

## People & Community

Our company is proudly based in **Lori**, one of Armenia's most ecologically rich regions, covering nearly 12% of the country's territory. Lori is renowned for its natural abundance—**36% of its land is covered by forest**, and its diverse ecosystem includes rivers, lakes, wetlands, and fertile agricultural lands. With **305 days of sunlight each year**, Lori offers ideal conditions for organic cultivation and wild harvesting.

Our operations are centered in the **Odzun municipal community**, a cluster of seven picturesque villages located just 45 km from Vanadzor, the regional capital. Odzun has a population of about 7,000 people—**65% of whom are women**—and is deeply rooted in agricultural tradition. Nearly **79% of local land is dedicated to farming**, with cereals and vegetables as the main crops. For generations, families have also relied on the **wild herbs that grow naturally in community forests** as an important source of income. Odzun has a proud history of leading community development initiatives, promoting biodiversity, and engaging in environmental stewardship—values that are at the heart of our company's mission.

