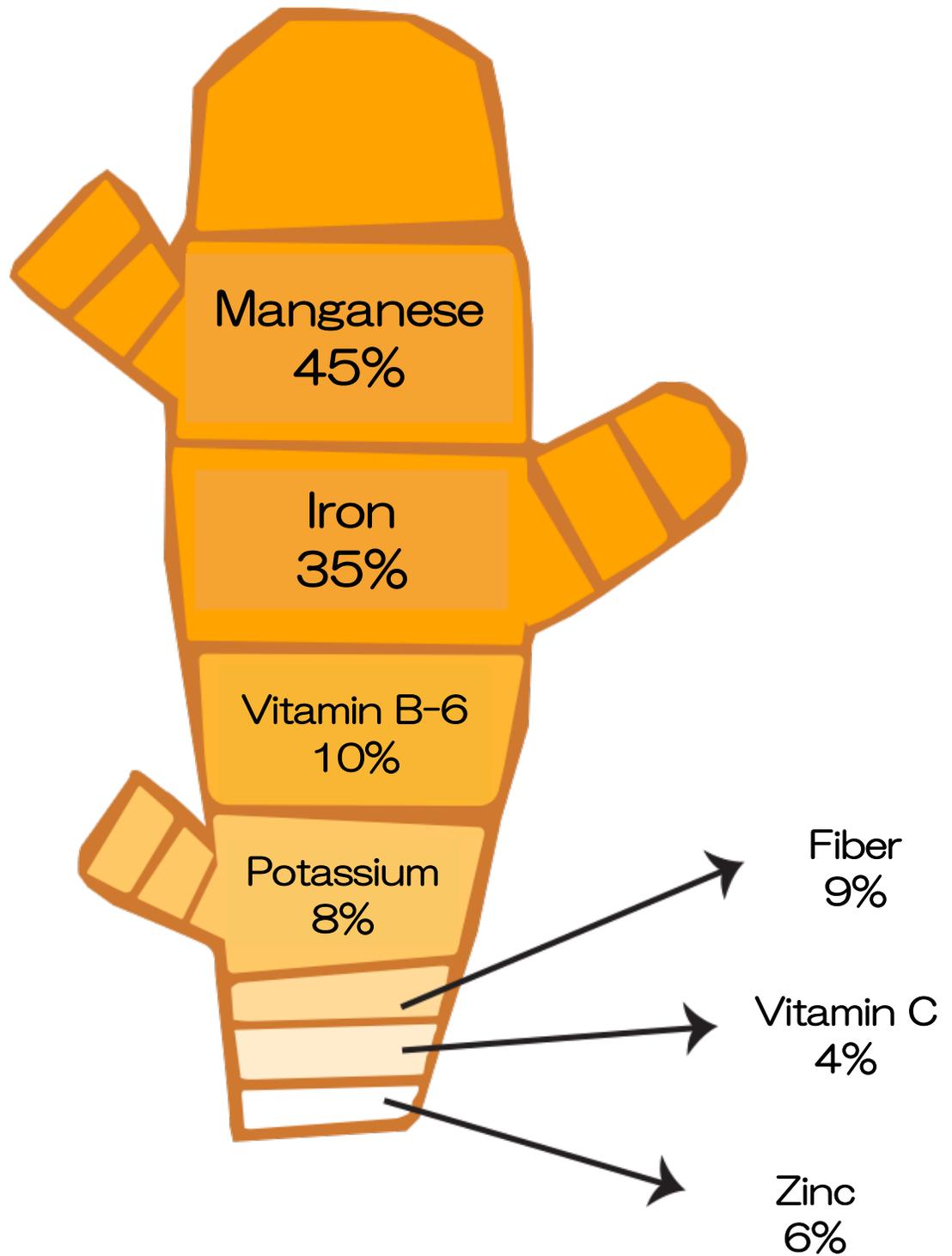


# *1 Tbsp. of Truly Turmeric:*



# *How it all started... 2014*

Nareena is working in Kenya with a youth empowerment organization, and Umeeda is Volunteering in Belize on a CUSO International assignment.

In Belize, Umeeda's job was to advise the government on opportunities for youth in enterprise. Belize is a beautiful country, just south of Mexico, where 70% of the population is under the age of 29 with high rates of unemployment.

On one of her trips to the Toledo district Umeeda attended an Indian diaspora conference. She met the community and heard the story of how their ancestors had come to the country as indentured slaves over 200 years ago from India. As they were sharing stories, of course cooking came up and one farmer showed her the turmeric that grew wild on his land. Their ancestors had brought the golden root with them! It was the most vivid orange and the best quality Umeeda had ever seen! After months of experimenting we came up with the recipe for the world's first wildcrafted, whole root turmeric paste – Truly Turmeric!

We decided to build a social enterprise that would support farmers to earn extra income, employ youth, improve health around the world, and produce products sustainably.

Our company's name comes from the district in Belize where our turmeric is sourced, Toledo and Nareena's name... Na + ledo = Naledo. Embarrassing for Nareena, proud mom bragging rights for Umeeda.

# *Our Impact*



**Business/entrepreneurship training, mentorship, and 2x minimum wage for our amazing youth production team (ages 18-31).**



**x 350**



**Growers in over 10 communities engaged to harvest wild turmeric!**



**We pay 3x the market price for turmeric. Families earn extra income to help with education, food, health, and many other things.**



**All our ingredients are either wild or from biodiverse farms with no agricultural inputs. We try to be sustainable from forest to table.**