



SUSTAINABLE AND ORGANIC FOOD





WHO WE ARE?

Korin Agropecuária Ltda. is a Brazilian company founded in 1994 based on the result of support and development actions for farmers who sought to produce without chemicals. These farmers adopted agricultural practices based on the ideals and principles of Natural Agriculture, according to the Japanese philosopher Mokichi Okada (Japan, 1882-1955).

Korin was the first Brazilian company to create a protocol on natural chicken and egg production. It was also the first company in Brazil to produce chickens and eggs with Animal Welfare Certification. Presently, Korin is the only company that does not use genetically modified grains in poultry feed in its whole production.



The Natural Agriculture method was created by Mokichi Okada (Japan, 1882-1955) as an alternative to the practice of conventional agriculture that was causing problems already in the 1930s.

An observer of the principles of Nature, Okada created the method to rescue the purity of soil and food, preserve diversity and biological balance and contribute to the improvement of the quality of human life.



Today, Korin products (especially the chicken cuts) are distributed in all Brazilian states, giving thousands of consumers the access to healthy foods from our sustainable organic lines.

The increasing demand of the population for healthy food and habits has helped Korin to become one of the most recognized organic food brands in Brazil and also the first Brazilian company to export organic chicken meat, in 2016, indicating that this is a fast-growing market around the world.



Korin's production model favors the health of farmers and consumers. By acting in a socially responsible way, our actions are focused on the environmental preservation to meet the expectations of consumers.

As an agro-industry, Korin is aware of its influence on its area of business. The company adopts sustainable farming practices to distribute healthy foods, and serves as a model for other major companies in the sector, raising the awareness of the population on social, environmental and health issues.



FAMILY FARMING AND THE ENVIRONMENT

One of Korin's main social guidelines is the appreciation of farmers and family farming. All Korin chicken and egg production is carried out through partnerships with family farmers who receive technical guidance in the field and on socio-environmental issues that enable them to develop their activities and rural properties in a prosperous and sustainable way.

Based on APOIA-Novo Rural, an environmental management system developed by EMBRAPA (Brazilian Agricultural Research Corporation) from the Ministry of Agriculture, Livestock and Food Supply, and designed to analyze the environmental performance of farm activities, Korin and the partner farmers reached excellent sustainability indexes. This was attested by the Eco awards granted to the company by AMCHAM (The Brazilian-American Chamber of Commerce) in the years 2012, 2013, 2016, 2019 and 2020.



HEALTH CONCERN

The traceability of Korin's chicken and eggs and all other items is carried out in every stage in order to ensure a safe product, to comply with regulations and protocols issued by international institutions and to manage internal procedures.



PRODUCTION FOCUSED ON SUSTAINABILITY

Korin Agropecuária is committed to perform its business activities and to develop enduring relationships in a simple, responsible, transparent and ethical way. Therefore, Korin acts socially and culturally in the commercialization of safe products, practices fair trade and adopts, among its principles:

- Acting in accordance with the United Nations Global Compact's Sustainable Development Goals and the objectives of the FAO (Food and Agriculture Organization), within the scope of its activity;
- Promote Private Social Investment actions that generate work and income in the communities where it operates. These actions help to create a more balanced and fair society, in addition to providing better conditions for food, housing, education, health and leisure.





KORIN CHICKEN MEAT AND EGGS

KORIN CHICKEN MEAT

Korin's chicken portfolio special because it has a serie of differentials ranging from field to plate, in a process that respects the consumer and the environment, encouraging and recognizing the economic activity of family farmers.

Korin is an absolute pioneer in the production of chickens without the use of antibiotics and genetically modified ingredients.



KORIN EGGS

All Korin eggs follow the same production and quality methods used for our chicken meat line.



WHY DON'T WE USE ANY TYPE OF ANTIBIOTICS?

We believe that chicken that are constantly under extreme stress conditions get sick. As a physiological response, there is a significant release of hormones that unbalances its immune system and therefore usually requires treatment with antibiotics.

At Korin we allow birds to be in a state of full physical and mental health in harmony with the environment that surrounds them. As a result, we have an animal that doesn't need any chemicals to be healthy.

We are audited by an HFAC (Humane Farm Animal Care) certifier - www.certifiedhumane.org - and comply with the Animal Welfare Five Freedoms: Freedom from hunger and thirst; Freedom from Discomfort; Freedom from pain, injury or disease; Freedom to express normal behavior and Freedom from fear and distress.



THE ADVERSE EFFECTS OF INSECTICIDES ON FARMER'S HEALTH INCLUDE:

WATERY EYES



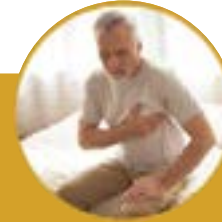
COUGH



DIFFICULTY IN BREATHING



HEART PROBLEMS



The insecticide characteristics that make them lethal to insects can sometimes make them poisonous to humans, particularly the farmers who handle plants and animals.

- Many insecticides can cause poisoning after being swallowed, inhaled, or absorbed through the skin.
- Symptoms can include watery eyes, cough, heart problems and difficulty in breathing.
- The diagnosis is based on symptoms, blood tests, and a description of the events involved in the poisoning reaction.

ENVIRONMENTAL CONTAMINATION



The use of insecticides in agricultural livestock farms can result in the contamination of poultry litter, springs, and groundwater, damaging nature and human health.



WHAT ARE ANTICOCIDIALS AND WHAT ARE THEIR NEGATIVE EFFECTS

- Anticoccidials are synthetic molecules that have antibacterial activity used in the treatment against coccidiosis.
- Coccidiosis is a parasitic disease that affects the intestinal tract of poultry and causes many symptoms including reduced nutrient absorption.

THE USE OF ANTICOCIDIALS IN ANIMAL PRODUCTION CAN CAUSE:



ENVIRONMENTAL CONTAMINATION

The anticoccidials are metabolized in the body and eliminated in animal waste. Thus, they are transferred to poultry litter and can consequently contaminate vegetable gardens and groundwater.



CHANGES IN POULTRY MICROBIOTA

There is evidence showing that the indiscriminate use of antimicrobial drugs causes a reduction of microbial diversity.

This directly affects animal health and leads to an increasing dependence on the use of antimicrobials to counteract the negative effects of the indiscriminate use.



ANTIMICROBIAL RESISTANCE

The antimicrobial resistance occurs when microorganisms such as bacteria, fungi, viruses and parasites change when regularly exposed to the same antimicrobial active principles.

Among the target microorganisms, there are those resistant to the active principle used. Thus, they survive, multiply, and pass the resistance gene to future generations.

The most effective alternative solution to the traditional practices is the controlled exposure, which allows the birds to prepare their natural defenses more efficiently, without the need for anticoccidials.

HARMFUL EFFECTS OF GENETICALLY MODIFIED GRAINS



ALLERGIES

- When a gene from one organism is inserted into another organism, new compounds can be produced such as protein and amino acids.
- If the genetically modified organism is a food, its consumption can cause allergy symptoms.



DRUG RESISTANCE

- To prove the efficacy of the genetic modification, scientists insert genes of resistant bacteria and antibiotics.
- This can result in an increased resistance to antibiotics in humans consuming those foods, which can reduce or cancel the efficacy of antibiotic drugs.



LOSS OF BIODIVERSITY

- Brazil holds a unique biodiversity and the damage resulting from genetic pollution and loss of biodiversity creates serious problems related to genetically modified grains.
- Transgenic organisms require the use of higher amounts of pesticides in agricultural crops, resulting in the pollution of rivers and soils.

HARMFUL EFFECTS OF ANTIBIOTICS IN ANIMAL PRODUCTION



DRUG RESISTANCE

- Several studies have shown a link between the use of antibiotics in animal production and antimicrobial resistance in humans.
- Antibiotic resistance can cause various public health issues and interfere with the treatment of many diseases.



"SUPERBACTERIA"

- Bacterial populations can evolve to become resistant as a response to the threat of medications, changing to escape from their effects.
- This means that an infection caused by a "resistant" bacterial strain is much more difficult – and sometimes impossible – to treat.



SOIL CONTAMINATION

- Many antimicrobials are not completely metabolized in the body and are therefore excreted in the feces and urine, besides accumulating in poultry litter and, consequently, in the soil and aquatic environments nearby.



OUR SOLUTIONS



WHAT DOES KORIN USE TO REPLACE ANTIBIOTICS?

Besides allowing the birds to express their natural behavior, Korin uses some alternatives to antibiotics, such as:



PROBIOTICS



PREBIOTICS



**PHYTOGENIC
ADDITIVES**

(herbal extracts and essential oils)



ORGANIC ACIDS



FEED FREE OF GENETICALLY MODIFIED GRAINS

Korin chicken products are the first in Brazil to be produced using non-GMO feeds and to receive a certification from IBD.

NO INSECTICIDES IN THE FARM

In Korin farms, insecticides are not used to control pests affecting the production. Instead, a naturally balanced environment is created so those substances are not necessary.

WHAT DOES KORIN USE TO REPLACE ANTICOCIDIALS?

• NICARBAZIN IS ALSO NOT USED



We are pioneers in the “No Antibiotics” and “Animal Welfare” certifications in Latin America, and the only company in the market that has been granted the **NAAU (No Antibiotics and No Anticoccidials Used)** certification, with support from the Brazilian Association of Alternative Poultry Production (AVAL) and Mokichi Okada Research Center (CPMO).

- Coccidiosis is a parasitic disease that affects the intestinal tract of the birds and cause many symptoms including reduced nutrient absorption.
- **The most effective alternative solution to the traditional practices is the controlled exposure, which allows the birds to prepare their natural defenses more efficiently, without the need for anticoccidials.**

Scan the QR Code
and Find out more



KORIN CHICKEN CUTS



KORIN CHICKEN CUTS



- CHICKEN BREAST
- BONELESS CHICKEN BREAST



- BONELESS SKINLESS CHICKEN BREAST
- SKINLESS CHICKEN BREAST



CHICKEN DRUMSTICKS



CHICKEN WINGS

KORIN CHICKEN CUTS



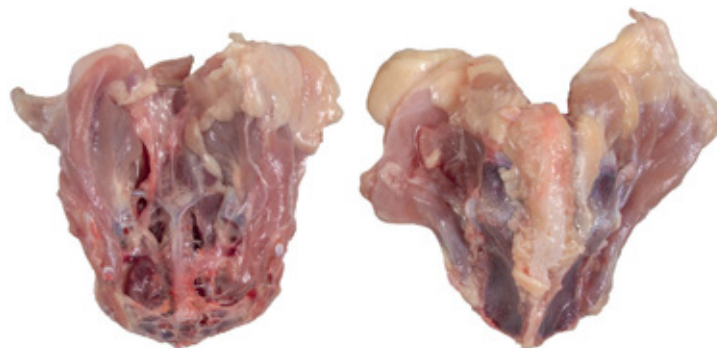
CHICKEN THIGHS



CHICKEN UPPER BACK



BONELESS SKINLESS CHICKEN THIGHS



CHICKEN LOWER BACK

KORIN CHICKEN CUTS



CHICKEN GIZZARD



CHICKEN LIVER



CHICKEN LEGS



WHOLE CHICKEN AND GRILLER

COMMERCIAL PRESENTATION

Korin chickens are available whole or in cuts, and are individually packaged, stored in boxes and distributed in more than 3,000 points of sale located in all Brazilian states.

The export projects are developed in partnership with importers and local distributors according to their guidelines and demands, allowing the establishment of the most appropriate settings for the target market.



KORIN® **Boa** SEM USO DE GRÃOS TRANSGÊNICOS **pedida**

* **GOOD CHOICE**



**Diets free of animal
origin ingredients**



**"Free of Performance
Enhancers" certification**



**Traceability and
designation of origin**



"Eu Reciclo" seal



**No antibiotics
at the hatchery**



**Slaughter between
42 and 46 days of age**



**Maximum density
of 30 kg/m²**



**No antibiotics in
case of disease**
(use of natural therapy treatments)



**No insecticides
in the farm**



**Free of antibiotics
in all production
phases**





KORIN[®]

ORGANIC



"Free of Performance Enhancers" certification



Traceability and designation of origin



Diets free of animal origin ingredients



Maximum density of 30 kg/m²



No antibiotics at the hatchery



Access to pasture/field



Free of pesticides



Free of chemical fertilizers



Slaughter between 42 and 46 days of age



Free of antibiotics in all production phases



"Eu reciclo (I recycle)" seal



No insecticides in the farm



No antibiotics in case of disease
(use of natural therapy treatments)





Sustainable Line - Brand Good Choice

Differences	Korin Sustainable	Competitors Sustainable
Free of anticoccidials – NAAU certification (No Antibiotics and No Anticoccidials Used)	✓	
Diets free of genetically modified organisms	✓	
No insecticides in the farm	✓	
No antibiotics in case of disease (use of natural therapy treatments)	✓	
No antibiotics at the hatchery	✓	
Free of antibiotics in all production phases	✓	
"Eu Reciclo (I recycle)" seal	✓	
Animal welfare certification (HFAC)	✓	✓
Therapeutic antibiotic-free certification (adult stage)	✓	✓
"Free of Performance Enhancers" certification	✓	✓
Traceability and designation of origin	✓	✓
Diets free of animal-origin ingredients	✓	✓
Slaughter (in days)	42-46	42-46
Density	Maximum Density 30 kg/m ²	Maximum Density 30 kg/m ²



Organic Line

Differences	Korin Organic	Competitors Organic
Free of anticoccidials – NAAU certification (No Antibiotics and No Anticoccidials Used)	✓	
No insecticides in the farm	✓	
No antibiotics in case of disease (use of natural therapy treatments)	✓	
No antibiotics at the hatchery	✓	
Free of antibiotics in all production phases	✓	
"Eu Reciclo (I recycle)" seal	✓	
Diets free of genetically modified organisms	✓	✓
Animal welfare certification (HFAC)	✓	✓
Therapeutic antibiotic-free certification (adult stage)	✓	✓
"Free of Performance Enhancers" certification	✓	✓
Traceability and designation of origin	✓	✓
Diets free of animal-origin ingredients	✓	✓
Access to pasture/field	✓	✓
Free of pesticides	✓	✓
Free of chemical fertilizers	✓	✓
Feeds with organic certified ingredients	✓	✓
Slaughter (in days)	42-46	42-46
Density	Maximum Density 30 kg/m ²	Maximum Density 30 kg/m ²

OTHER PRODUCTS



KORIN ORGANIC

APICULTURE



ORGANIC HONEY



ORGANIC HONEY
- POTS



ORGANIC PROPOLIS
EXTRACT



ORGANIC HONEY AND
PROPOLIS EXTRACT
COMPOUND

PRACTIALITY



ORGANIC
GROUND BEEF



ORGANIC GROUND
CHICKEN BEEF

KORIN ORGANIC

GROCERIES



**ORGANIC POLISHED
LONG-GRAIN RICE**



**ORGANIC WHOLEGRAIN
LONG-GRAIN RICE**



**ORGANIC WHOLEGRAIN
CATETO RICE**



**ORGANIC BLACK
BEANS**



**ORGANIC CARIOCA
BEANS**



ORGANIC CHICKPEAS

KORIN ORGANIC

GROCERIES



ORGANIC POPCORN



ORGANIC WHITE
CASSAVA FLOUR



ORGANIC ROASTED
CASSAVA FLOUR



ORGANIC ROASTED AND
GROUND COFFEE

EGGS



ORGANIC FREE-RANGE
BROWN EGGS - 6 UNITS



ORGANIC FREE-RANGE
BROWN EGGS - 10 UNITS

KORIN BOA PEDIDA (GOOD CHOICE)

PRACTICALITY



CHICKEN SKEWERS -
BREAST FILLET



CHICKEN BREAST
FILLET PALLARDS



CHICKEN SAUSAGES
WITH HERBS



CHICKEN SKEWERS -
BREAST FILLET



FRENCHED DRUMETTES
- APPETIZERS



FRENCHED DRUMETTES

KORIN BOA PEDIDA (GOOD CHOICE)

PRACTIALITY



FROZEN SEASONED
CHICKEN CUTS -
DRUMETTE



FROZEN SEASONED
CHICKEN CUTS -
DRUMSTICKS AND THIGHS



FROZEN SEASONED
CHICKEN CUTS -
MID WINGS



FROZEN SEASONED
CHICKEN CUTS -
FRIED CHICKEN BITES

EGGS



GOOD CHOICE
FREE-RANGE EGGS



GOOD CHOICE
FREE-RANGE EGGS

KORIN QUE TAL? (WHAT ABOUT?)

FISH



TILAPIA FILLETS



PINK TROUT FILLETS

VEGAN



VEGAN CHEESE BREAD



CHICKPEA STICK
WITH LEMON PEPPER




KORIN®



NATURALLY DOING GOOD

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