

Marketplace: Hot Bean Trends/New Innovations

Bean



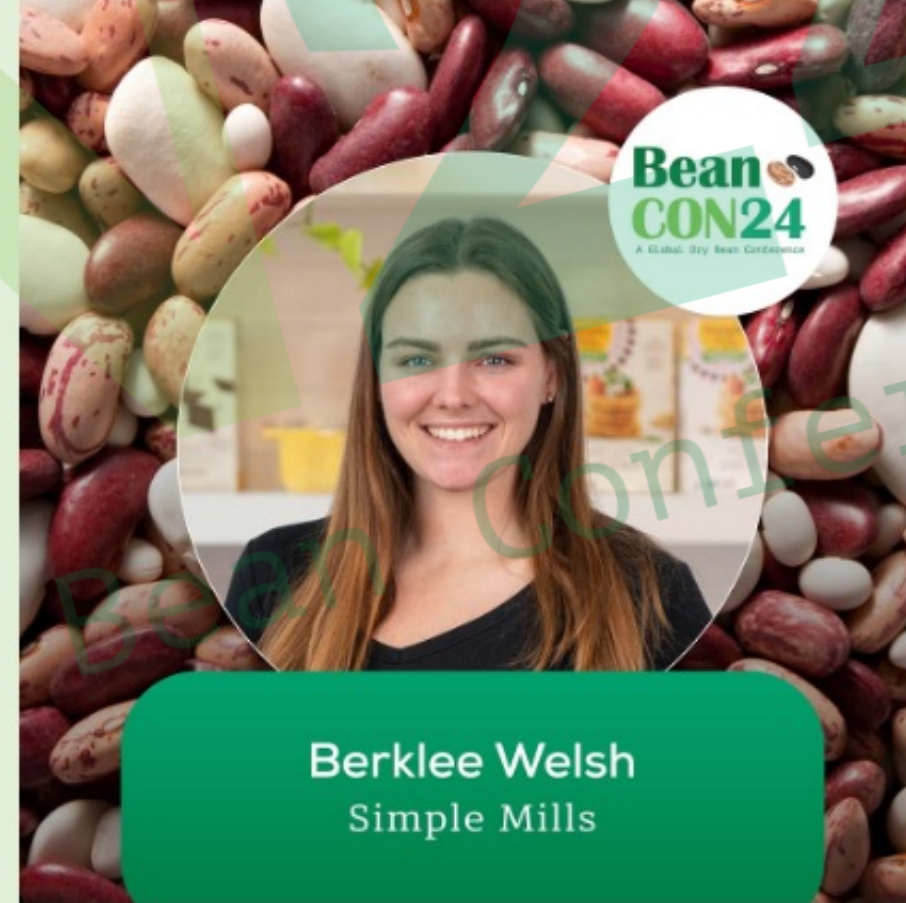
Jessica Hegarty
PLANTSTRONG



Robert Loggins
Bush Brothers



Nick Buettner
The Blue Zones



Berklee Welsh
Simple Mills



Mike Anderson
Anderson Northwest



Simple
Mills®

Simple Mills

Baking Positive Impact into Product Design

BeanCon24

Friday February 2, 2024

Cancun, Mexico

A Global

Diy Bean

Conference

We believe food has the power to transform the health of people & our planet

OUR VISION

A world where food creates a better tomorrow for people and planet

OUR MISSION

We're revolutionizing the way food is made to nourish people and planet

(and inspiring others to do the same)



Where and how our food is grown matters for farmers, eaters, and our planet

We're committed to revolutionary food design that positively impacts the entire supply system- from farmers to consumer.

Our core commitments:

1



WE'RE
CHANGING
HOW FOOD
IS DESIGNED

Designing **100%** of our new products to advance **human and planetary health**

2



WE'RE
CHANGING
HOW FOOD
IS GROWN

Building **regenerative supply** for our highest impact ingredients by partnering with farmers

3



WE'RE
IGNITING
POSITIVE
IMPACT
BEYOND SM

Catalyzing systemic change by inviting eaters and the food industry to join our journey

We're diversifying agriculture and diets through product design & innovation

100% of our new products will advance human *and* planetary health by using a variety of nutrient dense ingredients that promote dietary diversity & biodiversity



Just four crops account for more than 50% of global crop production volume, undermining our dietary diversity and making our farm ecosystems vulnerable to pests, diseases, and climate shocks.

What does this look like in our products?



BUCKWHEAT

Creating a market for a short-season, farmer-favorite pollinator paradise



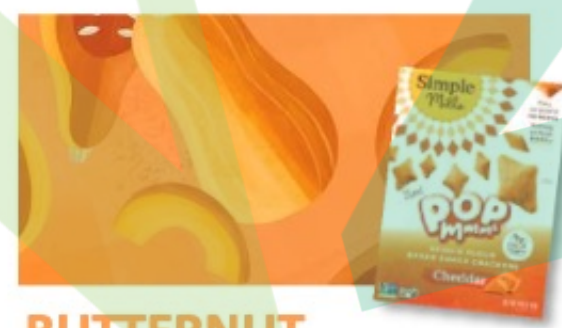
WATERMELON SEED

Building demand for the seeds of a nutritious, lesser-known variety



CHESTNUT

Featuring a traditional food with deep roots for carbon sequestration



BUTTERNUT SQUASH

Building demand for big-leafed crop that acts as armor for the soil



SUNFLOWER SEED

Diversifying traditional temperate corn-soy rotations with a native row crop



ALMONDS

Providing an alternative to more commonly used wheat; working with almond growers to diversify orchards

The choice between delicious food and food that positively impacts your health & the planet is false: Simple Mills helps consumers do both

Finding delicious homes for beans across product categories:

CRACKERS

Cheddar Pop Mmms: Organic Red Bean
Complementary plant species pairing



- Ingredients:**
- Organic Butternut Squash
 - Tapioca Starch
 - Arrowroot
 - Organic Sunflower Oil
 - Organic Red Bean**
 - Organic Cheddar Cheese (organic cultured milk, salt, enzymes)
 - Sea Salt
 - Organic Nonfat Milk
 - Yeast
 - Lactic Acid
 - Baking Soda
 - Rosemary Extract (for freshness)
 - Organic Paprika
 - Organic Onion
 - Annatto Extract
 - Paprika Extract (for color)



 Red beans are a legume that can help build soil health by adding nutrients to the soil.

PANCAKE & WAFFLE MIX

Protein Pancake Mix: Chickpea Protein
Non-isolate protein source



- Ingredients:**
- Almond Flour
 - Arrowroot
 - Organic Coconut Sugar
 - Eggs
 - Chickpea Protein**
 - Organic Coconut Flour
 - Cream of Tartar
 - Baking Soda

What is an Isolate?

Did you know that not all proteins are created equal? Some proteins are "isolates" which means they are extracted compounds that lose nutrients by the time they get to you. We don't use isolates. Our Protein Pancake Mix contains critical amino acids and other micronutrients your body needs to thrive with 11g of protein from nutritious foods.



MARKETPLACE: BE THE CHANGE





CAPTURING HEARTS & MINDS DRIVING DEMAND

RETAIL MINDSET



FOODSERVICE MINDSET



13[®]

INNOVATING CAPTURED AUDIENCES: SHOW THE POSSIBILITIES



A Global Dry Bean Conference

13[®]

INNOVATING CAPTURED AUDIENCES: CREATE BEAN ADVOCATES



A Global Dry Bean Conference

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TO DO GOOD

FIRST

YOU HAVE TO BE GOOD

Bean[®]
CON24
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Beans...The Vegetable with MORE!!!



WELCOME
TO THE

BEAN HUB



SINCE 1908

BUSH'S

BEST

A Global Bean Conference

Core Products for More OCCASIONS!



Hamburger/Hotdog



Centerplate Sidekick



Snacking



Homemade Chili

New Products for More CONSUMER NEEDSTATES



**Health/Longevity
Conscious**



Sugar/Carb Conscious



Salt/BP Conscious

New Brands/Products for More CONSUMERS



Westbrae Natural

*Help change the world.
Eat more beans.*



The Good Bean Company

We believe beans are better®



Beanitos

Our food is a communal share plate, rooted in multi-cultural foodways, with a commitment to local and sustainable ingredients.

Our History

**FAMILY-OWNED &
QUALITY-OBSSESSED
SINCE 1908**

A Global Dry Bean Conference

Blue Zones Kitchen

CRAFTED FOR LONGEVITY



US DRY BEAN
Council

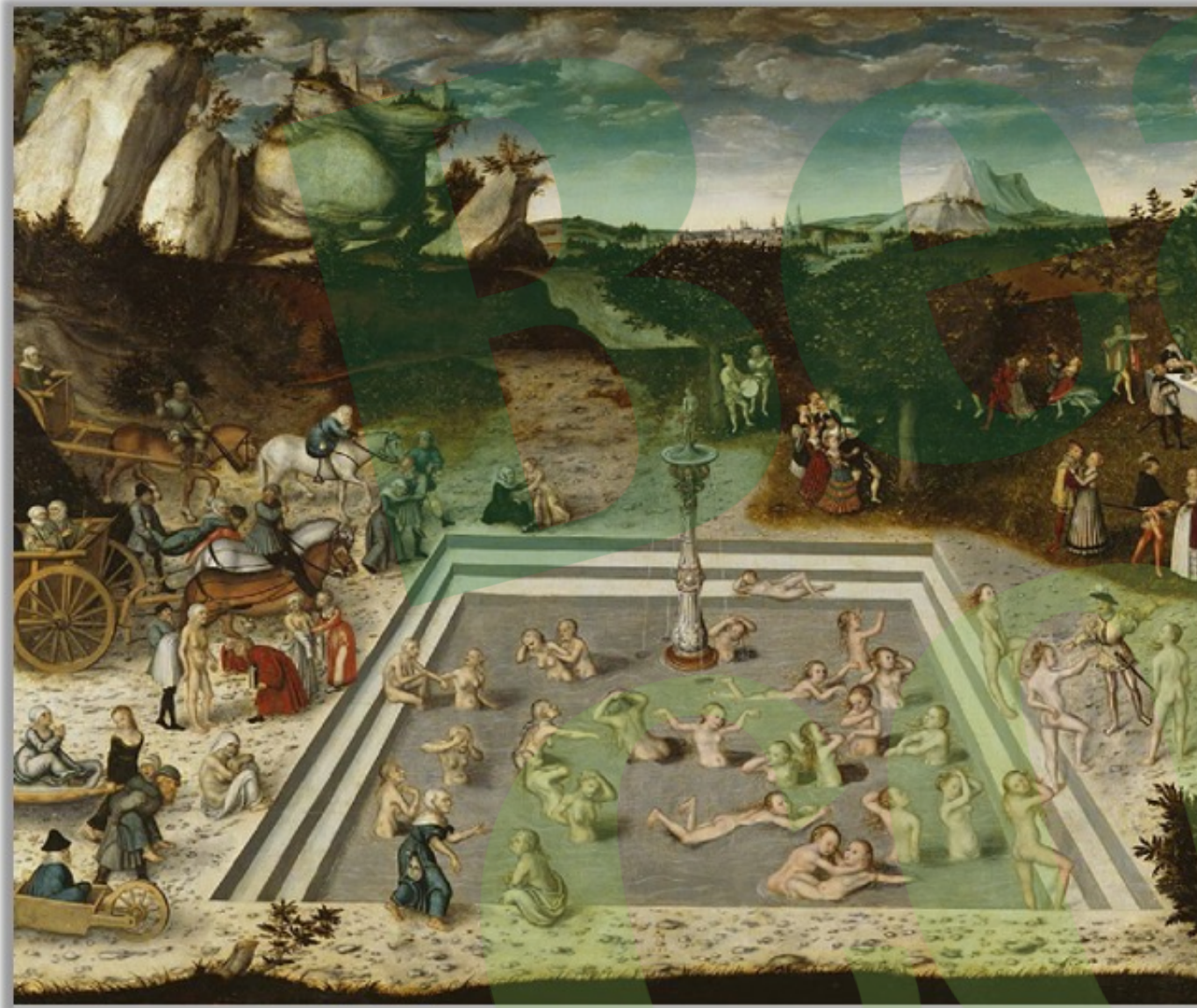
February 2024

A Global Dry

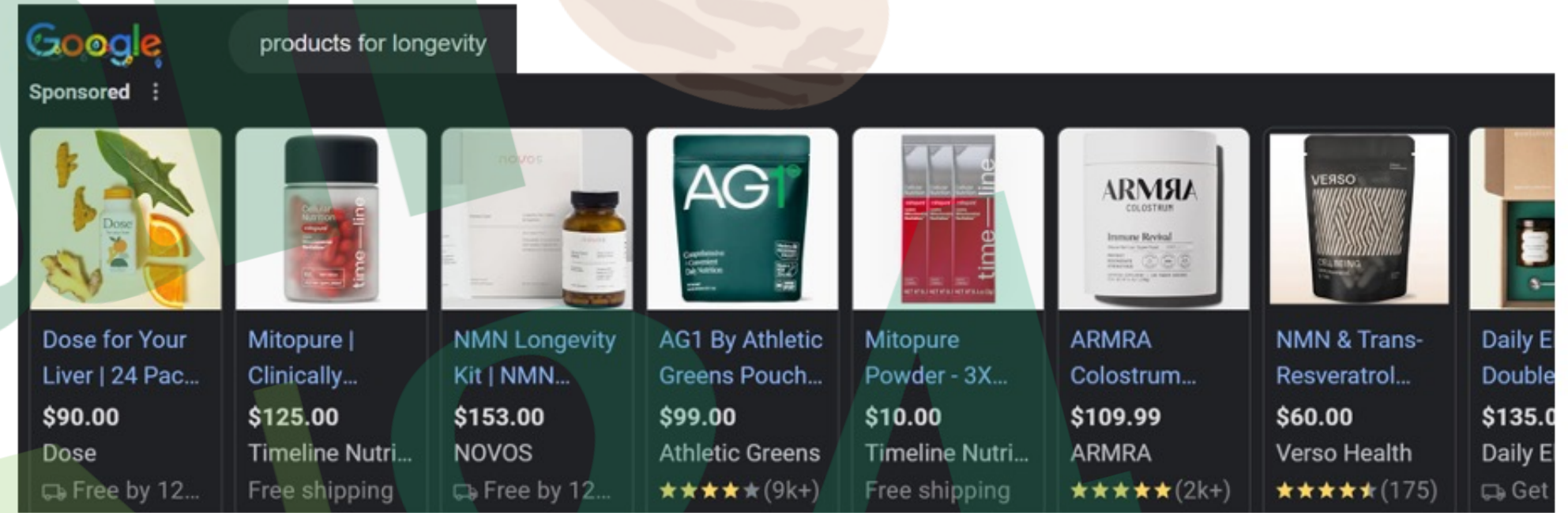
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People have always wanted to live longer



Fountain of Youth 5th Century BC



Today's longevity solutions are pills & supplements

Blue Zones

-
- Loma Linda, California
 - Nicoya Peninsula, Costa Rica
 - Sardinia, Italy
 - Ikaria, Greece
 - Okinawa, Japan

Power 9[®]

SECRETS TO LIVING BETTER, LONGER



Move

1. Move Naturally

Right Outlook

2. Purpose
3. Down Shift

Eat Wisely

4. 80% Rule
5. Plant Slant
6. Wine at 5

Connect

7. Positive Pack
8. Loved Ones First
9. Belong

Opportunity To Improve What We're Eating

U.S. News & World Report

Why Is American Food So Unhealthy?



Where's The Beef -- Substitute? Plant-Based Meat Sales Slip

Forbes

Three Key Components



TASTE

The most important ingredient for longevity!



NUTRITION

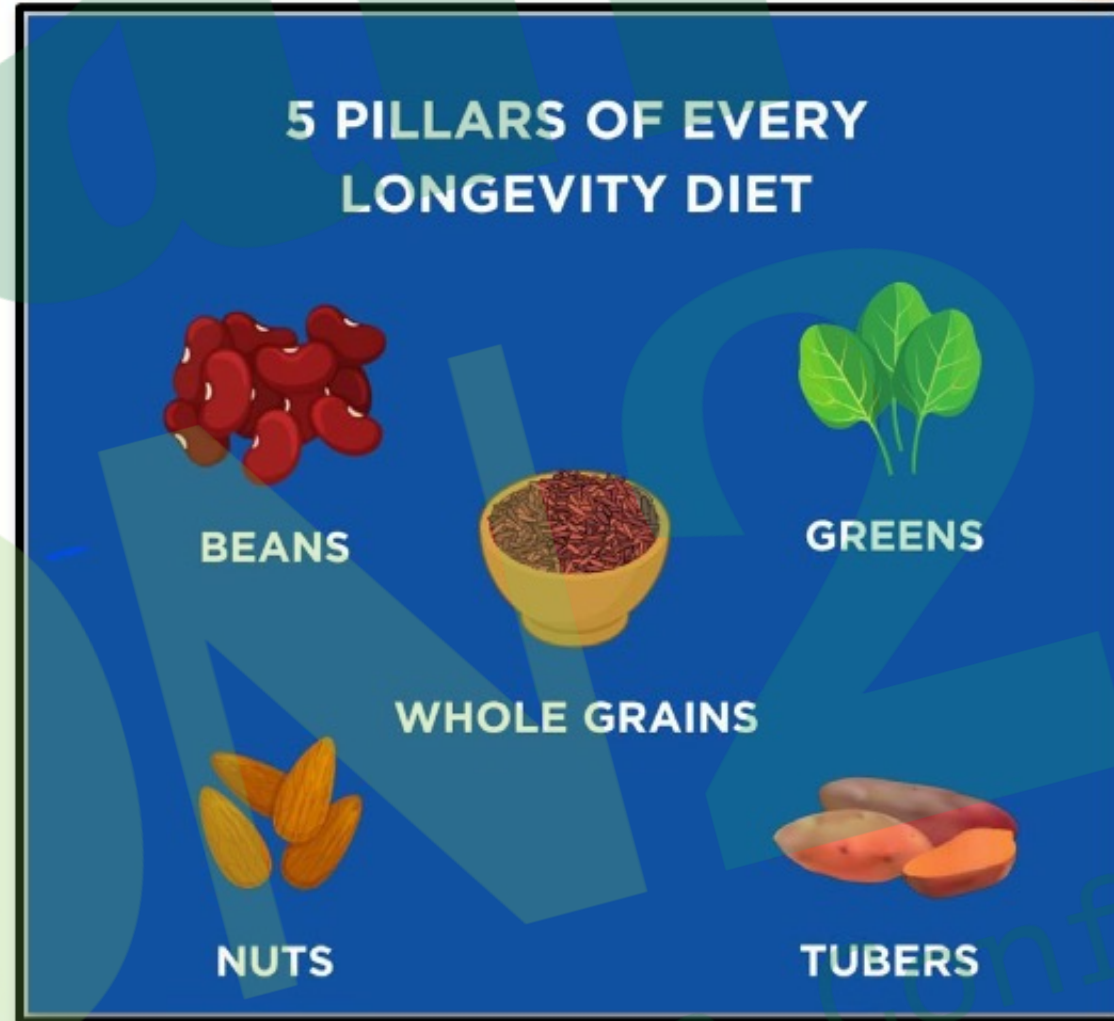
People increasingly seeking clean labels, nutrient-rich foods



CONVENIENCE

Fit the lifestyle of busy, active people

We think they should be **BEANS** and other natural, whole food, plant-based ingredients



Blue Zones has stood for longevity since 2008



9 Books since 2008
4 NY Times Bestsellers
> 1 Million followers

Billions of media impressions
5 MM BZ Project city residents

Top Global Netflix Docu-Series
18% U.S. Brand Awareness

We're bringing this Trusted Brand to grocery

- ☼ Only food brand focused on LONGEVITY
- ☼ DELICIOUS, chef-developed recipes
- ☼ REAL plant-based food and nutrition
- ☼ Known, credible BRAND (>20mm households)
- ☼ Direct-sourced, quality INGREDIENTS



Introducing: Blue Zones Kitchen

Crafted for longevity

- Whole food, Plant-based
- Made with Organic Beans**
- Non-GMO Project Verified
- Direct ingredient sourcing
- Good source of fiber and protein
- Blue Zones Food Guidelines
- No added sugar/preservatives/seed oils





Thank you!



BLUE ZONES
KITCHEN™

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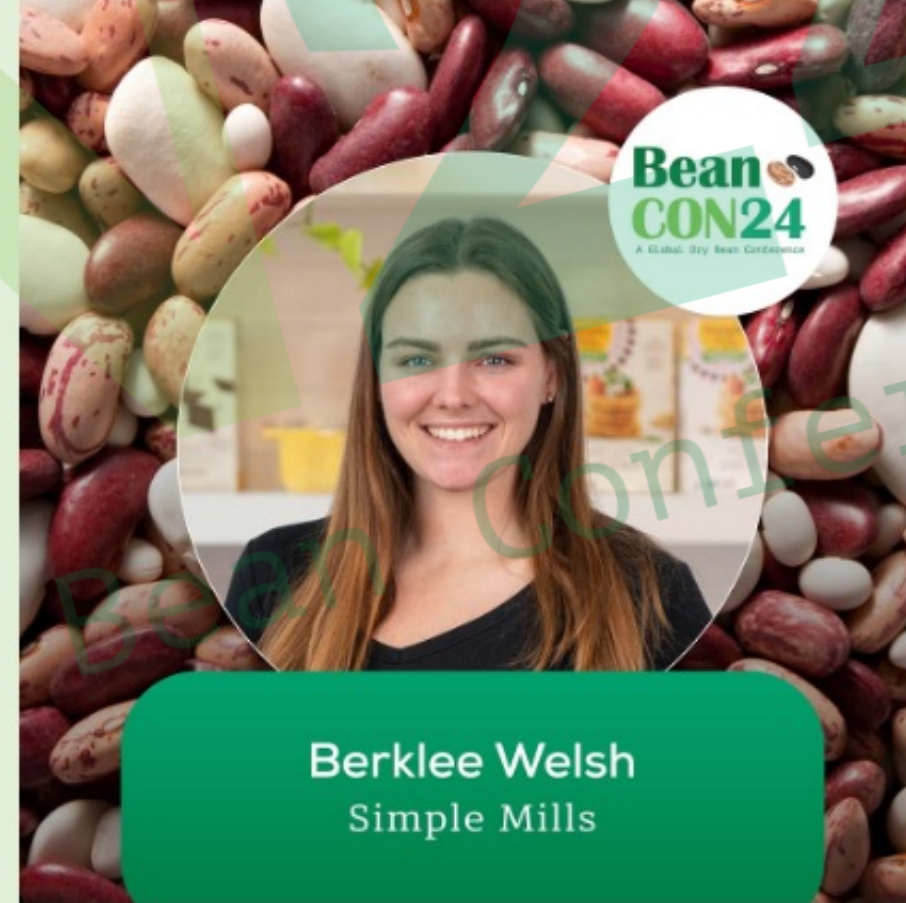
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