## KAREL IS A DUTCH GARDENER WHO USED TO WORK WITH SYNTHETIC CHEMICALS. HE HAD A EXCELLENT RESULTS.



## PROLOGUE

BUT ONE FINE DAY, AS HE WAS READING THE LABELS OF THE PRODUCTS HE WAS USING, HE HAD A WAKE-UP CALL.



## HIS DECISION WAS AS IMMEDIATE AS IT WAS IRREVERSIBLE!







THE DELIGHT OF HEALTHY, INTELLIGENT GARDENING

THE PLEASURE AND DIGNITY OF WORKING TO PRODUCE QUALITY RATHER THAN QUANTITY



SOME OF THE BENEFITS OF GROWING THINGS NATURALLY:



THEY'RE GOOD FOR HEALTH AND GOOD FOR CONSUMERS.



