

# Amway Botanical Traceability and Sustainability



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# What is traceability...???

Traceability is knowing where your products come from and how they are made along every step of their journey



  
**DID YOU KNOW?**



Amway's traceability practices not only limits to Nutrition products, but it also carry over to our beauty brand, Artistry. Every product in the Artistry Skin Nutrition line includes Nutrilite-grown botanicals

# What is Sustainability...???



Healthy balance between economic growth, environmental care and social well being.



Helping people live better, healthier lives begins with making our planet better and healthier




**DID YOU KNOW?**

Amway owns **6000 acres** of certified organic farms to grow botanicals which are used in Nutrilite products. Sustainable farming practices are being followed everyday on Nutrilite farms.



# Amway's effort in ensuring Traceability and sustainability of Products?

Amway's philosophy  
Seed to supplement



Best of Nature  
Best of Science




Sustainable  
farming practices



Product design to  
reduce waste



**DID YOU KNOW?**



To ensure similar sustainable farming practices on partner farms comprehensive Agriculture certification program called "**NUTRICERT**" has been designed and implemented for many years





# NUTRICERT™



**NUTRICERT™** is our exclusive agricultural certification program to **ensure our partner farms meet the same quality standards we follow on our own Amway farms.**



## Traceability

Tracing back to the  
Agricultural farm  
Location

Documentation of farm  
management plans and  
production activities



## Social Responsibility

Farm workers safety  
and development  
opportunities

Community outreach  
and involvement



## Ecological Sustainability

Farm site environment

Balanced farm site  
environment

Ecologically vital  
operations that  
enhance biodiversity

# NUTRICERT™ Farm Certification Levels



## GOLD

- Certified Organic feedstock by a 3<sup>rd</sup> party
- Social giving to community
- Continuous improvement

## SILVER

- “Organically Grown” – practicing organic without certification
- Wildcrafting operations / farms in transition to certification
- No synthetic fertilizers or pesticides
- Employee access to safety and career training

## BRONZE

- Non-GMO; Botanical identity
- No child labor; no worker exploitation
- Complete traceability of crop
- Basic Good Agricultural Practices (GAP)
- Compliance with local Human Resource regulations
- Integrated Pest Management (least toxic synthetics allowed)

Amway's effort in ensuring Traceability and sustainability of Products?

<p>Amway's philosophy Seed to Supplement</p>	<p>Best of Nature Best of Science</p>	<p>Sustainable Farming practices</p>	<p>Product design Ethical sourcing</p>
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**DID YOU KNOW?**

To ensure similar sustainable farming practices on partner farms comprehensive Agricultural verification program called "NUTRICERT" has been designed and implemented for many years.

[www.amway.com/Amway/Traceability/traceability](http://www.amway.com/Amway/Traceability/traceability)



**NUTRICERT™** is our exclusive agricultural certification program to ensure our partner farms meet the same quality standards we follow on our own Amway farms.

<p><b>Traceability</b></p> <p>Tracing back to the Agricultural farm location</p> <p>Documentation of farm management plans and production activities</p>	<p><b>Social Responsibility</b></p> <p>Farm workers safety and development opportunities</p> <p>Community outreach and involvement</p>	<p><b>Ecological Sustainability</b></p> <p>Farm site Management</p> <p>Balance of farm site environment</p> <p>Ecologically vital operations that enhance biodiversity</p>
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**NUTRICERT™ Farm Certification Levels**

<b>GOLD</b>	<ul style="list-style-type: none"> <li>- Certified Organic feedback by a 3<sup>rd</sup> party</li> <li>- Overall giving to community</li> <li>- Continuous improvement</li> </ul>
<b>SILVER</b>	<ul style="list-style-type: none"> <li>- "Organically Grown" - practicing organic without certification</li> <li>- Allowing operations / farms in transition to certification</li> <li>- No synthetic herbicides or pesticides</li> <li>- Employee access to safety and stress training</li> </ul>
<b>BRONZE</b>	<ul style="list-style-type: none"> <li>- Non-GMO Behavioral identity</li> <li>- No anti-labor regulatory prohibition</li> <li>- Certified feedback by a 3<sup>rd</sup> party</li> <li>- Dairy Good Agricultural Practices (GAP)</li> <li>- Compliance with all applicable Resource Regulations</li> <li>- Integrated Pest Management (IPM) best available practices</li> </ul>

Quick Recap..???

**A**



# Thank You

