

Lushious is healthy and environmentally friendly from farm to shelf.

### Can you help save our limited resources through healthy eating?

Yes. By choosing Lushious Premium Grade Vegetables you are helping to conserve our natural resources because by choosing what you eat. Lushious vegetables are grown through Controlled Environment Farming (CEF), a responsible and sustainable approach to farming. It optimises land, water and energy usage. When you enjoy Lushious Premium Grade Vegetables you will be making a healthier choice in more ways than one.

Choose the Lushious way to a healthy life!

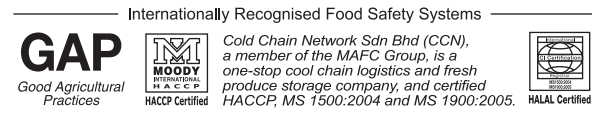


Food Supply Chain Group

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# Choose Healthier Choose

Lushious™   
Premium grade vegetables

### Do you know if your food is 'Safe'?

Safe food production processes and handling can make a huge difference between healthy, nutritious and safe-to-consume food and food that can be harmful to your well-being. It is crucial to know that your food is safe by all means.

Lushious Premium Grade vegetables are about ensuring you have the healthiest choice for your family.

### Do you know the difference between organic, safe, and genetically modified food products?

In a nutshell, organic food is produced without using any harmful, synthetic materials or chemicals. Genetically modified fruits, vegetables, etc. are grown through genetic engineering techniques to scientifically improve the quality of natural seeds and hence the quality of the produce.

Lushious premium grade vegetables are produced in a pesticide-safe environment, processed with safety mechanisms, safely packed using automated systems without human contamination, safely stored and transported using temperature maintained transport systems.

The healthier choice



Another quality product from



The Lushious vegetables are responsibly grown, ethically traded, and above all pesticide-safe; bringing the best you can get on the shelf.

## Ecological balance & environmental stewardship

Towards a greener future of our people and planet, conservation of resources is extremely important. Avoiding wastage of energy, water and optimizing technology to grow more from less is the only way towards sustainable agriculture.

Lushious is a pesticide-safe brand to the benefit of the environment, with safe and quality vegetables for your consumption straight from the pack.

## Ethical sourcing

As an ethical brand, we respect farmers and their rights. We also assume greater role and responsibility in sharing knowledge, transferring technology and educating local farmers, helping them grow safe and quality food.

Your preference for Lushious will support and encourage the indigenous tribes as well as farmers to continue their efforts in producing safe food for Malaysia.

## Economics par excellence

The Lushious way of Life is made possible due to the meaningful collaborations with not just the local growers or farmers, but experts from international markets, our employees, partners along the supply-chain and most importantly our consumers world-wide who appreciate the importance of Safe Food for health and wellness.

Be part of the family by adopting the Lushious way of Life.

# Choose Safe, Choose Health Live Life the Lushious way!



"From food production to food processing, from food packaging to food storage to food transporting, what doesn't change is our promise of a Lushious way of Life – which is about safe and healthy food."

Owing to our pioneering efforts, innovative green-house technology and sustainable agricultural practices; our world-wide consumers can now enjoy 'Safe' food products with an assurance of highest standards of quality

Lushious has more than 36 types of Premium Grade vegetables. They are grown in Bertam Valley, Cameron Highlands, under Controlled Environmental Farming (CEF) models and according to global safety standards.



## Did you know?

The World Health Organisation has developed five keys to Safer Food

1. keep yourselves and surfaces clean,
2. always separate raw and cooked foods,
3. cook food thoroughly,
4. keep food at safe temperature, and
5. use safe water and raw materials



## Sustainable farming

MAFC farms practice Controlled Environment Farming (CEF) - the growing of vegetables within a controlled environment so that horticultural practices can be optimised. CEF helps conserve water, energy and resources, plus contributes significantly to high yields addressing the impending challenge of food security. These farming practices comply with international quality assurance measures of the EIA, GAP, HACCP, ISO and GMP – all defining stringent environmental, social and economic standards.