

Food with heart

Rå

grown sustainably

About Rå

- ♥ The Rå (*pronounced 'raw'*) brand of sustainably-farmed foods embodies our core belief that personal health and the health of our planet are aligned absolutely. That's why we're committed to driving sustainable change and supporting the international, non-profit, Rainforest Alliance.



Our Product – an Australian first

- ♥ Rå is the first frozen fruit product in Australia -available directly to consumers through retail outlets- to be Rainforest Alliance Certified™. This means our farmers meet standards for biodiversity and resource conservation, whilst also contributing towards improving the livelihoods of farming communities.

Our Packaging – a category first

- ♥ Our robust tub packaging is a first-to-market for frozen fruits and has been designed to protect the integrity of the fruit during transport and storage, while also being both reusable and recyclable – supporting our sustainable proposition.

Our Proposition – the sustainable choice

- ♥ Rå brings something new to a category that currently only offers conventional fruit and high-priced organic produce. Strict controls on farm inputs afford high farm yields, resulting in prices only marginally above that of conventional product. This means we can deliver a certified environmentally-friendly product at a price that is accessible to all.



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