



Jagua Blue: Natural Blue from Colombia to the World

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37.290
Plant species

75.947
Species
Observed



1.807
Exotic
Plant

5.374
Endemic
Plant



Source: SiB Colombia / Humboldt Institute Colombia



Overview

+ 25 years

- Pioneers of sustainable bioinnovation thanks to the creation of a portfolio of products with business models and supply chains that have a triple net positive impact.
- We work closely with rural communities to develop a sustainable supply of botanical raw materials and generating novel incentives for the conservation and regeneration of tropical forests.



an **unreasonable** company



A GLOBAL
BREAKTHROUGH
IN NATURAL COLORS

The background of the slide features a laboratory setting with several Erlenmeyer flasks containing a vibrant blue liquid. The lighting is soft and focused, creating a professional and scientific atmosphere. The text is overlaid on the right side of the image.

Jagua Blue

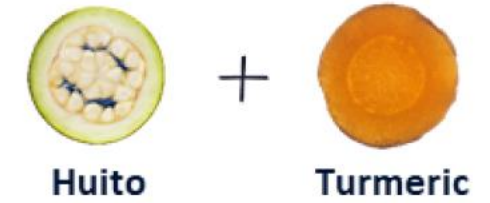
Ecoflora invented, developed, and patented an acid stable natural blue, extracted from the fruit of a soil and life regenerating tree called Genipa americana or Jagua.

Jagua Blue solves the so-called missing "holy grail" of the global food industry completing the full spectrum of natural color.

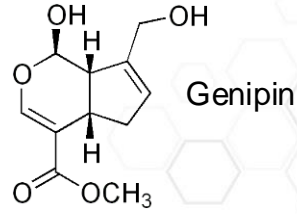


Some Examples of Color Blends in Food and Bev.

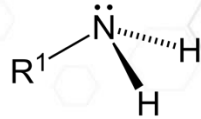
Applications with Jagua Blue



Huito = Jagua

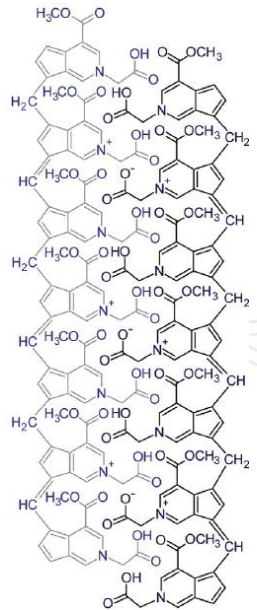
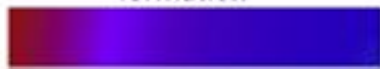


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↓

Complex polymers formation



Jagua Blue



Blue N° 2



Supply chain strategy

First and Only Sustainable Supply Chain of Jagua Fruit in the World!



2010-2014

Access to Genetic Resources legal clearance and permits by Ministries of Environment and Interior



2015-2021

R&D and Development for:

- Seeds germination
- Plants reproduction protocols
- Agrotechnology package (experimental plots)



2022-Today

Sponsorship from Swiss Contact for: (PES), implementation of regenerative ag. Practices (composting, cover crops, etc.)



2014-2021

Experimental plantations and plots of Jagua (*Genipa americana*)



2019-2022

Sponsorship from P4F for:

Jagua tree crops establishment (~100Ha)
Payment of Environmental Services (PES) and conservation agreements signed.



Emberá-Katíos
community



Peasants



Plantations



Doña Amparo

“Thank you for giving us hope and economic alternatives different from the current extractive ones existing in the region, which has a special meaning for the planet’s restoration”



Edison

“Jagua gave me the opportunity to start my life again”



Don Horacio

“Ecoflora saved our lives”

Restorative and Empowering Impact Model



Regenerating life

“out of the blue”

through nature based solutions and
bioinnovations for the global markets



ecoflora[®]
cares