

# loving earth

healthy • sustainable • fair

Loving Earth is a Melbourne based company founded by Scott Fry following more than a decade of community development work in India and Mexico. We are dedicated to sourcing the highest quality organic and wild crafted functional foods from around the world and making these available in a way that honours both the Indigenous people that harvest them and the ecosystems in which they grow. We believe that increased awareness of the food we eat improves our health and leads to happier, more fulfilled lives.



*The Loving Earth Team*

We love hearing from you ! So for more information on these and other Loving Earth products, to place an order or just to tell us how great you think our chocolate is, contact:

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## Flavoured with Super Foods...

As if our raw chocolate bars didn't contain enough goodness already, we decided to flavour them with nutrient rich Super Foods ! These include :

**Purple corn** – An iconic, heirloom variety of maize from Peru. Nature's richest source of anthocyanin antioxidants with antimutagenic, antimicrobial and anticarcinogenic properties.

**Camu Camu** – A Peruvian berry; contains powerful phytochemicals including the amino acids serine, valine, and leucine, and more Vitamin C than almost any other known plant in the world.

**Goji Berries** - Used in Traditional Chinese Medicine for over 5,000 years, high in anti-oxidants, Vitamin C and are said to increase one's 'chi' of vital force.

**Activated Almonds** – Almonds soaked in water then dehydrated in order to break down enzyme inhibitors, ensuring maximum nutrient absorption.

**Maca** - Contains high amounts of vitamins, minerals, enzymes, all the essential amino acids, phytonutrients and unique alkaloids that stimulate the master glands, in turn improving overall functioning of the endocrine system.

**Cacao Nibs** - Simply crushed up Cacao beans, an extra raw chocolate hit !

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How can something so healthy  
taste so good?

RAW  
ORGANIC  
CHOCOLATE

Our **raw, organic chocolate** is a wickedly, healthy indulgence; **sugar-free, gluten-free, dairy-free** and made using fairly traded, single origin Criollo Cacao, grown by an indigenous farming cooperative in Satipo, Peru.



# cacao

(rhymes with cow !)

Chocolate is the most desired flavour in the world but how many of us really know the origins of this delicious food ?

Chocolate is made from the seeds of the fruit of the Cacao tree, Theobroma Cacao, which translates literally to 'food of the gods'. Cacao was first domesticated by the Mayans over 2,000 years ago.



*Criollo Cacao pods*

It is now known to be one of the most nutritionally complex foods on Earth, containing an astonishing amount of minerals and chemicals with a myriad of health benefits, including :

**Magnesium** – Assists in brain functioning, heart support and bone density, reduces feelings of stress and relaxes muscles.

**Chromium** – Assists pancreatic health and blood sugar regulation.

**Iron** – Promotes oxygen transport in the blood.

**Anti-oxidants** - Known to prevent the effects of aging, DNA damage, heart disease and cancer.

Cacao also subtly lifts your mood due to the abundant presence of neurotransmitters such as phenyl ethylamine, anandamide, dopamine and serotonin.

Our premium quality Chocolate is hand-made in Melbourne and there are a few other reasons our chocolate is a little bit special...

## Sugar-free

Our chocolate sweetened using the nectar of the Agave Cactus.

Agave Syrup is a natural, low-GI sweetener ; it releases energy slowly and provides the blood with vitamins and minerals, rather than depleting them as sugar does. It is suitable for diabetics and those suffering hypoglycaemia.



*Alberado harvesting Agave nectar*

## Raw

Our chocolate contains up to 4 times the antioxidants found in 'conventional cooked' chocolate as from tree to chocolate bar our cacao has never been heated above 40°C.

## Organic

Our Chocolate is certified organic; meaning it contains no nasty chemical herbicides, pesticides or fertilizers and has not been irradiated.

## Fairly Traded, Single Origin

We buy our Cacao directly from an Indigenous co-operative in Satipo, Peru; this co-operative is a member of the Fair Trade Federation. We pay well above the standard fair trade price; this ensures the exceptional quality of our cacao and that money is reinvested in the local community.

## Heirloom Criollo

Our Cacao is of the premium quality heirloom Criollo variety. This cacao is shade grown under multi-story canopies in the rainforest. As flavour is dependant on the bio-diversity of the surrounding forest, buying Criollo promotes biodiversity in the areas it is grown.

## Dairy-Free

The absence of dairy products in our chocolate enables greater bio-availability of the nutrients in cacao.



*Magdalena, Marie-Ella & Alejandra eating fresh cacao pods for breakfast*

