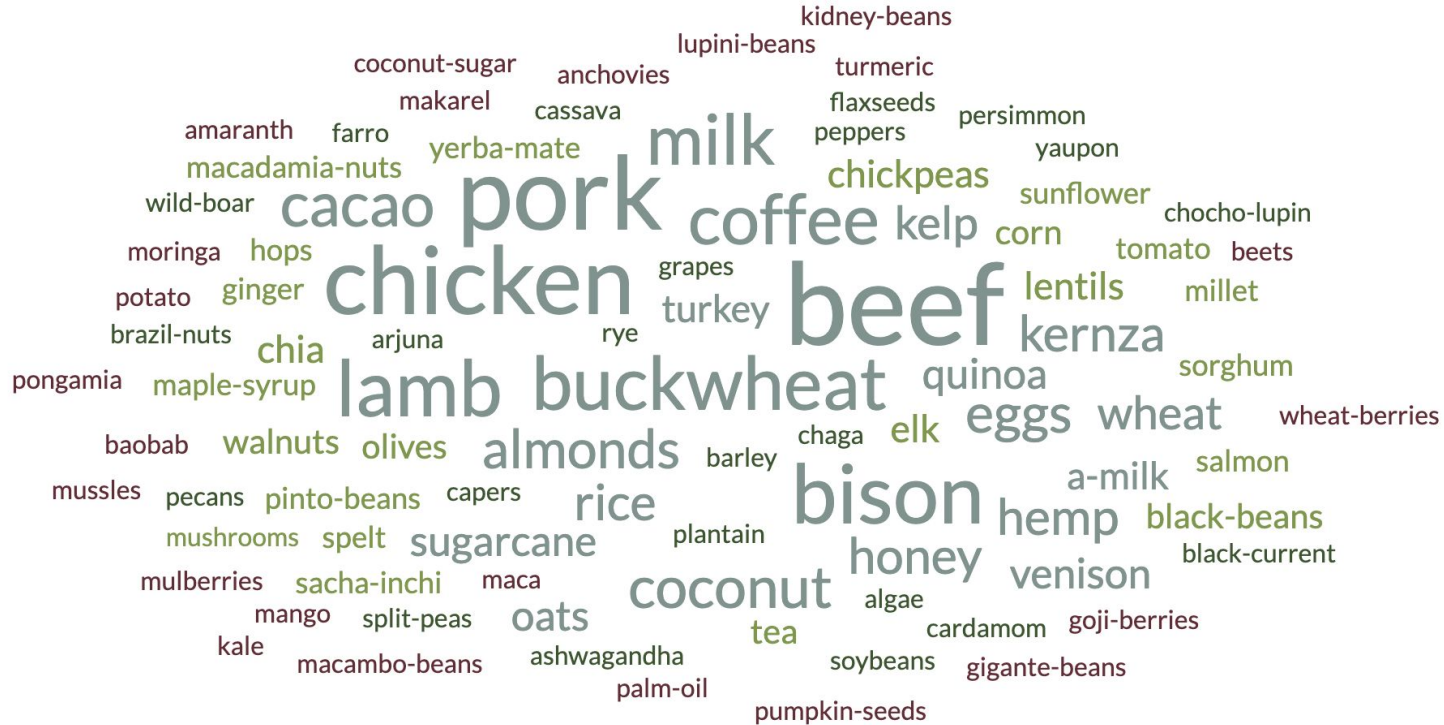


A lush garden scene featuring a variety of plants. In the foreground, there are rows of purple-leafed chard and red amaranth. The background is filled with green foliage, including leafy greens and small yellow flowers. The overall atmosphere is vibrant and healthy.

# Expo West 2024

Brands Supporting Regenerative Agriculture

# Biodiverse Crops Used by Brands Supporting RA



# Brands feature benefits to People, Planet, and Palate



Yolélé uses ancient grain fonio as the base for product formulation, creating economic opportunity for rural west african small farmers



Pacha makes sourdough bread from buckwheat grown by field theory to provide an additional income stream to farmers in the American midwest



Good Sam purchases as many commercially viable products as they can from each agroforestry farming community they work with



# Multi-Dimensional Supply Webs to Grow Demand and Supply

Alexandre family farms is building a multi-dimensional supply web for A2 milk by:



Developing **branded value added products** (milk, yogurt, kefir, cream)



**Verifications** : ROC and certified Humane



**Partnering with retailers** like Whole Foods Market on educating the consumer on the ecological and nutritional **benefits of A2 milk**

**Supplying A2 milk wholesale** for product development and **co-marketing with brands** like Cheddies, Alec's and Once Upon a Farm

