

Greenetics International

Greenetics International (NASDAQ: **GRNX**) is an agriculture, biotech and pharmaceutical corporation. Greenetics' combination of quality, global supply chain management, and innovative research has quickly made it a global thought leader in the food industry.

Greenetics is headquartered in Avon, Indiana and led by its founder, Graham Ashburton. Mr. Ashburton started the company in 1998 with his business partner, Quinn Logan. After Logan's untimely death from a heart attack at the age of 37, Ashburton took over day-to-day operations.

In recent years, Greenetics has expanded its global operations and marketing program with several new projects.

Project GEMINI

The Global Expanded Marketing Introduction & Networking Initiative is a joint project of the corporate development and marketing divisions. The goal of the project is to address underserved markets in the developed world.

In recent years, the tide of consumer sentiment in North America and Europe has shifted away from modern, science-based agriculture and towards so-called "organic" foods. If it continues, this trend poses a serious risk to Greenetics. Previously, Greenetics attempted to counter the changing narrative with empirically-based arguments and facts about the global food supply and the safety of its products. This approach, however, did not prove effective.

Project GEMINI is a new attempt to enter the so-called "premium organic" market. Through this program, small local farmers have been approached by representatives of Greenetics Corporate Development and made generous offers to become wholly-owned subsidiaries. These conversations, as well as the eventual purchase of these farming businesses, are kept under strict non-disclosure agreements.

Project DART

The Deoxyribonucleic Acid Reintegration Technology is a technique developed by Greenetics' Research and Development division. It has been a closely-held secret within biotech circles for years that the DNA strands in genetically engineered foods, when consumed, can integrate themselves with the eater's own DNA.

Whenever an anti-GMO organization has attempted to raise awareness of this fact, the industry has countered that this claim is patently absurd. Which it is. That does not, however, change the fact that it is also true.

DART is an attempt to utilize this mechanism. Using DART technology, the digestibility of specific strands of DNA is artificially boosted, leaving only the unaltered strands to integrate with the host. Thus, the particular effects of eating DART-enabled foods can be controlled and enhanced.

The potential applications of DART are limitless. Imagine an apple that cures Tay-Sachs! Or a pizza that boosts athletic performance permanently!

Project CARBINE

The Consumer Applications Research in Behaviorally-Integrated Neuro-Economics project seeks to make use of DART techniques to further Greenetics' marketing and business development plans. DART-based produce has been developed in the lab and will be distributed by multiple global sales channels, including GEMINI.

Current CARBINE-enhanced products include:

- The Nova Potato, which holds its flavor longer and increases consumerist tendencies in eaters
- Sweet 'n' Ripe Kale, the perfect base for your smoothies, which tastes sweeter, blends easier, and increases eaters' propensity to vote Republican
- NutriPure Baby Spinach, which includes double the nutrients and gives eaters an increased likelihood of migraine headaches (thanks to our friends at Novartis, makers of Excedrin Migraine, for being our inaugural partner marketing organization)