

Safe Food

According to an estimate by World Health Organization (WHO), about 600 million – i.e., almost 1 in 10 people in the world – fall ill due to contaminated food, and 420,000 die every year, resulting in the loss of 33 million healthy life years and yearly loss of US\$ 110 billion in productivity and medical expenses resulting from unsafe food in low- and middle-income countries.

According to a study by India Today, **Indian food is laced with some of the highest amounts of toxic pesticide residues in the world and in some cases, pesticide residue in Indian vegetables is up to 40 times more than what an average American or the English ingest with their food.**

In this background, **'Clean FOOD'** produced under Inhana Rational Farming Technology – a Nature Receptive Crop Production Pathway that **SUSTAINS and ENHANCES** the surrounding Ecology & Biodiversity; is **SAFE** in respect of Harmful Carcinogenic Pesticide residues (as per FAO & WHO Standard) and Nutritious in terms of Anti-oxidant content.

For the first time in the history of FOOD SAFETY monitoring, **'Clean Food' Safety is authenticated not only by audit but also through actual analysis** utilizing a scientific yet an economical process for pesticide residue analysis - **Colorimetric Bioassay Test Protocol.**



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Clean FOOD means elimination of residual pesticide toxicity and higher health boosting components and the secret behind this lies in the concept of **'Healthy Plant' Development**. **Inhana Plant Health Management (IPHM)** works towards activation of Plant Physiology leading to restoration of inherent Plant Immunity and Host- defense mechanism; which reduces the incidence of pest and disease and thereby the requirement of synthetic pesticides.

Activation of Plant Physiology also leads to better plant metabolism that ensures **speedy elimination of the Residual Pesticides from the Plant System** thereby reducing the chances of **Pesticide Mobility and Toxicity**. Efficient Plant metabolism also leads to **higher production of Secondary Metabolites**, which on one hand improves Plant Immunity, while also contributing towards end product quality in terms of higher Health Contributory Components like antioxidants.

