



WELCOME

STURLA SEEDS
INTEGRAL QUALITY PROCESS

About us

- The world's largest producer of CHIA seeds.
- Leaders in CHIA seed production.
- Professionals in innovation and development.

Reliability
Effectiveness
Quality

PRODUCTIVE
CAPACITY

1,800
TONS
PER MONTH

- A production plant with more than 6,000 m².
- The only company in the market that offers an integral solution:

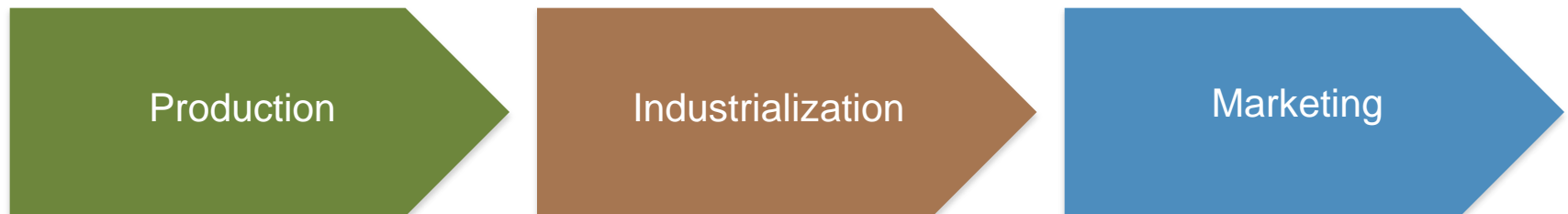
Production - Industrialization - Marketing

What makes us different

The essence of our company is **Traceability** and this is the main advantage for our Clients and Distributors as we are the only **Chia** seed producer in the market that provides an integral solution in the supply of seeds and byproducts of high nutraceutical value.

The outstanding quality of our seeds comes from our knowledge and understanding. Each seed is integrally treated, from the moment it is sowed, processed, packed, and then marketed.

All this process is monitored following strict quality controls in order to reach the table of those people who look towards seeds to improve their life style every day.



Agricultural Process



A photograph of a combine harvester and a tractor with a trailer in a field, harvesting crops. The harvester is on the left, and the tractor is on the right, pulling a green trailer. The field is filled with golden-brown crops. The sky is blue with some clouds.

A

Productive process
in the field

- 1. Sowing**
 - Selection and preparation of the seed with the best germinating power.
 - Pre-sowing preparation of the soil
- 2. Care and control in the crop growth process.**
 - Seed: CHIA
 - Shape: OVAL
 - Texture: GLOSSY
- 3. Harvest**
- 4. Post-harvest**
 - Loading
 - Storage
 - Transportation

Chaco Salteño
Salta
Entre Ríos
Bolivia



A map of Argentina and Bolivia with green shaded regions indicating the production areas for Chaco Salteño, Salta, Entre Ríos, and Bolivia.

Productive Process



B

Productive Process
in the Plant



5. Processing

Selection and cleaning of the best seeds

A. Whole seed

Packing

B. Flours, ground seeds and oils

Cold pressing machine: Oil is extracted (when you press seeds at low temperatures, the product keeps its nutritional properties)



Oil is stored in stainless steel tanks approved to contain foodstuffs. These tanks protect the product from the effect of the heat and light.



The expeller then goes to a mill where the product is refined in order to grind the seeds.



6. Quality

In the laboratory, we analyze the product carefully in order to guarantee the quality of the oil and seeds.



7. Final product

Each product is carefully packed in its own packaging, thus finishing the quality productive process.



Marketing

Our marketing strategy is a highly studied and professionalized link that **adds value** to each distributor.

- Turnkey product:**

We are the only company that guarantees **effectiveness** thanks to our integral quality process.

Both the industry and the retail outlets have access to a profitable and effective turnkey product.

- Marketing and communication actions:**

Merchandising and promotional materials of the product for our clients.

- Sturla Net:**

Access and membership to a national and international network of distributors.

- Perceived value**

Our distributors are positively valued; they are all part of a true and noble cause, as we think that a small change in habits can bring about a big change in people's lives.



Marketing

Our products.

Presentations



250 g package
Cases containing 20 units

Seeds

Chia
Sesame
Toasted Sesame
Linseed
Quinoa
Amaranth
Pumpkin
Sunflower

Salad Mixes

Rustic Mix (Chia, Linseed, Sesame and Sunflower)
Wild Mix (Chia, Sesame and Linseed)
Native Mix (Chia, Sesame and Sunflower)
Crispy Mix (Chia, Toasted Sesame and Toasted Sunflower)

Ground Seeds: Chia, Sesame.



100 g package

Seeds: Chia, Sesame, Toasted Sesame, Linseed



Softgels
Cases containing 30 to 60 units

Seeds: Chia



150 ml Bottles
Cases containing 15 units

Oil: Chia

Marketing

INTERNATIONALIZATION - BUSINESS POINT

- Due to our internationalization strategy, we travel around the world to work together with our Clients and Distributors.
- We work actively in both local and international trade fairs and conferences, taking our value around the globe and working with the latest market trends.
- With business rounds and meetings, we strengthen the connection with our current and prospective distributors.

This time we will be taking part in **EXPOWEST, from March 8th to March 10th, 2013.**

To schedule an interview in our business round, please send an e-mail to the following address:

nicolas.fernandez@alimentossturla.com.ar



Quality and Certificates

In order to ensure implementation and effectiveness, Nutracéutica Sturla S.R.L. has designed a Quality Program that covers the use of raw materials, the adequate selection of efficient processes, sanitizing techniques, sanitary quality and adequate practices of the personnel involved in the operational process; the design of the efficiency of the plant, team and operations aimed at preventing pollution; disease control and an adequate storage system.

We work under HACCP standards in order to guarantee the extreme quality of the product and we are currently working in order to get ISO certified in 2014.

All these considerations are compiled in a program designed so that the conditions of organization and hygiene in the plant constitute an index of reliability, quality and efficiency.

Our industrial plant has been certified to supply the following companies:





+ INFO

www.alimentossturla.com.ar

Nutraceutica Sturla SRL

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