

OUR STORY: THE GEO-FRESH JOURNEY

A Seed of Vision — Sidhpur (Gujarat), 2005

Every enduring enterprise begins with a conviction — a belief held firmly before the world is ready to agree. For Mr. Dharmesh Patel, that conviction was simple yet profound: that India's farmers, its ancient agricultural wisdom, and its extraordinary agro-climatic diversity could supply the world with something far more valuable than commodity produce — integrity. In 2005, from Sidhpur, Gujarat — the heartland of India's oilseed and spice belt — Mr. Patel founded Geo-Fresh Organic Private Limited, pioneering a verified, contract-based organic supply chain that directly connected smallholder farmers to global markets.

The Contract Farming Model: Trust Before Transaction

Rather than sourcing from open markets, Geo-Fresh built direct contracts with farmers—engaging them before every season, guiding their transition to certified organic cultivation, and offering technical support, fair prices, and long-term commitments. This was not merely commerce; it was a compact of mutual accountability. Farmers committed to organic practices; Geo-Fresh committed to transparent grading and shared prosperity — a model that set the company apart from day one.

A Decade of Growth: From Few Products to a Global Basket

Through the first decade, Geo-Fresh grew steadily adding new crops, geographies, and farmers year on year. Geo-Fresh earned and maintained certifications under USDA NOP, EU Organic, and other globally recognised frameworks, meeting the rigorous standards set by international regulatory bodies. In-house capabilities for cleaning, grading, milling, and packaging were built in parallel — ensuring every shipment carried both the letter and the spirit of organic certification.

The FPO Revolution: Organising Strength at the Root

Through active partnerships with Farmer Producer Organisations (FPOs) across multiple Indian states — empowering smallholder farmers to collectively own produce, access credit, and invest in shared infrastructure — Geo-Fresh scaled its certified organic farmland to over 18,000 hectares while staying true to its farmer-first values. Today, over 12,000 certified organic farmers form the backbone of a supply chain that reaches Kitchens, Pharmaceutical Laboratories, Nutraceutical Supply Chains, and Retail shelves across Europe, the USA, the Middle East, and Asia. From a handful of products and farmers in 2005 to 150+ Certified Organic SKUs, thousands of growers, and a global customer base — the Geo-Fresh journey is, at its core, the story of what becomes possible when **commerce is guided by conscience.**

MESSAGE FROM THE MANAGING DIRECTOR

Dear Partners, Farmers, and Friends,

It is with immense pride and a deep sense of purpose that I welcome you to the very first edition of the GeoTerra our company's newsletter and a milestone that marks a new chapter in how we connect, share, and grow together.



For over two decades, Geo-Fresh Organic has been built on one enduring belief: *that the health of the soil, the prosperity of the farmer, and the integrity of what we supply to global markets are inseparable.* This Newsletter is an extension of that same commitment — a platform where we step forward to share knowledge, spark creative awareness and engage meaningfully with every stakeholder who is part of our journey.

The Geo-Fresh Digest will bring you industry insights, sustainability stories, responsible practices, and perspectives from across our value chain. But it will only be as rich as the voices within it. We warmly invite all our stakeholders — buyers, farmers, partners and team members — to contribute ideas, experiences, and suggestions. Every perspective matters, and every contribution shapes this company's future.

Together, we are not just growing organic products — we are growing a movement.

Warm regards,

Dharmesh Patel

Managing Director,
Geo-Fresh Organic Private Limited

OUR GROWTH & INFRASTRUCTURE EXCELLENCE



2015

Sidhpur headquarters and plant established.



2016-2017

Purpose-built warehouse, cold storage & oil plant commissioned at Karan, Patan.



2019

Dedicated sterilization plant commissioned.

GLIMPSES OF FARMFIELD



Advancing rural innovation through hands-on field engagement and expert collaboration.



Strengthening agricultural practices with modern solutions and on-ground support.



Bridging the gap between farmers and markets through direct buyer engagement.

OUR ORGANIC ACCREDITATIONS

Every product we supply is backed by internationally recognised organic certifications — the assurance our buyers and end consumers deserve.

USDA-NOP, EU Organic, COR, Bio Suisse, NPOP, COSMOS, BRCGS, ISO 22000, Halal, Kosher, Sedex, Fairtrade and GMP-aligned standards.

Our certifications are renewed annually and audited by independent third-party bodies — so every shipment carries verified, traceable organic integrity.

INDUSTRY INSIGHTS

Organic vs. Conventional: The Global Shift

The global organic food market is projected to grow from USD 286 billion in 2026 to nearly USD 720 billion by 2034 — a CAGR of over 12%. Rising health consciousness, clean-label demand, and government-backed certification programs are accelerating this growth worldwide. (Source: Precedence Research, Organic Food Market Report, 2025)

While conventional agriculture maximises short-term yields through chemical inputs, organic farming prioritises long-term soil vitality, biodiversity, and reduced ecological strain. As global buyers and regulatory bodies raise the bar on transparency and sustainability, the distinction is no longer just philosophical — it is increasingly commercial.

KEY TRENDS TO WATCH IN 2026

- Functional & superfood ingredients gaining rapid traction (ashwagandha, moringa, turmeric) (Source: Grand View Research, 2025)
- Digital traceability systems becoming a non-negotiable buyer requirement (Source: FIBL & IFOAM — Organics International, World of Organic Agriculture 2025)
- Asia-Pacific organic demand growing at 7.5%+ CAGR (Source: Allied Market Research, Organic Food & Beverages Market Report, 2024)
- Clean-label food ingredients market approaching USD 64 billion globally (Source: MarketsandMarkets, Clean Label Ingredients Market Report, 2025)
- India's organic exports growing 25%+ year-on-year driven by EU and US demand (Source: APEDA, Annual Export Statistics, 2024–25)

INSPIRING SUCCESS STORY

From Stethoscope to Soil: A Farmer's Transformation

Kavya Dhobale's journey is a compelling testament to the power of purpose-driven choices. A healthcare professional in Mumbai, she made the bold decision to leave city life and return to Maharashtra — driven by a profound belief in the connection between healthy soils and healthy people.

She established a vermicomposting unit that transforms organic waste into nutrient-rich compost, restoring soil vitality naturally. Today, Kavya mentors farmers and trains aspiring agri-entrepreneurs in sustainable land management — creating a ripple effect of ecological responsibility across her community.

Her story reflects the broader shift toward regenerative agriculture — the foundation of everything we stand for at Geo-Fresh. Healthier soils produce healthier food, and healthier food builds a healthier world.

(Source: "From Nurse to Entrepreneur: Kavya Dhobale's Inspiring Journey into Organic Farming", Naturopedia — Refresh Your Life, January 13, 2025. www.refreshyourlife.in)

RESPONSIBLE BUSINESS

Going Paperless: A Small Step with a Large Impact

At Geo-Fresh, we believe sustainability must begin at home — including within our own offices. Our ongoing shift toward paperless operations is one such commitment: reducing our environmental footprint while improving how we work.

Our Digital-First Approach Includes:

- Cloud-based document management & storage
- Electronic approvals and digital workflows
- Secure, accessible, and audit-ready data systems
- Significant reduction in paper waste and print costs

This digital evolution reflects our broader conviction: that responsible business practices and operational excellence go hand in hand.

GLOBAL ORGANIC NEWS BITES

India: BIOFACH Country of the Year 2026: India was named Country of the Year at BIOFACH 2026 — the world's largest organic trade fair held in Nuremberg (Feb 10-13). Recognised for its certified farmer network, export strength in organic spices, rice, and pulses, India's pavilion spanned 1,074 sq.m. with 67 co-exhibitors including FPOs and organic certification bodies. (Source: APEDA / BIOFACH 2026)

US Organic Sales Hit \$76.6 Billion in 2025: The Organic Trade Association's 2026 Market Report confirms US certified organic sales grew 6.8% — double the pace of conventional food. Organic has now outpaced the broader food market for three consecutive years. Dried botanicals, herbs, and spices were among standout growth sub-categories. (Source: OTA, March 4, 2026)

EU Organic Spice Imports Rebounding: After inflation-driven pressure in 2022-23, EU imports of certified organic spices and herbs grew 14% in 2024 and are forecast to grow 3-7% annually through 2026. Germany leads with 55% of all EU organic spice imports, followed by the Netherlands at 22% — both are core markets for Indian certified suppliers. (Source: CBI Centre for Promotion of Imports, 2026)

Moringa Among India's Fastest-Growing Organic Exports: Moringa powder from Tamil Nadu is one of India's fastest-growing organic herb exports in 2026, with demand surging in the US, Germany, and UAE. Alongside ashwagandha, tulsi, and fenugreek, India's organic herb basket is expanding rapidly, backed by APEDA's NPOP certification recognised by the EU and Switzerland. (Source: APEDA / Inventiva, Feb 2026)

We Welcome Your Voice

The GeoTerra belongs to all of us. We warmly invite all our stakeholders — buyers, farmers, partners and team members — to contribute ideas, experiences, and suggestions. Every perspective matters, and every contribution will shape this company's future.



Farmers

Your knowledge and dedication are the foundation of everything we do.



Partners & Buyers

Your trust and collaboration help us bring organic integrity to global markets.



Team Members

Your passion and commitment drive the Geo-Fresh mission forward every day.

Share your stories, ideas, and feedback with us at info@geo-fresh.com