food is the biggest challenge. For the rest of the population, quality nutrition is also a challenge as the availability of quality supply is both rare and expensive.

Now comes the question of “What is quality nutrition”?

The quality of food is inclusive of many factors such as texture, taste, sanitation, storage, nutrition, appearance, etc. Majority of the food companies fail to address one or more of these factors; or some purposefully neglect few factors to attain higher profitability.

High-quality foods include unrefined, minimally processed foods such as vegetables and fruits, whole grains, healthy fats and healthy sources of

protein. A high-quality food also needs to have a better performance. The performance of a food is defined by the amount of probiotics and active microbes present in both the food and also the soil in which it was grown. More the number of active microbes in the food, the better will be the nutrient absorption by the human body. The use of pesticides and insecticides will thus reduce the performance and quality of food. Also, it is a well known fact that these are “slow poison” to the human body.

Basically everything, from the quality of seeds used to the methodology used to store and preserve food, determines the quality of food; or in other words, determines the nutrition quality of the food.

When we talk about today's farm culture, pesticides and fertilizers serve as a major subject. And to this, there are 2 main aspects. One, the severity of the effects of these chemicals. Secondly, the fraction of pesticide and fertilizer users that understand the effect of these chemicals and use the right amounts without exceeding the threshold limits which will result in total vandalization of the soil.

Approximately, 1.8 billion farmers in the world use pesticides and a majority of the users do not understand the pros and cons of pesticides and abruptly make extensive usage of pesticides, which will destroy not only the soil, but also the quality of the yield. And the remaining fraction that use pesticides deliberately use pesticides although they know the severity of their mistakes.

There are 4 basic types of pesticides based on the type of pests that they control: herbicides which kill weeds, insecticides which kill insects, miticides which kill mites and molluscicides which kill snails and slugs. There are many more types of pesticides like nematicides, ovicides, repellants, rodenticides, etc. Most farmers use multiple such pesticides and the net

effect of such pesticides has a devastating effect on both soil and the yield that comes through it.

Furthermore, there have been innumerable reports and researches that highlight the effects of such pesticides on human health and these facts cannot be neglected. According to a 1993 report by the National Academies, "Depending on dose, some pesticides can cause a variety of adverse effects on human health, including cancer, acute and chronic injury to the nervous system, lung damage, reproductive dysfunction, and possibly dysfunction of the endocrine and immune systems."

In spite of all these research and reports, farmers tend to ignore them in order to keep their profit margins high even if they realise the cost of using these chemicals and in the majority of other cases a few organizations influence farmers to indulge in the utilization of these chemicals. And some of the older, cheaper pesticides can remain for years in soil and water. These chemicals have been banned from agricultural use in many developed countries, but they are still used in many developing countries. Hence in order to be a successful organization in regards to this aspect, it is necessary to provide the farmer with a solution that imparts a result of great magnitude as compared to that of pesticides but far less devastating.

## What We Do

Soiled Company brings you a new system that makes use of the latest and appropriate technology that considers a wide range of factors such as the market requirement, soil-crop history, neighbouring farm crops, weather factors, geographical topology, and many more which helps us to guide you make more profits without damaging nature. In addition to this, Soiled

Company provides you with the required marketing solution where the farmer need not have to wait to cherish the perks of his success as Soiled Company buys his produce even before the seeds are sowed which eliminates the burden of finding the right distributor/retailer to channel your harvest.

Soiled Company not only undertakes distribution and guidance but also encourages and provides necessary support to the farmers to set up required infrastructure to process their own produce (or we will do the required investment for you and in this scenario, the farmer will get lower rewards as compared to the prior scenario. And with respect to the company's perspective, Soiled Company will take lower-than-market returns and delay the closure of the deal) to create more products for higher profitability and a better sustainability.