



Rooted in Freshness.

THE MISFITS
A Food Revolution in the Making



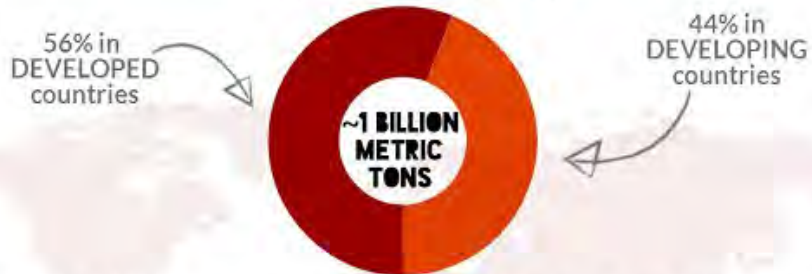


A GLOBAL ISSUE

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1/4 TO 1/3 OF ALL FOOD PRODUCED FOR HUMAN CONSUMPTION IS LOST OR WASTED

HERE'S THE BREAKDOWN:



THOSE LOST CALORIES COULD FILL HUNGER GAPS IN THE DEVELOPING WORLD

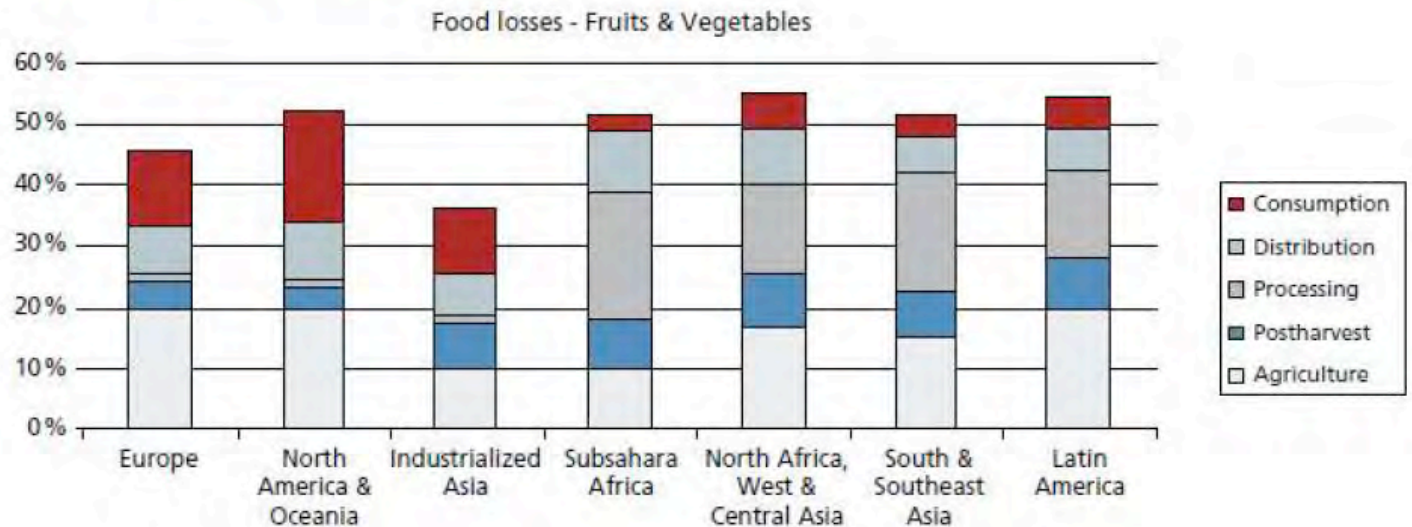


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Extent of food losses and waste

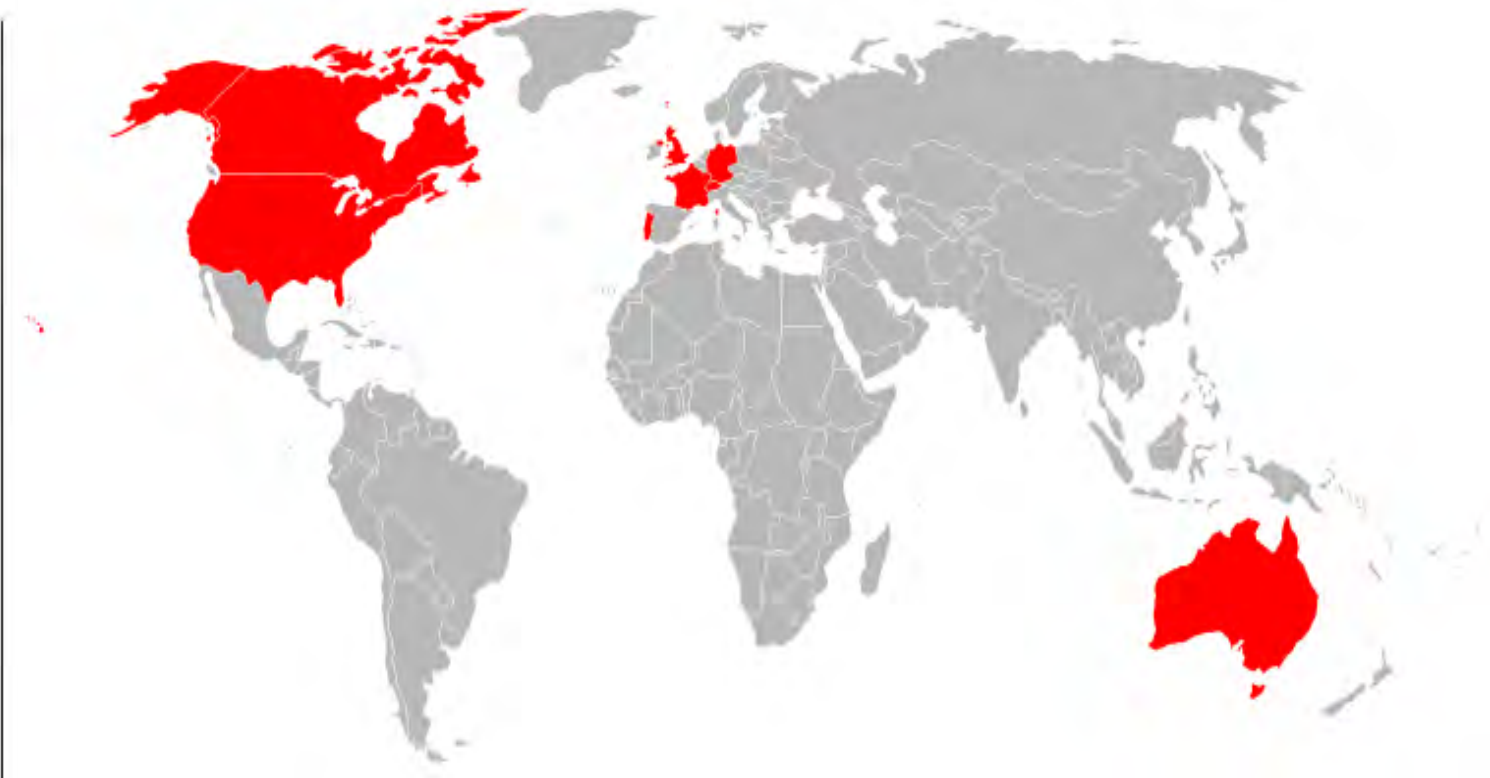
FRUITS & VEGETABLES





TEST PROGRAMS 2014

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INTRODUCING A NEW SUPERHERO

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2014 TEST – THE MISFITS

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SAFeway 

4 WEEK TEST
NOVEMBER

4 LOCATIONS

12,800 LBS

CO-OP
Best Fresh

6 WEEK TEST
NOVEMBER / DECEMBER

7 LOCATIONS

26,880 LBS

FREESTONE
PRODUCE Inc.
"What's fresh and exciting"

12 WEEK TEST
OCT / NOV / DEC

1 WHOLESALER

12,000 LBS

\$1,250,000 in Regional / National & International Media Coverage





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2015 THE YEAR OF THE MISFIT



Roll Out – Canada

Safeway and Sobeys have delayed execution as they sort out details of their corporate merger

In the meantime we have been selling Misfits Bulk to wholesalers quietly but with strong results

Roll Out – USA



US Launch – Associated Food Stores – Utah
Launched September 2015





A SUPERHERO'S GRAND PLAN

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Target Results – 5 Year Plan

- 1) Remove 31,000,000 lbs of waste from Canadian landfills annually
- 2) Return \$42,000,000 of incremental revenue to Canadian Farmers annually
- 3) Provide Canadian consumers the opportunity to save \$22,000,000 annually on family food bills
- 4) Expand outside Canada & USA to Central, South America and Europe

