



Business story

Hi, we're **BusinessX**—the coconut company proudly holding up Fair Trade standards, bringing you 100% organic goodness made by small farms.

BusinessX means close-knit. We are a movement built on sustainable and ethical practices, aiming to encourage real connections between people and their food. This product, like all things **BusinessX**, was made by a collective of small and medium independent farmers. Every one of these farmers grows organic coconuts, free of pesticides and chemical enhancers. Their agricultural practices consider the consumers' well-being as much as our planet's.

All the farms we source from are based in Sri Lanka—a palm-fringed island in South Asia, with tropical warmth perfect for growing great coconuts. Our harvest is carefully selected from the region recognized for its ideal rainfall, temperature and earthly nutrients for growing the perfect coconuts. This area—which includes the three districts Kurunegala, Puttalam, and Gampaha—is famed as the 'coconut triangle' among locals. Everything by **BusinessX** has been made from these freshly harvested coconuts that are packaged locally before being sent your way.

The farmers' collective that we connect with you is made up of just over a thousand coconut cultivators. Each one is part of a small farm or a family business that comes to life within the village homes and cooperatives of Sri Lanka's coconut triangle. Much of **BusinessX Pledge to Give Back**—community welfare projects that develop education, healthcare and infrastructure—is also focused within this region. It's how we make sure our farmers and their families keep well. Maintaining Fair Trade standards, **BusinessX** ensures above-market pay rates and safe, and healthy work conditions.

As a company, **BusinessX** sees room for nutritious food, good pay, and fair access for everyone in this world. We think consumers should have direct links to healthy food alternatives just as farmers to new markets. The gap between the farmer, the food, and the consumer is no longer necessary in our age of connection. You—the consumer choosing **BusinessX**, the independent farmers growing coconut the right



Business story with capsules

way, and us weaving a seamless connection between, are all part of bridging this distance.

We think the goodness of coconut can be made known and directly available to people around the world, and we're starting with this little collective of coconut producers from Sri Lanka.

With **BusinessX**, we promise to bring the best of coconut all the way to stores near you—the values, the nutrition and the stories intact, unbroken and preserved just as they are.



Social media capsules (5)

Capsule 1

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Capsule 2

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Capsule 3

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Capsule 4



Business story with capsules

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Capsule 5

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