



Hello Crowdfarmer,

We would like to use the opportunity of this new season to share some reflections with you. Since my brother Gabriel and I have founded Naranjas del Carmen at the end of 2010 it rained a lot. There have been quite a lot of hailstorms as well. However, until now we found ways to make use of the rain and recover from the hail. The trees as well as the team and our web page have continued to develop over the years, hitting important milestones thanks to the people that have helped us. It is incredible to see that a simple habit, such as yours - by directly ordering oranges from the producer, who takes care of your tree, could change so much.

First milestone: We have achieved to revitalize the garden of our grandfather, pulling out the old dead trees, planting new ones and installing a new, more efficient irrigation system. The magic is that how all of these plants have a plaque showing the name chosen by the person who adopted it.

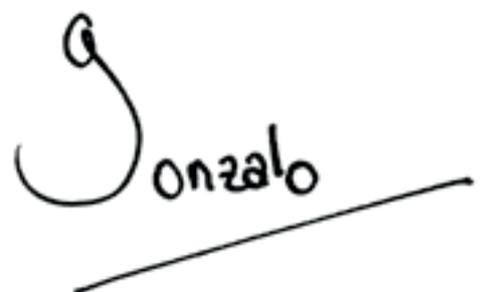
Second milestone: While planting the orange trees on our fields we achieved something, which we almost were not aware of, a more transparent link, direct and emotional with the people that consume our, or better said, your oranges. Our garden was transformed into your garden.

Since 2017 all of our trees are adopted. We don't have any more orange trees available in our garden. Nevertheless, more and more people continue with the wish to plant an orange trees, which left us with two options to continue the development of Crowdfarming: Buy more fields and let Naranjas del Carmen expand further or open the model for other producers, who develop it on their orange plantations.

One of the key ideas of Naranjas del Carmen is the care with which we treat our plantation and the close relationship we have with the people that own a tree planted here. For this reason we have decided to continue to offer this close relationship. At the same time we do not want Crowdfarming to remain a local success, but a true agri-social and global revolution that changes people's minds by spreading this model and philosophy of cultivation with the help of other producers. With this goal in mind we have - together with other professionals - helped to launch www.crowdfarming.com where other producers offer their agricultural yield - be it plant- or animal based - through adoption.

Before leaving you with these thoughts I would like to ask you a favour: Please continue to be patient with us, the website and the shipment companies. We work hard to improve our processes year over year and hope that the experience of receiving freshly harvested oranges of your tree gets better every time.

Happy harvest,


Gonzalo