

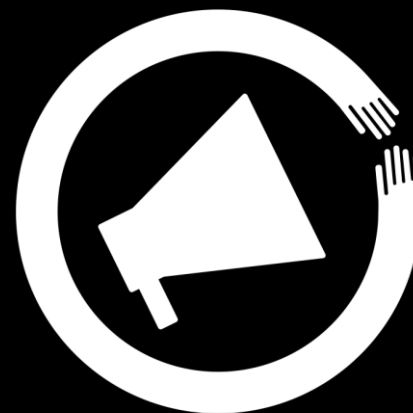
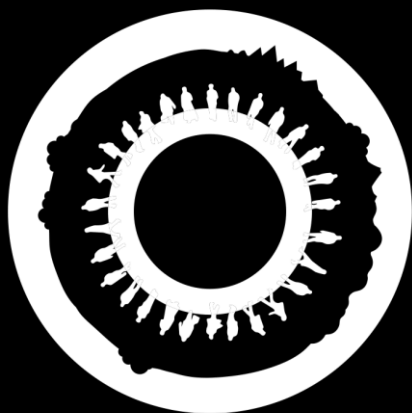
**HUR KAN VI UTVECKLA NYA SPÄNNANDE
PRODUKTER MED RÅVAROR FRÅN VATTENBRUKET?**



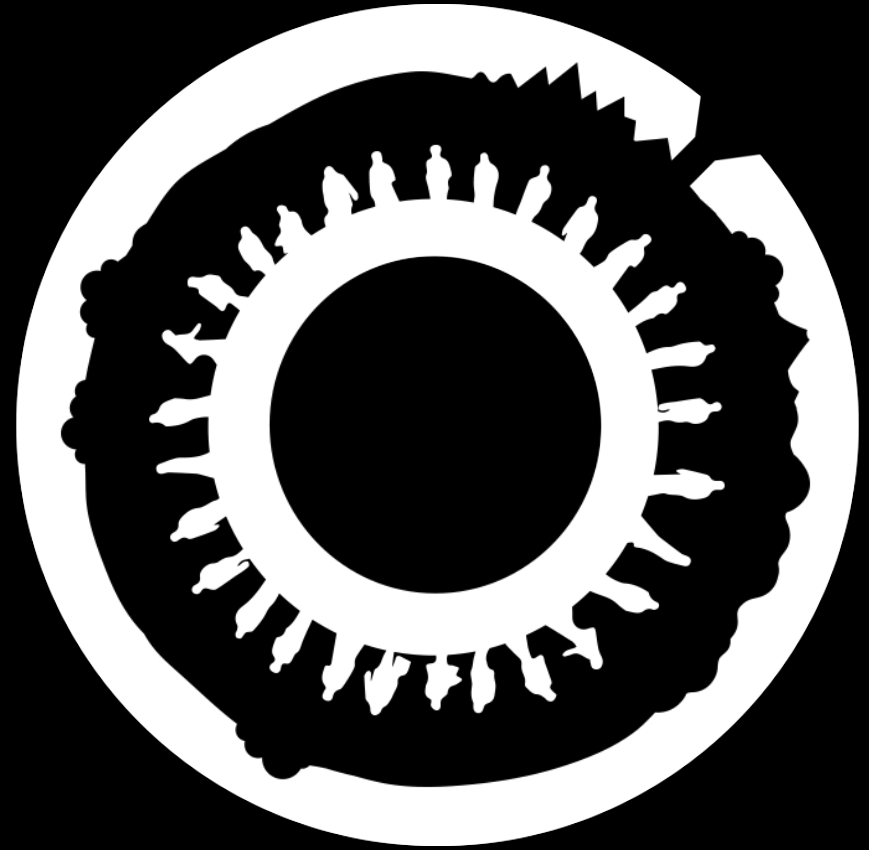
**FOOD FOR
PROGRESS[®]**



THE LOGIC



ONE PLANET FOOD



EXPONENTIAL **ROADMAP**

**SCALING 36 SOLUTIONS TO
HALVE EMISSIONS BY 2030**

2030

IMAGINE BETTER



**TO CHANGE THE WORLD,
FIRST IMAGINE A BETTER ONE.**

FUTERRA + Food for Progress

IMAGINE BETTER
FOOD







LOW CLIMATE IMPACT

100 % VEGAN

LOW CARB

NO ALLERGENS, EXCEPT SOY

HIGH IN PROTEIN

SOURCE OF IRON

NUTRIENT DENSE

HIGH IN FIBER

SOURCE OF FOLIC ACID

NO PRESERVATIVES

NO GLUTEN

CONTRIBUTES TO BETTER FOOD SAFETY

LOW FAT

NO DAIRY

SKIPP THE BORING PART

The Pure Chunk

MOD for Veggie
DUMPH!

Epic Veggie Eating for Free Range Humans

POSITIONING – FOOD APPEAL

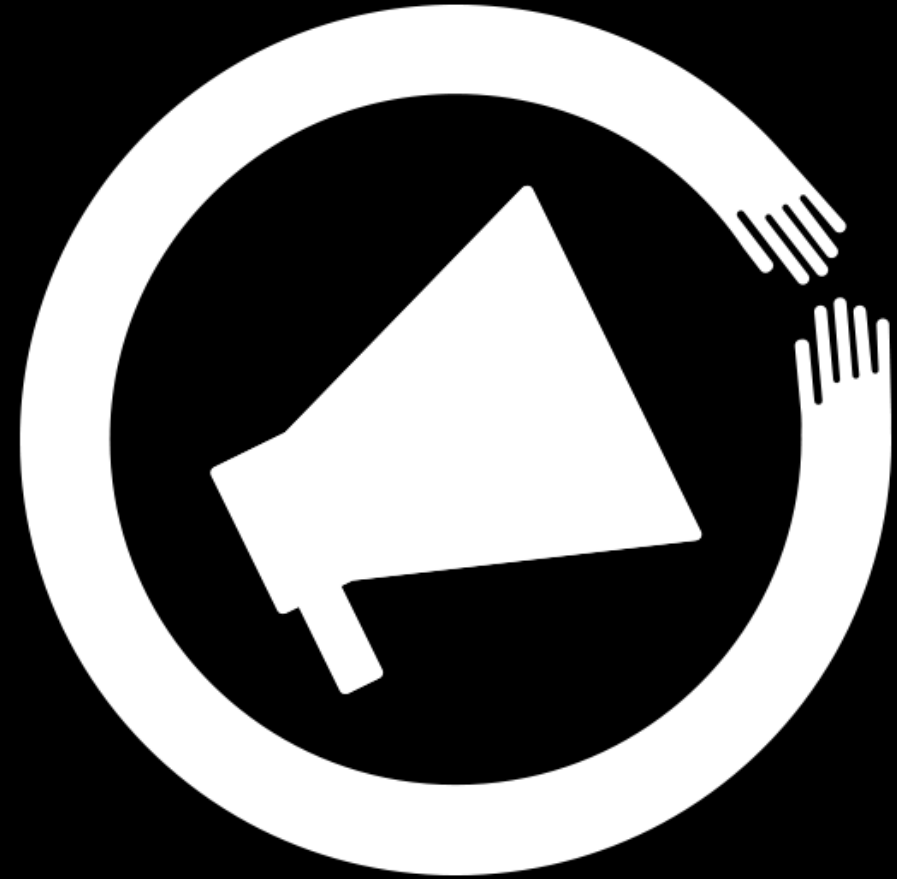
IN NY GENERATOR 30% PROTEIN

QUICK!
Kebab
Epic Eating for Free Range Humans

QUICK!
Pulled Dumph!
Epic Veggie Eating for Free Range Humans



NEVER POLARISING



**OUR BUSINESS IS
CO-CREATION**



PRODUKTUVECKLINGSPROCESSEN



- **SMAK**
- **TEXTUR**
- **NÄRING**
- **HANTERING**
- **TILLGÅNG**
- **PRISBILD**

Off-taste
Havsbottnen

För mycket smak

Havs-/Fisksmak

Umami

Konsistensgivare

Funktionella proteiner

Vitaminer

Mineraler

Biotillgänglighet

Protein/sammansättning

Jod

Fett

Allergener

Temperatur

Produktion

Hållbarhet

Produktspecar

THE LOGIC

