

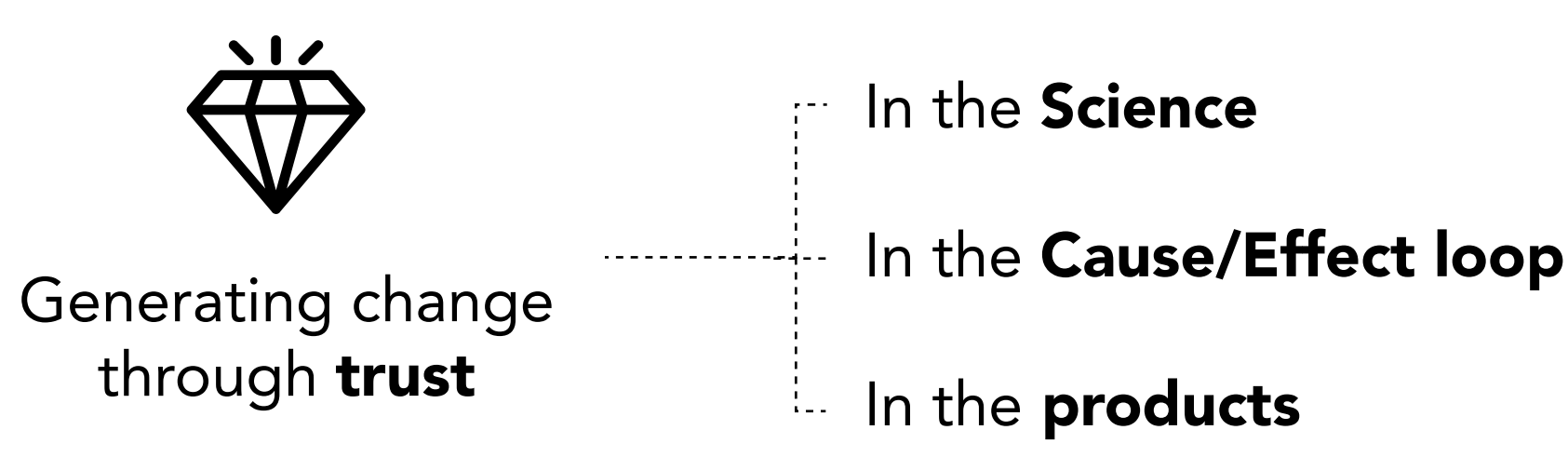
ABUNDANCE IN THE ANTHROPOCENE

A paradigm shift in sustainability from a life of lack to one of prosperity for all.

CONSUMER BEHAVIOR

MASS SYSTEMIC + INDIVIDUAL BEHAVIOR = LASTING CHANGE

CULTURAL SUSTAINABILITY INERTIA.
Consumers unmoved by fear and blame



Awareness - every purchase is a choice.

73% of consumers

Would change their **consumption habits** to reduce their environment impact.

Sustainable products are:

QUALITY THOUGHTFUL
UNIQUE WELL DESIGNED

SHIFT FROM NEGATIVE/NEBULOUS TO THE POSITIVE/PERSONAL

SUSTAINABILITY MOVEMENT SOUNDS LIKE A BROKEN RECORD, IT IS TIME TO CHANGE THE LYRICS

MARKETING & COMMUNICATIONS

AS DEMAND FOR HEALTHY FOOD GROWS, HEALTHY FOOD CONTENT GROWS WITH IT AS WELL AS MISINFORMATION FROM MULTIPLE SOURCES.

'GREENWASHED' PRODUCTS = PROBLEM

SUSTAINABLE RESPONSIBLE ECO-FRIENDLY GREEN

28% of people have heard and know what these terms mean.

44% of people say they trust green claims coming from big brands.

3 OUT OF 5 People believe that labelling something organic is an **excuse to charge more.**

1/3 Of shoppers believe organic is just **marketing jargon** with no real value or definition.

LACK OF UNDERSTANDING = LACK OF TRUST
Need Simplicity + Transparency in Language

Buyers motivated by REAL BENEFITS:
Good for Me, Good for We

CHANGE THE MESSAGE FROM GLOOM AND DOOM TO ONE OF CLARITY AND ABUNDANCE.

SIMULTANEOUS CHANGES FROM BOTTOM AND TOP

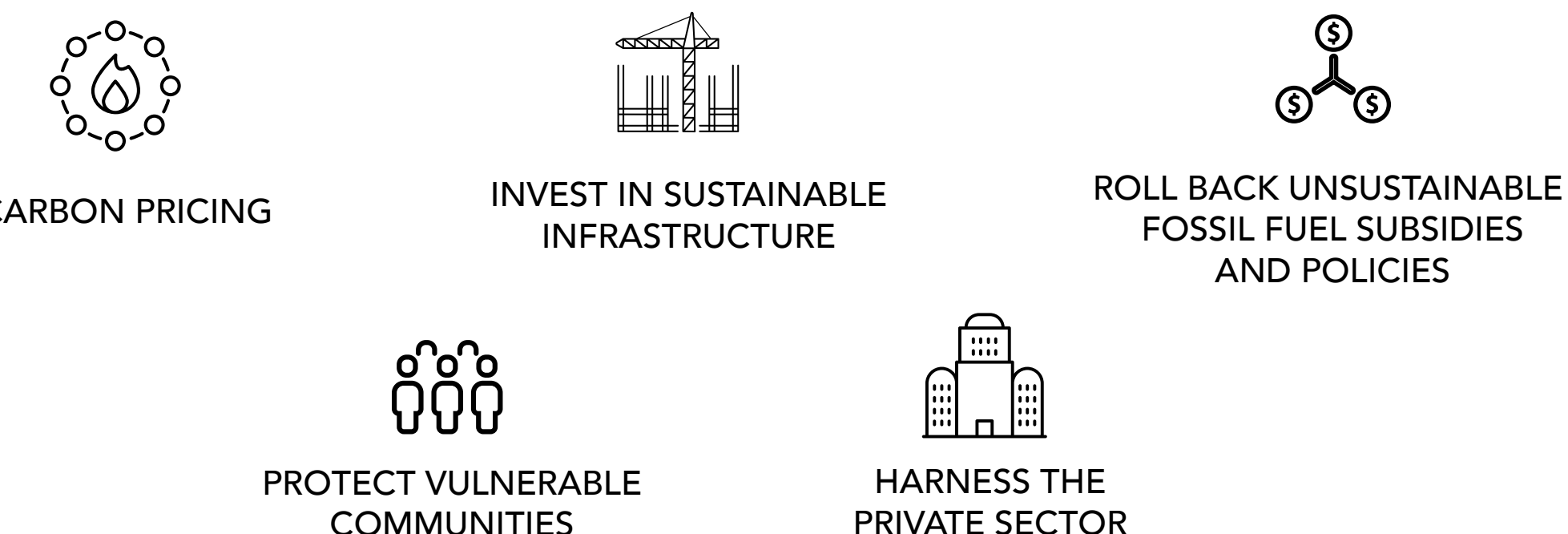
POLITICS & POLICIES

CORPORATE RESPONSIBILITY BLAZING A TRAIL TOWARD SUSTAINABILITY

STAKEHOLDER MODEL:

Corporations forcefully and publicly lobby for meaningful price on carbon + breakup of monopolies and oligopolies

POLICY MAKERS RESPONSIBILITY



56% of Americans consider the environment a **top priority**

The world needs food policies that benefit:



THE SOLUTIONS EXIST. THEY NEED FUNDING TO SCALE AND POLICIES TO IMPLEMENT THEM.

THERE IS NO 1 SIZE FITS ALL SOLUTION

CULTURE

CULTURE IS ABOUT CONNECTION.

People connect through food
Cultural changes within a country mean that the food and flavor variety the general public demands is broadening.

Taste for local/indigenous foods makes world smaller

TRADITION KNOWLEDGE may be key in survival of local agriculture under climate strain.

1000 solutions That need to be tailored.

HUMAN NEED TO BETTER ONE'S OWN LIFE IS UNIVERSAL.

3°

FOOD IS PERSONAL. IT IS SUSTENANCE, CONNECTION, OUR PAST, PRESENT AND FUTURE

THE UNIVERSALITY OF FOOD SYSTEMS

SINGLE STRONGEST DRIVING FORCE OF ENVIRONMENTAL PRESSURE + GREATEST OPPORTUNITY TO OPTIMIZE GLOBAL HEALTH.

Alternative food categories:

ORGANIC NATURAL BIO-DYNAMIC NON-GMO AGROECOLOGICAL FUNCTIONAL

ORGANIC vs. CONVENTIONAL FOODS cost on av. **+\$0.34** per unit

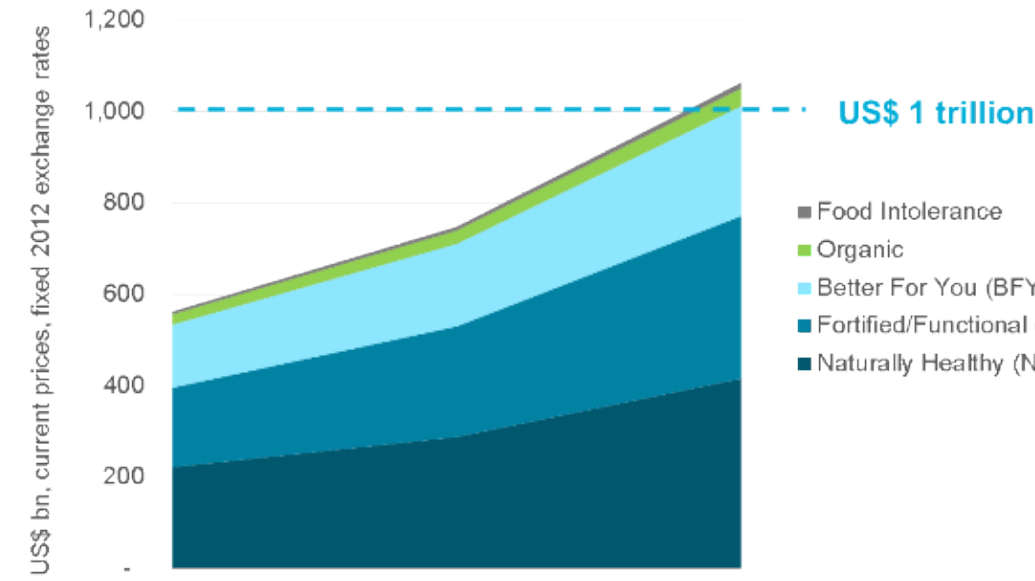
\$1 feed lot burgers are not sustainable for planet or people.

Climate Change Makes Food Less Nutritious + Harder to Grow

REGENERATIVE AGRICULTURE not a choice, but a necessity

The health food revolution:

Global sales of health food products reached **USD \$1 trillion in 2017**



UNSTAINABILITY CONCERNS SHAPE PREFERENCE FOR HIGH-QUALITY, LOCAL FOOD IN DEVELOPED COUNTRIES. YET BARRIERS EXIST.

2°

ENTRANCE OF MULTINATIONALS INTO ALTERNATIVE FOOD SYSTEM USHERS SHIFT TOWARD SUSTAINABILITY

ECONOMY

SUSTAINABILITY ULTIMATELY SAVES MONEY

\$26 trillion by 2030

the amount of money humanity could save through a global shift to sustainable development.

BIG BUSINESS PROFITS

Sales of products with **sustainable attributes** make up the total store.

The New Triple Bottom Line for the individual:



short term costs OUTWEIGH long term savings

Costs of Sustainable Technologies fallen dramatically

SUSTAINABLE DEVELOPMENT IS NOT ACTUALLY EXPENSIVE ON A LONG TIME SCALE. IT WON'T BE A RAPID, TOP DOWN WAVE BUT LEADERSHIP FROM THE BOTTOM UP.

BUSINESS, POLITICS, ECONOMICS MUST GO BEYOND GREENING TO ALLEVIATE GLOBAL POVERTY AND FOOD INSECURITY

1°

GLOBAL CHALLENGES

ONE SINGLE CHOICE CAN CREATE EXPONENTIAL CHANGE

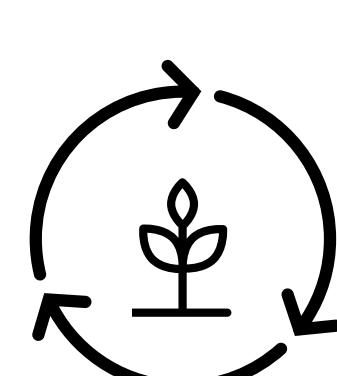
THE GLOBAL POPULATION IS GROWING AT THE RATE OF

+5 New York Cities **76,000,000** additional people per year

This means we will have approximately **10 billion** people by 2050

We need a global food system that support human and planetary health.

+60% Increase is necessary in world food production to keep pace with demographic change.



EVOLUTION OF FOOD SYSTEMS must be assessed not only by the economics and output but by **environmental impacts along entire food chain.**

OPPORTUNITY 75% of the world's poor & food insecure people **rely** on agriculture & natural resources for their livelihoods.

EVERY STORM STARTS WITH A SINGLE DROP.

WHY DOES THE TRANSITION CONTINUE TO MOVE SO SLOWLY?