

# Himalaya Organic India



# **Product Bouquet**





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Never before in the history of human kind has an ordinary or elite human being denied quality food.

This is because never before has the condition of our soils been so poor. The reason may be demographic, economic or political but the fact remains that high quality food is scarcely available on the shelf.

A person who grows his food that too organically may have access to the kind of food stuff a human should ideally be consuming. Alas! we left this lifestyle behind.

In SARG / SUPA, we work closely with the farmers and support him/ her with the different technical as well as operational aspects of high quality production. Seeds are selected for their high value and the aspect of fair trade is kept into consideration to reach our valued customers at the shortest distance.

It is the deep endeavor of HOI to be a brand of trust and quality.

Best wishes, Binita Shah



Is food conscious? Does the consciousness of food we eat travel to the inner self of our being? Can food nourish our souls, as we savor a flavor, scent a condiment or bite even a dry piece of bread, are we lifted to a distinct place? A memory where we follow it deep into our blood stream/core, and let it be one with our body and soul.

The journey of our food starts as a seed. It is nurtured in the farm organism in the dynamic earthy cradle. The young sapling imbibes cosmic rhythms and with the care of the farmer it turns into a plant. It then passes through the processes it must and become ready for our kitchen.

Sometimes we really enjoy a simple meal and feel satiated to the very core and sometimes in spite of everything, food does little to nourish. What is good food and good nutrition? And what of the cook and the cooking and what of the taste and the after taste, what of the sleep and the bones that we are able to build and what of the thoughts food makes us think? What of the long and healthy lives and what of the short and unhealthy ones? Is it possible in todays world to have the privilege to nourish our bodies with the food carrying the imprint of nature's rhythms and weave us with the spiritual whole?

HOI is a basket of food commodities produced with the select seeds, conscious farmers, imbibing biodynamic practices and ensuring minimum essential process and trade routes. HOI is the labor of love, a commitment made by the founder and core members of SARG/ SUPA with the endeavor to assist farmers to produce chemical free food two decades ago.

Years have gone by and today thousands of farmers follow the biodynamic way of farming where SUPA provides the methods and ways to produce biodynamic food successful for the farmer and for the farm organism.

HOI is the beginning of a new chapter of team SUPA & SARG to heal the earth and share its bounty. HOI is the epitome of select food products from the Himalayas and from the valleys and other geographies it nurtures. Every product is carefully selected from seed to the production process and how it reaches you. Exclusive HOI products can be used for traditional Himalaya cuisines as well as contemporary global tastes.



# **Biodynamic Farming**

Biodynamic Agriculture is based on concepts laid out by Dr Rudolf Steiner in the early twentieth century. The application of agro chemicals had just begun in the world and the elders in the farming community in Europe wondered about the dramatic shift in the approach towards farm production.

Rudolf Steiner's response to this new world order was that the excessive use of chemicals would eventually deplete the vitality of earth. But his ideas on chemical free agriculture was not restricted to the chemical residues or the contamination of the natural resources. Steiner brought in a new dimension for quality where the relationship of the farmer within the 'farm organism' was recognized. The influence of the planetary rhythms for enhancement in taste and shelf life in food was explained. Seed breeding in relation to its vigor than just quantity was an important aspect of his teachings.

Dr Steiner put together all these ideas in an approach called 'Biodynamic Agriculture'. Biodynamic Agriculture includes in its practice use of certain preparations based out of herbs which are used as compost starters, field preparations etc. It is very important that the farmer is consciously working with the farm members like livestock, the elements of water, grasslands and earth. This was an important link with the spiritual impulse of the universe which would then be carried to the harvest.

Interestingly biodynamic principals echo traditional farming systems of India which are being practiced for centuries. The use of the planting almanacs where the planetary positions play an important role in agriculture, have been a part of the agriculture traditions in India.

In traditional Indian agriculture the cow and her progeny are central to the farm organism and all farming activities play around her. In biodynamic agriculture too the cow is central in her presence in the farm organism. In the changing social and economic scenario in rural India integrated farms where dairy, horticulture, agriculture and all other farming activities coexist are getting scarce.

Biodynamic food products are popular in the world under the label 'Demeter'. In India biodynamically produced food products are now available in the brand name HOI 'Himalaya Organic India'.

The shelf life, taste and the presence of the active ingredient in the food product are the highlights of biodynamic HOI products.

# Certifications



India Organic is a certification mark for organically farmed food products manufactured in India. The certification mark certifies that an organic food product conforms to the National Standards for Organic Products established in 2000.



IMO Control Private Limited (IMO India) is an independent certification body in India for organic agriculture that has been carrying out audits and certification since 1995.

IMO India is duly accredited, from 2001, according to the National Programme for Organic Production (NPOP) for carrying out inspection and certification of organic agriculture in India. IMO India is the first Indian organic certifier to obtain international accreditation under ISO 65, in 2004, for its inspection and certification activities.

# Hoj Products

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# **Jam** from the Himalayas

Organic & Biodynamically cultivated heirloom variety of organic fruits nurtured in Uttarakhand and organic jaggery powder has been used to make this 100% handcrafted product. The recipe and process using spring water adds to the unique texture and taste of this product.

Organic & Biodynamically cultivated heirloom variety of organic Rhymer apple nurtured in Ramgarh, Nainital and organic jaggery powder has been used to make this 100% handcrafted product. This recipe and process using spring water adds to the unique texture and taste of this product.



# Rhymer Apple Jam





#### **Bio Content**

- Organic Rhymer Apple (Malus domestica)
- Organic Jaggery powder



Packaging (Resealable Jar)





### Vinegar from the Himalayas

Organic & Biodynamically cultivated heirloom variety of organic fruits nurtured in Uttarakhand have been used to make these 100% organic handcrafted products. The juice is pressed, fermented and parked in clean and hygienic conditions.

Organic & Biodynamically cultivated heirloom variety of organic Rhymer apple nurtured in Ramgarh in Nainital District of Uttarakhand has been used to make this 100% organic handcrafted product.

The raw materials used in the process are biodynamically grown and the juice is pressed, fermented and parked in clean and hygienic conditions.

# Apple Cider Vinegar





- · Improves Digestion
- · Relieves gas and bloating
- Facilitates bile release
- Controls blood sugar levels
- Boosts immune system
- Improves metabolism



Packaging (Resealable Bottle)





### Oils from HOI

Oil turns out to be one of the most important contributors to good health of the present Indian body. Medical science recommends oil which is pure. HOI oils are cold pressed and varieties are selected for the best quality oil. Perilla (locally called *Bhangjeera* in Uttarakhand hills) is a herb belonging to the family Lamiaceae (also called the mint or deadnettle or sage family).

Its seeds are used for sauces and its oil for cooking . It is praised for its amazing medicinal qualities. It is the only oil after cod liver oil in which Vitamin A, Vitamin D, Omega 3 and Omega 6 are found together.

## Perilla Salad Oil





#### **Health Benefits**

- · Reverts aging skin
- Has anti bacterial qualities
- · Has anti-inflammatory character
- Prevents water loss from skin







# **Bodycare Products** from HOI

HOI presents select body care products for HOI customers based on traditional wisdom and the ethnobotany of the Himalayas.

Perilla (locally called *Bhangjeera* in Uttarakhand hills) is a herb belonging to the family Lamiaceae (also called the mint or deadnettle or sage family).

Its seed oil is used to treat rheumatoid arthritis. It is praised for its amazing medicinal qualities. It is the only oil after cod liver oil in which Vitamin A, Vitamin D, Omega 3 and Omega 6 are found together.

## Perilla Massage Oil





#### **Bio Content**

- Cold Pressed Organic Perilla Seed Oil (Perilla frutescens)
- Greanium oil (Pelargonium graveolens)

#### Directions for use

Gently use the oil in small quantities on and around the affected part and leave for a few hours.



Packaging (Resealable Bottle)







### Herbal Tea from the Himalayas

HOI brings rare mixes of Organic & Biodynamically produced Himalayan herbs. All the ingredients are sun dried and packed under hygienic conditions. Each cup invigorates with the fine blend of earthy aroma and carry's you to the mountain landscapes.



Rare mix of Organic & Biodynamically produced Himalayan herbs. All these ingredients are sun dried and packed under hygienic conditions. Each cup invigorates with the fine blend of earthy aroma and carry's you to the mountain landscapes.





#### **Health Benefits**

- Fights stress
- Maintains mental alertness, intelligence and focus
- · Wards off cough and cold
- · Maintains digestive health
- · Good for liver and heart
- Boosts immune system
- Antioxidant Qualities

50 g

Packaging (Resealable Zipper Pack)





### Himalayan Rajma Carnival

Uttarakhand hills are blessed with a wide variety of kidney beans 'rajma' which are climbers. Uttarakhandi farmers have diligently preserved the different land races and kept the heirloom varieties alive. Mountain Rajma are known for their extremely earthy taste and flavour.

The other most interesting aspect of Rajma's from Uttarakhand is that they are represent a wide range of diversity. Each geographical location represents a different kind of a variety. The variety has different color schemes, size and also taste. Thus each variety has retained their significance in the market.



'Small is beautiful' and the small size of Red Ramgarh Rajma does not deter this variety to be less in any way. The variety has a unique natural color which gives the dish an 'on table appeal' like no other variety. Red Ramgarh is ideal for tomato puréed bean salad.

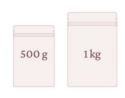


## Himalayan Red Ramgarh Rajma





- · Short cooking time
- Natural pigments turns the gravy deep red.
- Gastronomical qualities are extremely bowel friendly



Packaging
(Resealable Zipper Pack)

Chitra has paint brushes of black across the bean. The length of the bean increases in cooking and offers a dainty appeal on the table. This rajma goes extremely well with traditional basmati rice.

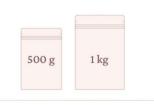






#### **Health Benefits**

- · Easy to digest
- · Rich in proteins
- Gastronomical qualities are extremely bowel friendly
- Power house of proteins
- Rich source of Vitamins and minerals



Packaging (Resealable Zipper Pack)

Harshil is a small Himalayan town in the Uttarakashi region of Uttarakhand. As the name suggests this Rajma variety is from high altitudes. The variety is very popular for its fleshy feel and food enthusiasts like to cook the variety like a meat dish.



# Himalayan Harshil Rajma





- · Easy to digest
- · Rich in proteins
- Gastronomical qualities are extremely bowel friendly
- · Power house of proteins
- Rich source of Vitamins and minerals



Packaging (Resealable Zipper Pack)





# Pulse collection from Himalayas

Himalayan region of Uttarakhand has a unique agro-ecology of pulses which are largely uncommon in the rest of the country. The importance of these pulses is that they are endemic to the Himalayan region and have a high nutritional value.

The taste and gastronomical qualities are also superior to the other pulses. Mountain lentil is one of the most potential cash crops of the rabi season in the Himalayan region, these can withstand frosty and cold climatic conditions and give good produce in high hills

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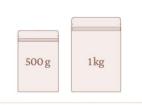


## Himalayan Mountain Lentil



### **Health Benefits**

- · Lowers cholesterol
- · Aids in managing weight
- · Rich in proteins and fibre
- · Strengthens bones and teeths
- · Controls blood pressure and sugar



Black Bhatt is endemic to the Himalayan region and have a high nutritional value. It is rich in Iron, Calcium and Proteins.



## Himalayan Black Bhatt Dal





### **Health Benefits**

- · Builds muscles
- · Manages diabetes
- · Strengthens bones
- · Improves fertility
- Lowers blood pressure
   High in proteins and fibre

   Improves skin and hair health



Packaging (Resealable Zipper Pack)

43

Gahat is a popular 'dal' in the Himalayas. It is known to have anti-lithiatic properties that means it can dissolve kidney stones.







- Treats kidney stones
- · Treats ulcers
- · Fights cold
- · Relieves Asthma
- Helps treat Jaundice
- Improves liver functions
- Good during pregnancy



Urad is used for auspicious occasions in the mountains apart for as a mixed 'dal'. Mountain folk use it in powdered form to make a dish called 'chaisa".









- Rich source of proteins
- Easily digestible
- · Rich in fibre





Rice bean has the glamour of being the least known pulse of India, but it is a pulse which is very rich in proteins, vitamins and minerals like phosphorus and calcium. It is a traditional pulse cultivated in Uttarakhand hills. The unique quality of this pulse is that it remains free from insects for years.

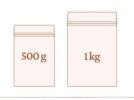








- · Rich source of proteins
- · Easily digestible
- · Good for diabetic and heart patients
- Cures issues relating menstrual cycle and epilepsy
- · Rich in fibre



Packaging (Resealable Zipper Pack)

49





# Rice from the highland valleys.

There are rice's and rice's. Rice is one of the endemic species of food grain from the Indian sub-continent. It is well known that rice was cross bred for higher production where intensive production practices have given rise to changes in organoleptic qualities.

Of the few thousand varieties of rice HOI chose to begin her journey with Basmati. HOI Basmati varieties have been selected for their response to organic practices, fragrance, taste and gastronomical qualities.



Organic Vasumati Rice is authentic traditional rice with intense flavor, aroma and taste. It is one of the oldest and recognized rice with natural aroma and excellent gastronomic qualities. Biodynamically grown Vasumati Rice is sourced from farmers in high altitudes of Himalayas in Uttarakhand.







- Diabetic friendly
- Source of minerals
- Controls cholesterol
- · Helps in managing weight
- · Helps overcome constipation

1kg



Organic Tarawadi basmati rice is a traditional variety of long grain rice that is known for its aroma and delicate flavour. Cooked grains elongate and present themselves as dry, separate and fluffy.

SARG India is active in the Ganga basin region of Haridwar and hundreds of farmers are being trained to produce different commodities organically. SARG promotes biodynamic practices for higher quality produce and benefits for the farm ecology.







- Rich in fibre
- Low in Fat
- Easy to digest
- Zero cholesterol
- · Contains essential amino acids

1kg







# Millet Collection from Himalayas

Millets are now well accepted as 'super foods' due to their nutritional composition. The millets from the Himalayas are special as the varieties are original landraces from the region. The taste, fragrance and organoleptic qualities are of high quality. HOI millets are biodynamically grown which make the millets and their products truly special.

Jhangora is an important food grain from the mountains. It is a gluten free rice alternative which also has a high protein content and rich range of minerals.







- Rich source of proteins
- Improves digestion
- Low in calories
- Rich in Iron
- · Rich in fibre
- Gluten free



Packaging (Resealable Zipper Pack)

Chaulai is one of the traditional millets of the Himalayas. It contains the widest range of proteins and minerals while also being gluten free. Biodynamically grown Amaranth comes from the heirloom variety of seeds preserved within farmer families of Uttarakhand's mountain region.



# Himalayan Popped Chaulai



## **Health Benefits**

- · Rich source of protein
- Rich in dietary fibre
- Easily digestible.
- Low glycemic
- · Anti-anemic
- Gluten free









# Spice Collection from Himalayas

The rich and natural environment of the Himalayas enable the high availability of aromatic and active ingredient of spices and condiments.

No wonder most herbs thrive in the forests. Himalayan spices like turmeric, chilly, coriander, and cinnamon have the most amazing fragrance and flavor, thereby making them an entirely different experiences altogether.



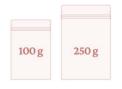
Chilli is grown in various high and mid altitudes of Uttarakhand. HOI brings to you the best of the nearly 55 land races of chillies in Uttarakhand. Lakhouri is one of the most popular chilli varieties. Red chilli flakes of Lakhouri have aroma and high heat units. Grown with biodynamic practices HOI chilli is pure and aphla toxin free.







- · Antioxidant qualities
- · Rich in Vitamin C
- · Improves vision
- · Improves blood flow
- · Treats sore muscles
- · Improves digestion





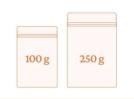
Mid hills of Almora is famous for its traditional turmeric. This variety has significantly high curcumin, unique aroma and colour. HOI turmeric can be used as spice, 'uptan' and also consumed raw, as a perfect health supplement.







- · Anti inflammatory properties
- · Anti carcinogenic
- Improves skin health
- · Anti aging properties



Packaging
(Resealable Zipper Pack)





## Flours from HOI

The range of millets and other cereals in the Himalayan region is not only large it is also unique in its nutraceutical quality. HOI brings to you high value flours which are not only nutritious but also low glycemic.

These varieties are hand-picked and selected for their immense nutritional value.

There were a number of indigenous wheat varieties in India before the green revolution. As production took precedence over quality many were forgotten. Bansi wheat is one such variety which is found to be one of the most nutritious wheat flour one can consume. 'Bansi' flour makes soft dough and has good keeping quality.





- · Anti-anemic
- · Low glycemic · High dietary fiber
- · Slow release of glucose
- · High protein and antioxidants.
- Suitable for Type-2 Diabetic consumers.

1kg

Packaging

(Resealable Zipper Pack)

Black Wheat has been bred with colored wheat and Indian Wheat varieties to take the benefits of anthocyanins (anti-oxidants) and other nutrition value. The variety is particularly getting popular as a nutraceutical wheat flour option among health enthusiasts.





- Low glycemic
- · High dietary fiber
- High protein and antioxidants.
- Suitable for Type-2 Diabetic consumers.
- Rich in minerals and micronutrients.



Mandua (Ragi) is one of the staple crops of Uttarakhand's mountains. Mandua flour chapatti is excellent source of proteins and a range of minerals especially calcium and potassium. Biodynamically grown Mandua is gluten free and comes from the heirloom variety of seeds preserved within the farmer families of Uttarakhand's mountain region.





- Gluten free
- Antioxidant
- · Relaxes body
- · Prevents skin aging
- · Reduces bad cholesterol
- Rich in Calcium and Potassium



Buckwheat is a pseudo cereal which is known to be one of the only few food products having a complete food profile. Buckwheat is known to be rich in 'Rutin', a bioflavonoid loaded with medical properties.

# Trans-Himalayan Buck Wheat Aata



### **Health Benefits**

- Gluten free
- Antioxidant
- · Relaxes body
- Prevents skin aging
- Reduces bad cholesterol
- Rich in Calcium and Potassium

1 kg

**Packaging** 

(Resealable Zipper Pack)

There are numerous varieties of maize, Himalayan local varieties are popular for their striking sweetness, softness and striking yellow color. SARG India brings organically grown maize from the tribal belts of Himalayas in Uttarakhand.







- · Prevents anemia
- Healthy for eyes
- · Incredible source of fiber
- Gluten free
- Rich in Carbohydrates, Calcium and Potassium







## Sweeteners from the ganga basin

The Himalayan valleys opens and deposits its treasures unto the Ganga Basin and there upon irrigates the sweet sugarcane to produce some of the finest of the sweeteners in the North India. When produced with the biodynamic systems the sweeteners become exclusive.

Hoi Organic Jaggery is made by the sugarcane produced using biodynamic practices and the jaggery has been processed using traditional system. Natural sugarcane is full of vitamins, minerals, enzymes, fibers and phytonutrients that help the body digest naturally occurring sugar. As a sweetener itself especially in winters, our Jaggery could be consumed to satisfy your sweet cravings in a healthy way.



# Gangetic Solid Jaggery



## **Health Benefits**

- · Anti-anemic
- Clears respiratory tracts
- Activates digestive enzymes
- · Fights infections and immunity



Hoi Organic Jaggery powder is made by the sugarcane produced using biodynamic practices and the jaggery powder has been processed using traditional system. Natural sugarcane is full of vitamins, minerals, enzymes, fibers and phytonutrients that help the body digest naturally occurring sugar. It is widely used as a sweetener, a replacement of sugar in milk, coffee, tea, sweet dishes etc.

## Gangetic Jaggery Powder



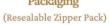


## **Health Benefits**

- · Rich source of proteins
- Improves digestion
- Low in calories
- Rich in Iron
- Rich in fibre
- Gluten free



**Packaging** 



For the HOI Organic Sugar, the sugarcane has been produced with biodynamic practices and the sugar has been processed using the traditional emulsifying systems used in the pre-industrial era.

Natural sugar cane is full of vitamins, minerals, enzymes, fibers, and phyto-nutrients that help the body digest the naturally occurring sugar. It is widely used as a sweetener for many dishes.

## Gangetic White Sugar



## **Health Benefits**

- Rich in Vitamin A, B1, B2, B6 & C
- · Rich in Sodium, Calcium & Iron
- · High Carbohydrate content
- · Cures Anaemia
- Fights Intestinal problems



Every spoon is moist with the mountain air, nectars and pollen carried and nourished by the Himalayan bee. Himalayan bees hive in forests, village folk kitchen walls and logs of special forest trees. Their free yet strong will is represented in the intense taste of the honey.





- · Soothe a sore throat
- · Help for digestive issues
- · Phytonutrient powerhouse
- Good source of antioxidants
- Antibacterial and antifungal properties



Packaging







## Condiments from Himalayas

Himalayan cuisine boasts of some extraordinary fragrant and flavoring condiments which are endemic to the Himalayan climate and environment. They are unique to the region thus their use is also typically found in Garhwali or Kumaoni foods.

Sesame have been a part of the Indian kitchen since forever. Sesame seeds are known to be a powerhouse of minerals and have nutraceutical properties. Sesame from Himalayas are small in size and are found both in black and white color. They are used to make 'chutneys' (sauces) and as a garnish on 'vada' (salty fried cakes). Black sesame seeds are used for religious rituals as well.









- High in Proteins
- Good for Anemia
- Anti inflammatory
- Good for digestion

100 g

Packaging

(Resealable Zipper Pack)

Hemp seeds (Bhaang) that are getting popular today as a super food have been a traditional food supplement and condiment in the Himalayan region of Uttarakhand. Traditionally hemp seeds are blended in a bit of water and sieved to retrieve a milk. The milk is then used as a garnish.









- · Rich in Proteins
- Reduces Inflammation
- · Improves skin conditions
- · Contains all essential amino acids
- Rich source of Omega 3 and Omega 6



Packaging

(Resealable Zipper Pack)

Methi Dana is commonly used as a flavoring agent in Indian cuisines. Methi dana's 'tadka' or tempering brings in a warm 'taaseer' or effect on the body. Methi dana from the Himalayas particularly has an intense flavor which brings warmth in the food as well as upon the body.







- Improves Hair
- Mimics Oestrogen
- · Relieves constipation
- Heals wounds and burns
- · Fights bad Cholesterol
- Good for Liver and Pancreas



Perilla (locally called Bhangjeera in Uttarakhand hills) is a herb belonging to the family Lamiaceae (also called the mint or deadnettle or sage family). Its seeds are used for sauces and its oil for cooking . It is praised for its amazing medicinal qualities. It is rich in Vitamin A, Vitamin D, Omega 3 and Omega 6.







- · Reverts aging skin
- · Has anti bacterial qualities
- Has anti-inflammatory character
- Prevents water loss from skin





## Healing the Earth & Sharing the Bounty



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