

## **Roots Shoots & Fruits Ltd.**

Innovative Agricultural Products for  
**Soil Health Plant Health Our Health**

RSF are wholesale distributors of JH Biotech products, world leaders in plant nutrition and biological organisms.

**Roots-for Soil health, Shoots-for Plant health, Fruits-for Our Health**

This is the RSF philosophy.

Working together to provide solutions and profitability for your crop.

### **Vision**

Roots Shoots & Fruits Ltd. Aim to be the number one distributor of nutritional products for horticulture / agriculture in New Zealand. Roots Shoots & Fruits will achieve this through the use of biological organisms and innovative technology in plant nutritional products for the betterment of human health and our environment.

Real medicine must start with diet. Over the last 60 years mineral density in food has declined to less than half former levels, whilst residue levels of chemicals are compounding. RSF will turn this trend around; growers will turn to using cleaner, safer and more effective products that will ultimately lead to cleaner environments, healthy people and happy growers

### **Mission**

Roots Shoots & Fruits distribute the JH Biotech product range helping growers enjoy bigger crop returns and produce food containing higher nutritional value

World patented technology in biological organisms and fertilizers distributed nationally through agricultural retail outlets for all agricultural sectors

Guiding grower knowledge in the use of innovative, quality, cost effective products improving environmental assets through sustainable, clean, safe and highly effective products

## **JH Biotech Inc. **Biotechnologies for Safer agriculture****

### **Vision**

**JH Biotech, Inc. is a technology-orientated company and is committed to an aggressive and long-term research and development program. The Research Division devotes its agricultural research efforts to increase food productivity, improve product quality and, more importantly, to enhance the safety of crop and animal production.**

Biotechnology developments in agriculture are set to revolutionise all aspects of cropping worldwide. The changes brought about by different practices will affect every link in the supply chain.

Producers who embrace biotechnology will in most cases be rewarded by increased yields, cheaper operating costs and higher prices. Producers who fail to grab hold of the new concepts could experience the consequences of adhering to outdated farming practices.