

Porthia

Extra Virgin Olive Oil
Organic Farming Product

WWW.PORTHIAOLIVA.COM

GENERAL BUSINESS INFORMATION

- ◆ **BUSINESS NAME:** Porthia Oliva by Flega Agricultural Cooperative
- ◆ **COMPANY STATUS:** Agricultural Cooperative
- ◆ **ORGANIC CERTIFICATION:** Porthia is a member of IRIS of IFOAM and HellasCert.
- ◆ **CERTIFICATION NUMBER:** 842-19437-15-15
- ◆ **GENERAL MANAGER:** Manolis Geniatakis
- ◆ **HEAD OFFICE ADDRESS:** Kalamafka, Lasithi, Crete, Greece
- ◆ **PHONE NUMBER:** +30 6980128803
- ◆ **EMAIL:** porthiaorganic@gmail.com
- ◆ **WEBSITE:** www.porthiaoliva.com





INTRODUCTION

COMPANY HISTORY

Our Cooperative started in 2002 as a small team of *young organic farmers*. By fostering mutual learning and embracing our past, we have successfully been producing and supplying Organic Extra Virgin Olive Oil to the local market during the last 15 years. During this time, Porthia has increased its production in more than 40% and has collaborated with a number of organic olive oil growers. We focus on the quality of our product, our goal is to expand to the ***Latin-American market*** and supply our customers a uniquely ethical high quality olive oil.

WHAT WE DO

Porthia produces organically grown Extra Virgin Olive Oil. Our produce comes solely from ***Koroneiki olives***, which have been recognized for their exceptional taste. Every processing phase is carefully monitored, from preparing compost to feed the trees and carefully selecting the fruit to cold pressed methods of extraction in certified local mills and on-site storage.



STRATEGY

VISION

Because every single member in Porthia understands our customers' requirements, we provide **quality products** that exceed the expectation of our customers to build a long-lasting business relationship based on the highest ethical and loyal standards.

CORE VALUES

At Porthia we are committed to **sustainable business** practices across all its operations by treating our customers with respect and promoting local organic farmers.

MISSION STATEMENT

We are devoted to producing environmentally friendly high quality Olive Oil that embodies a carefully preserved heritage. **20% of our olive groves host trees over 100 years old.** We seek to develop a better world through delivering healthy customer products while keeping our environmental and social responsibility.

OBJECTIVES

Geographically expand our reputation for quality and excellence in the organic olive oil field to **new markets.** We focus on developing lasting relationships based on mutual benefits with a strong base of key customers.

SCOPE OF OUR WORK

Olive groves account for approximately 65% of the soil in Crete. It is one of the most important sources of social and financial aspects in our lives. As a group of young growers we have integrated traditional organic growing methods with new production techniques of extraction. to establish a fully-fledged *Fair-trade* system between our farmers' group, olive mills and the final market. Our Cooperative undertakes all production duties ensuring legal standards and certifications are met.

FINANCIAL CONSIDERATIONS

We expect to earn the profits needed to provide consistent increase in the value of our ***members' investment***, obtain the highest credit ratings and finance the ongoing development and growth of our business.

QUALITY OF COOPERATIVE

We take pride in what we do and respect the outstanding experience and skills of each member of our Cooperative. Keeping ***honesty, integrity and business ethics*** into all aspects of our business functioning are always Porthia's top of mind.



SCOPE OF OUR WORK

RESPONSIBILITY TO OUR COMMUNITY

Olive agriculture plays a key role to offer employment to the local population, particularly important to the rural areas in Crete. Therefore, we recognize that our actions and purpose must acknowledge our responsibilities to **enhance the standard of living in rural communities** while promoting environmentally friendly production practices.

GROWTH STRATEGY

It is our goal to expand our network by collaborating with more Organic Olive Oil local producers who share our values. We are also in the process of preparing more **olive derived products for the markets** such as: edible olives, olive paste and olive oil cosmetics such as soap, creams and natural remedies. Another one of our future goals is to set up our own traditional mill to extract Olive Oil.

MARKETING GOALS

Further expansion of our production to target the **Latin American market**. Consolidate our brand, particularly in those countries that don't grow olives but keep it as part of their healthy diet.

AWARDS AND CERTIFICATIONS

The Prefecture of Lasithi has been honored with numerous distinctions of the prestigious Mario Solinas international award. Porthia is **certified by IRIS** in accordance with Agrocet Certificate (PDO) Standardization of Extra Virgin Olive Oil Protected Designation of Origin.

MANAGEMENT AND OWNERSHIP

COOPERATIVE

We are constituted as an Agricultural Cooperative under the name of Flega, based in the Prefecture of Lasithi Crete, operating under the laws of Greece.



BOARD OF MEMBERS:

- ◆ Eirini Geniataki, *Board member*
- ◆ Panagiotis Papadakis, *Board member*
- ◆ Michalis Mavrakis, *Board member*
- ◆ Vangelis Geniataki, *Board member*
- ◆ Katerina Tragasaki, *Board member*
- ◆ Manolis Geniataki, *General manager*

SUMMARY OF OUR RESOURCES

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| ◆ Building plant with an area of 400 Sq. mt. worth | 250.000 euros |
| ◆ Building plant plot with an area of 4000 Sq. mt. worth | 50.000 euros |
| ◆ Production equipment and certifications worth | 50.000 euros |

**Our premises are fully equipment and certified for the production of Organic Extra Virgin Olive Oil, red Wine and Raki.*

COLLABORATORS

- ◆ Melina Touros, *Graphic Designer*
- ◆ Raquel Escobar, *Copywriter*
- ◆ Maria Ximena Hernandez, *Marketing Strategist*
- ◆ Manolis Kalabokis, *Photographer*