



turn2bio



**Organic farmers sell their products without middlemen**  
**Consumers find organic food at negotiable prices**  
**Consumers obtain a holistic approach on organic food**

**An online market and library tool for organic food**

## What is turn2bio?

turn2bio is not another online marketplace of organic products. turn2bio is a combination of market and library tool on organic food, an online channel where organic farmers can sell their products directly to consumers without the mediation of middlemen, while consumers except from purchasing organic products can also be educated. turn2bio is foreseen to increase the interest in local rather than global food, while it will promote the health benefits of organic food through the library component.

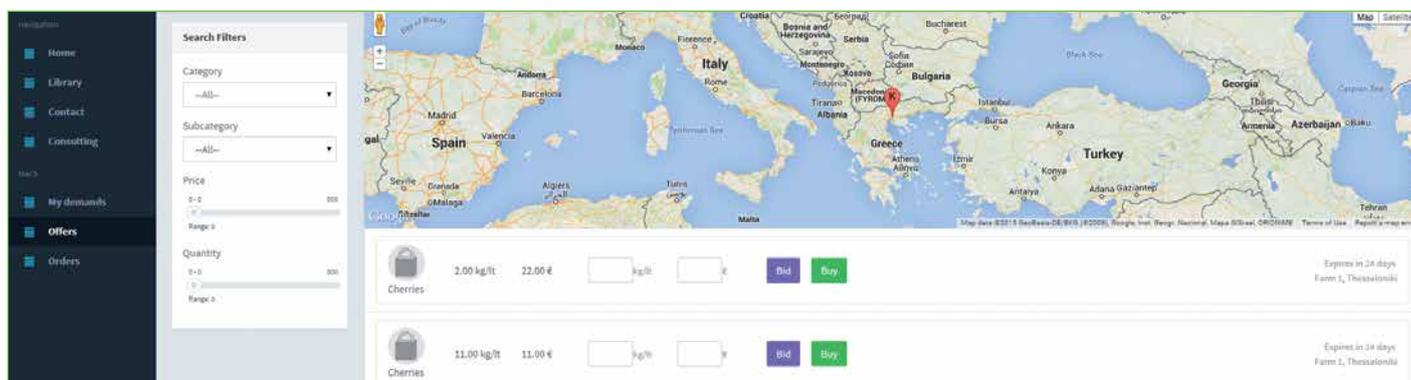


## What are the benefits of turn2bio?

Via the turn2bio platform, farmers will be able to provide the appropriate credentials that certify that their products are organic, tell their product's story in order to allure more customers, and exchange information and best practices on organic production with each other. At the same time, they can watch the price trends through the turn2bio crowdsourcing component, adjust their price policy, and access a wider market. From consumers' point of view, turn2bio will enable them to easily find organic food at attractive prices as, in the absence of middlemen, prices will be in general lower. However, turn2bio goes far beyond the typical existing online markets of organic food, as it will offer consumers a holistic approach on organic products.

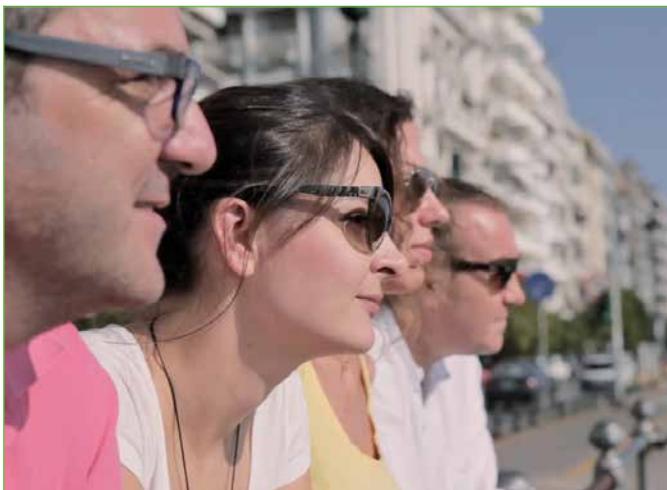
## What makes turn2bio special?

Except from the ability to purchase organic food, consumers can also be educated on organic food, their benefits, and their use and cultivation methods via the turn2bio library. The library will be available to consumers in any time, containing information on organic products – stored in the library or inserted by the farmers – such as their nutrition value, their benefits for human health and well-being, recipes for the optimum uptake of their nutrients, advices on how to cultivate them on their own, and much more.



## DRAXIS

DRAXIS is an SME focusing on providing solution development, implementation and management of IT solutions for the environmental and agricultural sectors.



## Address

**DRAXIS Environmental S.A.**  
Mitropoleos 63, GR-54623,  
Thessaloniki,  
Greece  
[www.draxis.gr](http://www.draxis.gr)

## Contact

**Machi Simeonidou**  
[msimeonidou@draxis.gr](mailto:msimeonidou@draxis.gr)  
+302310274566