

Teaching kids to appreciate insects

South Africa: Organic specialist introduces BUG wrapper

With the launch of the BUG wrap, organic specialist Nature & More is both reintroducing the colourful fruit wrapper, rarely seen nowadays, and giving it a whole new, modern twist.

Available with organic South African Sunvalley oranges, the BUG fruit wrapper can be turned into a fun, interactive beetle, while at the same allowing young consumers to learn more about how organic farmers work with nature and insects in particular.



Turn our fruit wrapper into a BUG!



Nature & More is using the wrapper to inform children of all ages about the important role that insects play in organic agriculture. By visiting www.natureandmore.com, they can learn about how organic farmers are using beneficial insects to combat harmful pests. Furthermore, the special webpage focusses on the hugely important role of the bumblebee in healthy agriculture and has a section about soil life. It all comes down to farming in harmony with nature instead of trying to control conditions with chemicals.

Currently, the organic Sunvalley oranges are being wrapped in the special paper and, based on the positive feedback the initiative has already been received, there are expectations that the wrapper will be used throughout the year.

For more information, please visit www.natureandmore.com.

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