PEOPLE · SCIENCE · IDENTITY · VALUE™

We were not born to follow. We were born to become.

On Living Freedom · P2C · Producers to Consumers

The olive grove is our teacher

An olive tree does not live alone. It exists through soil, fungi, insects, water, animals, people and time, and it cannot be understood apart from the living system it belongs to.

Yet every tree is distinct. Its form, its resilience and its history carry the imprint of a particular life.

The grove shows us what freedom can look like. Individuality without isolation. Independence without indifference. Cooperation without uniformity.

We do not claim that nature answers economic questions. It gives us something worth examining: how distinct lives remain themselves while taking part in something greater.

What we mean by freedom

The greatest wealth is not what we own. It is the freedom to command the time of our own lives: to observe, question, experiment, fail, learn and change.

Freedom is not only the pursuit of what we already want. It is the discovery of what we did not know we could become.

Time is not a resource to be managed. It is the substance of a life being lived.

Value that renews its foundations

We believe in enterprise, ownership, ambition and profit. Profit rewards ingenuity, effort, investment and risk.

What we distinguish is value creation from value depletion. Prosperity that exhausts the land, the people and the knowledge it depends on does not last.

Success is measured not only by what a place yields, but by what it preserves, regenerates and makes possible for those who come next.

The alternative is not an economy with less ambition. It is one ambitious enough to grow without exhausting its foundations.

Independent minds, better cooperation

If we chose an animal to symbolise our temperament, it would be the goat: curious, persistent, resourceful, at home on difficult terrain. It lives among others without following blindly.

We welcome disagreement, questions, and people whose knowledge challenges our own. Independent minds do not weaken cooperation. They make it more intelligent.

We look for fellow travellers who bring their own voice.

Knowledge from the field, tested by evidence

Our knowledge emerged from years of direct work with a living landscape: observation, experiment, failure, adaptation and responsibility. A landscape responds, resists and adapts. If we pay attention, it teaches.

Experience does not give us universal truth, and practical knowledge does not replace science. Experience raises questions. Science investigates them. Technology extends what we can do. Evidence corrects us.

Our experience is not a substitute for evidence. It is a source of questions worth investigating. Our aim is to test what we have learned and share it responsibly beyond a single estate.

P2C · Producers to Consumers: making the value chain visible

P2C does not mean removing everyone in between. It means understanding why they are there.

Between the grove and the table lies a whole human world of labour, skill, judgement, risk, investment and care, much of it invisible behind the finished bottle. We want it seen:

- **The land:** owners, stewards and growers who carry the risks of cultivation.
- **The hands:** agricultural workers, permanent and seasonal, local and those who cross borders for work, whose effort is indispensable and whose names rarely appear.
- **The mill:** millers, technicians and workers whose decisions turn fruit into oil, and those who safeguard storage, bottling and product integrity.
- **The evidence:** scientists, laboratories, certification bodies and traceability specialists who turn claims into accountable information, and the engineers who turn research into tools.
- **The journey:** logistics, distribution, merchants, exporters, retailers and chefs who bring the product to the people who will enjoy it.
- **The enablers:** investors, lenders and institutions who deploy capital and take on risk; educators and communities who build capacity; those who turn by-products into resources.
- **The table:** consumers, whose choices reward quality, question claims and decide which systems endure.

Every role is different and carries different responsibility. Contributions are not equal, and rewards need not be identical. But every genuine contribution deserves recognition, and every person deserves dignity. Safe work, lawful employment and fair pay are not generosity. They are the foundations of a value chain worth trusting.

P2C reduces unnecessary opacity without eliminating professions, and improves transparency while respecting commercial confidentiality.

P2C does not erase the value chain. It makes the value chain visible.

Visibility opens the way to trust, learning and accountability, and to a relationship that runs in both directions. Feedback travels from the table back to the field. Questions become research. Evidence improves production.

P2C is not the end of a chain. It is the beginning of a relationship.

To those who invest

We respect capital, and the discipline and courage that serious investment requires.

Some of the most significant opportunities begin where conventional measures do not yet show full value: in living soil, resilient landscapes, biodiversity and ecosystem function, generations of practical knowledge, and the capacity to connect field experience with research, technology and new business models.

We are looking for partners, not patrons: partners who see possibility before it becomes obvious.

- **What we bring:** a working landscape, field knowledge built over years, and a commitment to evidence, traceability and accountable governance.
- **What we ask:** that every contribution, whether capital, labour, land or knowledge, be assessed with equal seriousness. Years of observation and independent intellectual work are contributions too.

- **What we expect of each other:** sound economics, credible evidence, clear governance, fair terms, and transparency in both directions, from the origin of capital to the claims we make.

Financial participation, governance rights and ownership are kept distinct. Each will be defined transparently in the Alliance governance framework, now in preparation, and in the agreements of each investment. This clarity protects investors as much as it protects growers.

Your capital can accelerate possibility. Our knowledge can help define it. Together we can create lasting value.

> *This text is a statement of principles. It is not an offer of securities, a solicitation of investment or investment advice, and it promises no return.*

To those who cultivate

Your grove is not too small to matter. Your knowledge counts, even if it was never written down or learned at a university. Cooperation does not ask you to give up your land, your family's name or your relationship with your grove.

The question is a different one: what becomes possible when independent growers share knowledge, research, technology, services, markets and appropriate finance, while keeping their ownership and identity?

Ownership can remain individual. Capability can become collective.

Size sets no rank.

A future worth building together

We do not imagine a world where everyone agrees. We imagine one where different people can build together without giving up what makes them distinct.

A world where agricultural workers are seen and growers are valued. Where mills are recognised as centres of expertise. Where science stays close to the field and technology serves real needs. Where every link in the chain is credited for the service it provides. Where investors can prosper through transparent, responsible participation. Where consumers know what they are choosing. And where land is treated as a living foundation, not a store to be emptied.

We do not promise easy answers. We offer the discipline to test ideas against evidence, the courage to recognise failure, the intelligence to adapt, and the imagination to build something better.

Prosperity and responsibility can coexist. Freedom and interdependence are not opposites. Science and experience strengthen one another. Capital, labour, knowledge and enterprise can share a purpose without losing their identities.

OUR LAND IS NOT FOR SURRENDER.

OUR KNOWLEDGE IS NOT FOR ERASURE.

OUR IDENTITY IS NOT FOR DILUTION.

These are not conditions against investment. They are what make this worth investing in.

WE DO NOT SEEK FOLLOWERS. WE SEEK FREE MINDS CAPABLE OF BUILDING TOGETHER.

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eatWILD™ Real Food for Real People

FOOD · MEMORY · CULTURE · SOVEREIGNTY

Authenticity without exclusion. Sovereignty without restricting others. Science without mythology.

IN MEMORIAM MAIORUM · IN SPEM FUTURI

Greece · 2026

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