

MORINDA + TAHITI:

A LEGACY
OF LOVE





THE HISTORY

The history of the noni fruit stretches back through hundreds of generations. It has remained a well-kept secret of the Polynesian people. Noni's incredible healing properties have sparked the interest of scientists and nutritionists across the globe; however, noni had never been considered for commercial distribution. The fruit was difficult to find, delicate to cultivate and the bitter taste was difficult to imagine being massively popular.

Until 1994.

In 1994, food scientists Stephen Story and John Wadsworth teamed up to find the best natural health supplements available. Studies on the tropical noni fruit by Dr. Ralph Heinicke sparked their interest, and John soon found himself in Tahiti to learn more about this mysterious superfood.

"Everywhere I went on the island of Tahiti, the most interesting things happened. The native Tahitians began telling me stories of the 'nono' fruit—how it helped their grandmother or their grandfather, their aunt, their uncle! I met with several medicine people. They told me how this fruit had been handed down from generation to gen. They showed me in their books how it was in almost every recipe and remedy that they'd written."

John was convinced that this fruit was the next big thing in the health and wellness industry. The main problem he ran into was the availability of the noni fruit—everywhere he looked, he could only find them in scarce quantities.

"Through a translator, I learned that there was a super abundant supply of the "no-no" fruit on the islands of Marquesas, nearly a thousand miles away."

Upon his arrival in Marquesas, John's spirits were quickly deflated when a translation error had led them to an island full of "no-no's," or mosquitos, and not noni plants. With no opportunities for departure for another 3 days, John decided to rent a jeep and venture around the island in a last ditch effort to make the investment of the trip worth it.

"In the afternoon of the last day, we stopped at the edge of the road to rest our legs. In the sky was large, white, billowing clouds. My eyes were drawn to that site, so I walked across the road to find a large ravine below. It was a stunning site—the valley was just full of this fruit! As I looked at that valley, immediately I knew that we had all the fruit we needed. At that moment, I felt blessed to have an impression that this fruit had been preserved from the

world. It wasn't a secret, but the world didn't yet know about it!"

And thus the gift of noni was handed to a new generation through a new set of stewards.

The juice was developed by John and Stephen in a one-car garage in Santa Clara, Utah. From there, they knew that making the right partnerships would be crucial in getting a viable company off the ground. With the help of Kelly Olsen, Kerry Asay and Kim Asay, Morinda was able to open the largest noni processing plant in the world. The best part? The plant and most of the manufacturing is done in Tahiti by the people who originally helped Morinda discover the miracle of noni.

The island of Tahiti has been instrumental in the discovery, manufacturing and commercialization of the noni fruit. While noni is a fruit found in many tropical countries, the quality Tahitian noni fruit far exceeds noni from anywhere else.

THE WORLD'S BEST NONI



"We chose Tahiti for a reason. Noni in Tahiti is superior to noni from anywhere else. Tahiti's air is clean, the water is pure, and the soil is organic and rich."
-Kelly Olsen

The noni tree is a tropical plant and grows best in high temperatures with maximum sun exposure. Tahiti is a particularly perfect place for noni trees to grow, as the country's temperature remains warm year-round. Even in its coldest months, Tahiti's temperature generally hovers around an average of 70 degrees Fahrenheit. Tahiti's soil is a type known

as ferralitic soil, which is optimal for the cultivation of many tropical trees and plants.

Though because of Morinda Tahiti was the first country to mass-produce noni internationally, it is not the only country in which noni is grown.

"Prior to 1996, no one even thought of selling noni commercially. Now, 20 years later, the worldwide noni industry is alive and well. There are growers and producers in Hawaii, Samoa, Tonga, Malaysia, Mexico and other tropical locations."
-Kelly Olsen

While production costs are cheaper in many alternative noni growth locations, Tahiti's noni is the only fruit that lives up to Morinda's standards.

"If we were to switch our allegiance from French Polynesia to [alternate] producers, we would save money. However, we pay a premium to do business in French Polynesia. Our product is Tahitian Noni Juice. It always will be."
-Kelly Olsen

MORINDA'S IMPACT ON TAHITI



In addition to having the earth's best noni, Tahiti arguably has some of the earth's best people. The people that we employ from Tahiti play a huge role in the success of Morinda and in Morinda's allegiance to Tahiti.

"The big reason that we continue to anchor ourselves in Tahiti is the people. We have a relationship that is very unique with the people of Tahiti. They are our partners; they take great pride in being part of Morinda. The people who harvest, package, transport, process the fruit... have a pride in their noni and a pride in Morinda." -Kelly Olsen

It's true that the people of Tahiti consider harvesting noni to be a labor of love. Noni has been considered a nearly sacred part of French Polynesia, and the care it takes to properly grow, gather and process the fruit is extremely involved. Lucky for Morinda, we have a whole country that knows how to produce the best noni and appreciates the opportunities that Morinda provides.

"We harvest noni from all the islands of French Polynesia. Our business creates jobs and boosts the local economy. We are a job creator. The

jobs are good, clean, sustainable jobs. We have so many testimonials of this. We have stories from local island residents who have told us they were able to keep their family together because of Morinda. Parents have said they're able to send their children to university because of Morinda. Our mission is to build people through these relationships. To have an impact on the lives of thousands and thousands of people."

-Kelly Olsen

Individual stories aside, Morinda has been recognized as a major economic contributor to the country of Tahiti. Countless awards and visits with politicians of French Polynesia have confirmed Morinda's decision to keep all noni production in Tahiti.

"We are a cultural phenomenon in Tahiti. We have been granted audiences with every president who has served the people of French Polynesia. We have been very close to senators, legislators, government officials, business leaders, cultural leaders. Morinda has become a part of the heartbeat of Tahiti, and we are very proud of that."

-Kelly Olsen