

WHY IS THERE SUCH A DIRE NEED TO CHANGE AGRIFOOD FROM THE GROUND UP?

Because, >75% of our foods only use 12 crops and 5 animals. Causing:

- 7 / 10 suffer from what they eat,
- >50% of arable soils are degraded,
- >70% of fresh water used-up, and
- 16 Gt (28%) of CO₂-eq emitted in 2022 alone!

nature

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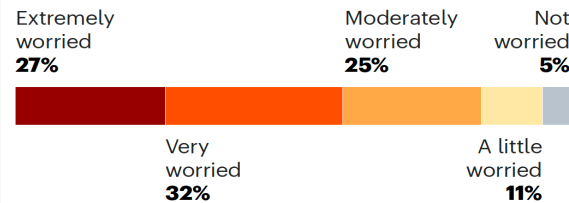
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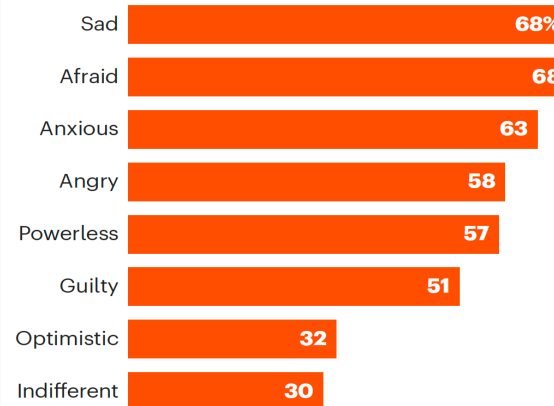
CLIMATE ANXIETY

A survey of 10,000 young people shows that negative feelings about climate change can cause psychological distress.

How worried are you about climate change?



Climate change makes me feel ...



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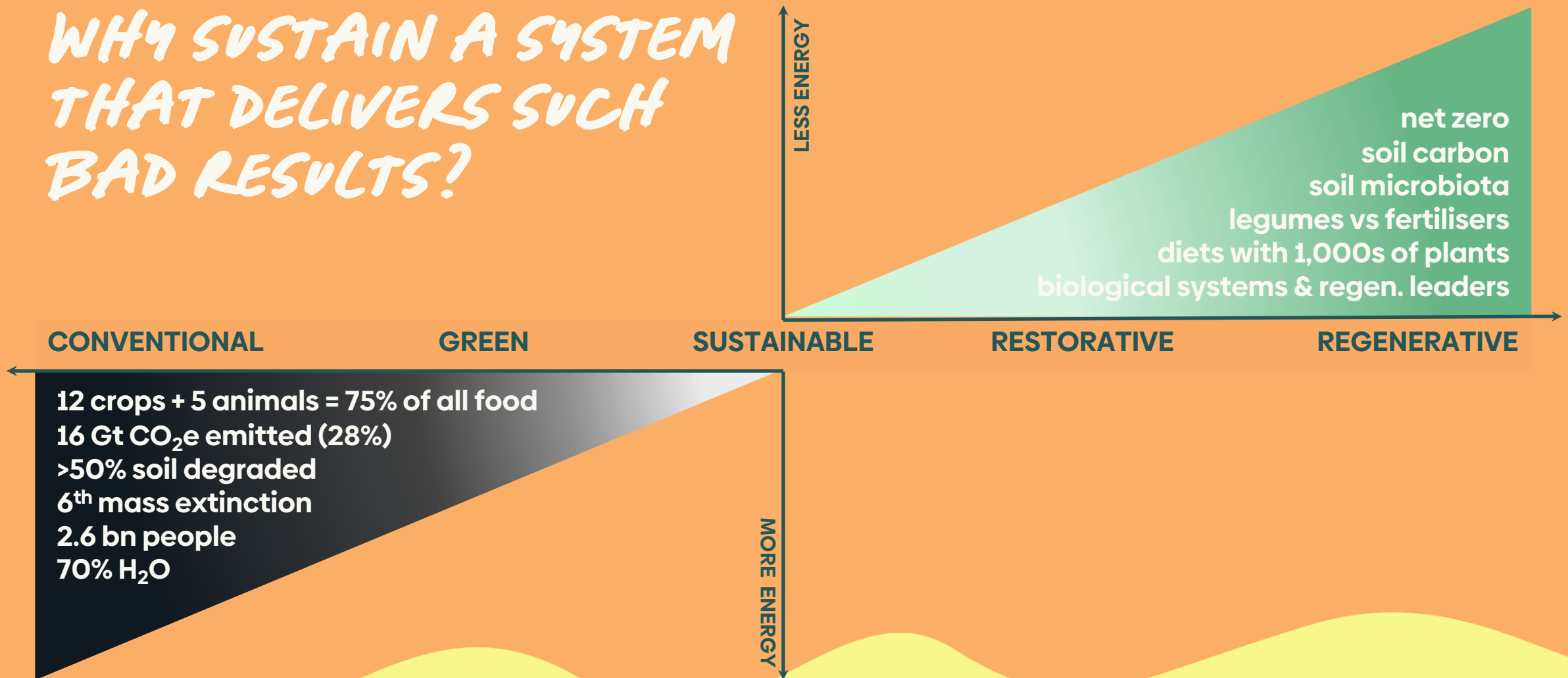


The age of extinction

Revealed: more than 90% of rainforest carbon offsets by biggest provider are worthless, analysis shows

Investigation into Verra carbon standard finds most are 'phantom credits' and may worsen global heating

WHY SUSTAIN A SYSTEM THAT DELIVERS SUCH BAD RESULTS?



Dictionary

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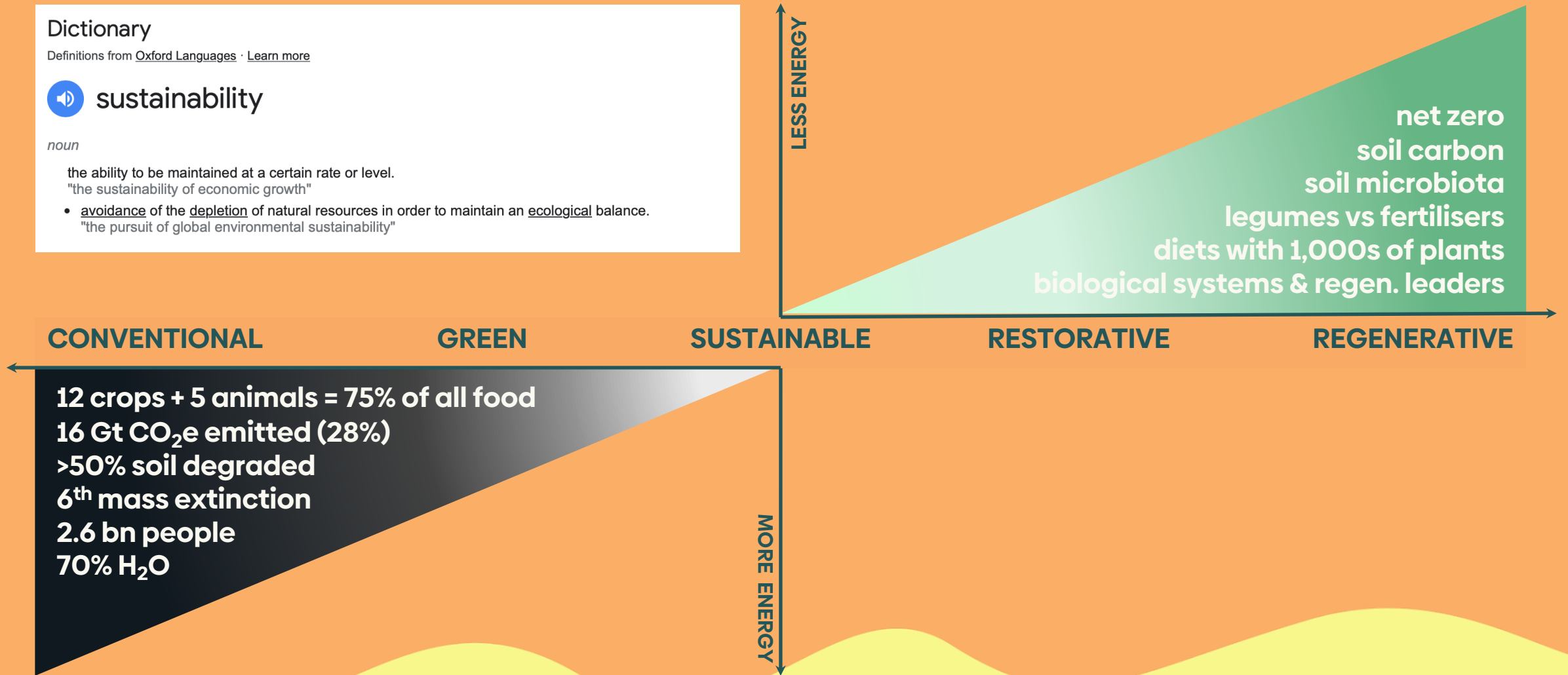


sustainability

noun

the ability to be maintained at a certain rate or level.
"the sustainability of economic growth"

- avoidance of the depletion of natural resources in order to maintain an ecological balance.
"the pursuit of global environmental sustainability"



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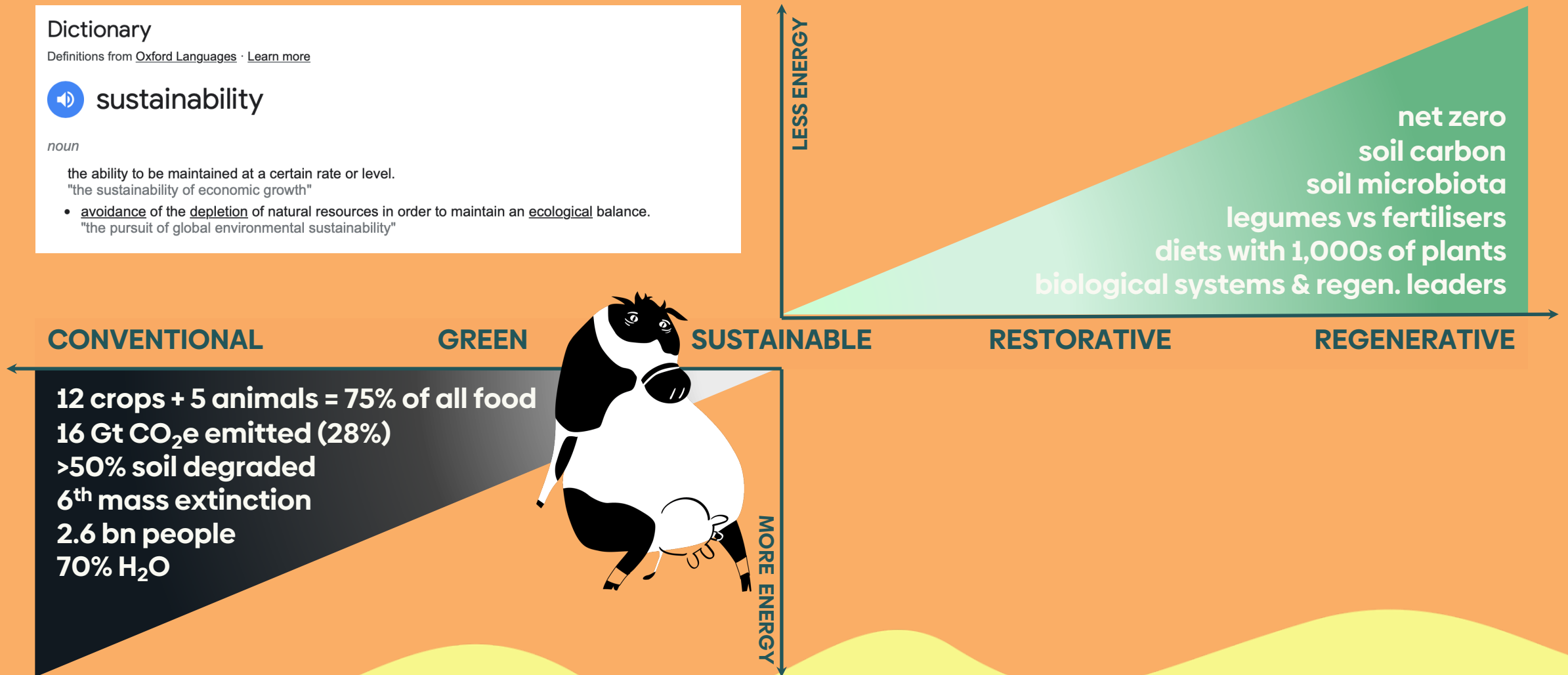
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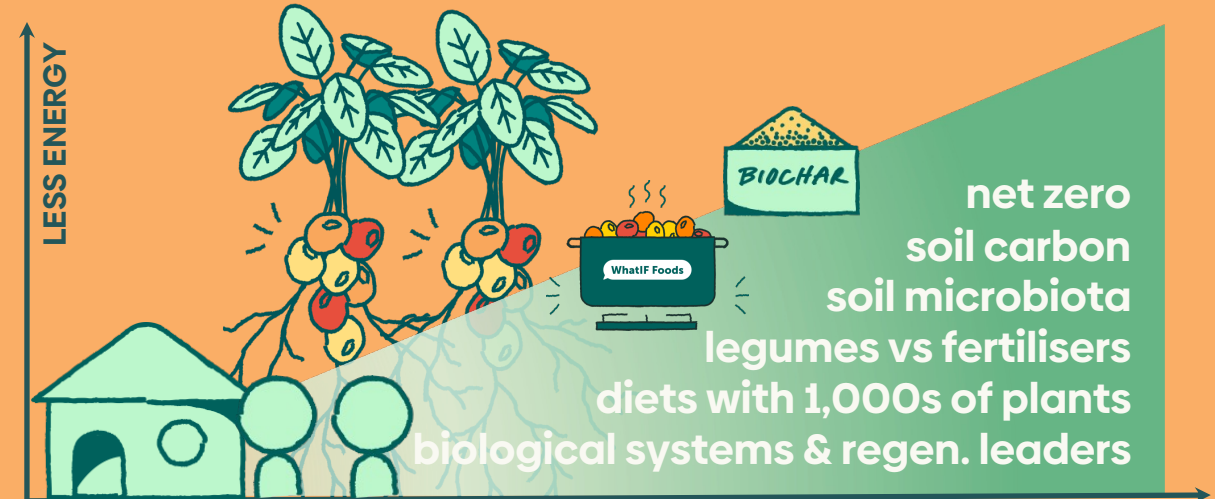
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CONVENTIONAL

GREEN

SUSTAINABLE

RESTORATIVE

REGENERATIVE

12 crops + 5 animals = 75% of all food
16 Gt CO₂e emitted (28%)
>50% soil degraded
6th mass extinction
2.6 bn people
70% H₂O

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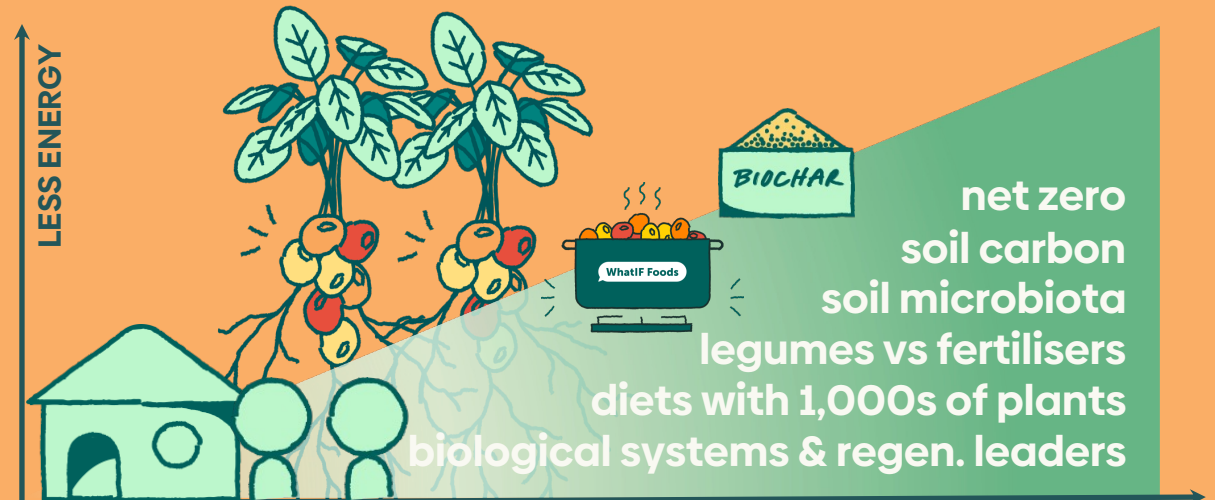
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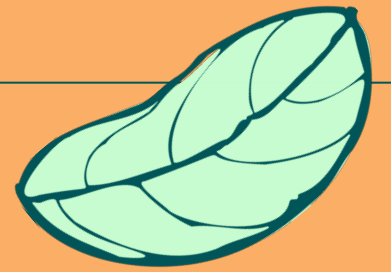
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utopia

noun

noun: **utopia**; plural noun: **utopias**

an imagined place or state of things in which everything is perfect.
"misplaced faith in political utopias has led to ruin"



**THERE ARE A LOT OF BRANDS PROFESSING
TO BE GOOD FOR PEOPLE AND THE PLANET.
AT WHATIF FOODS WE'RE NEVER SATISFIED WITH GOOD.**

WHY STOP AT GOOD ENOUGH? WHEN WE KNOW THERE CAN ALWAYS BE ...



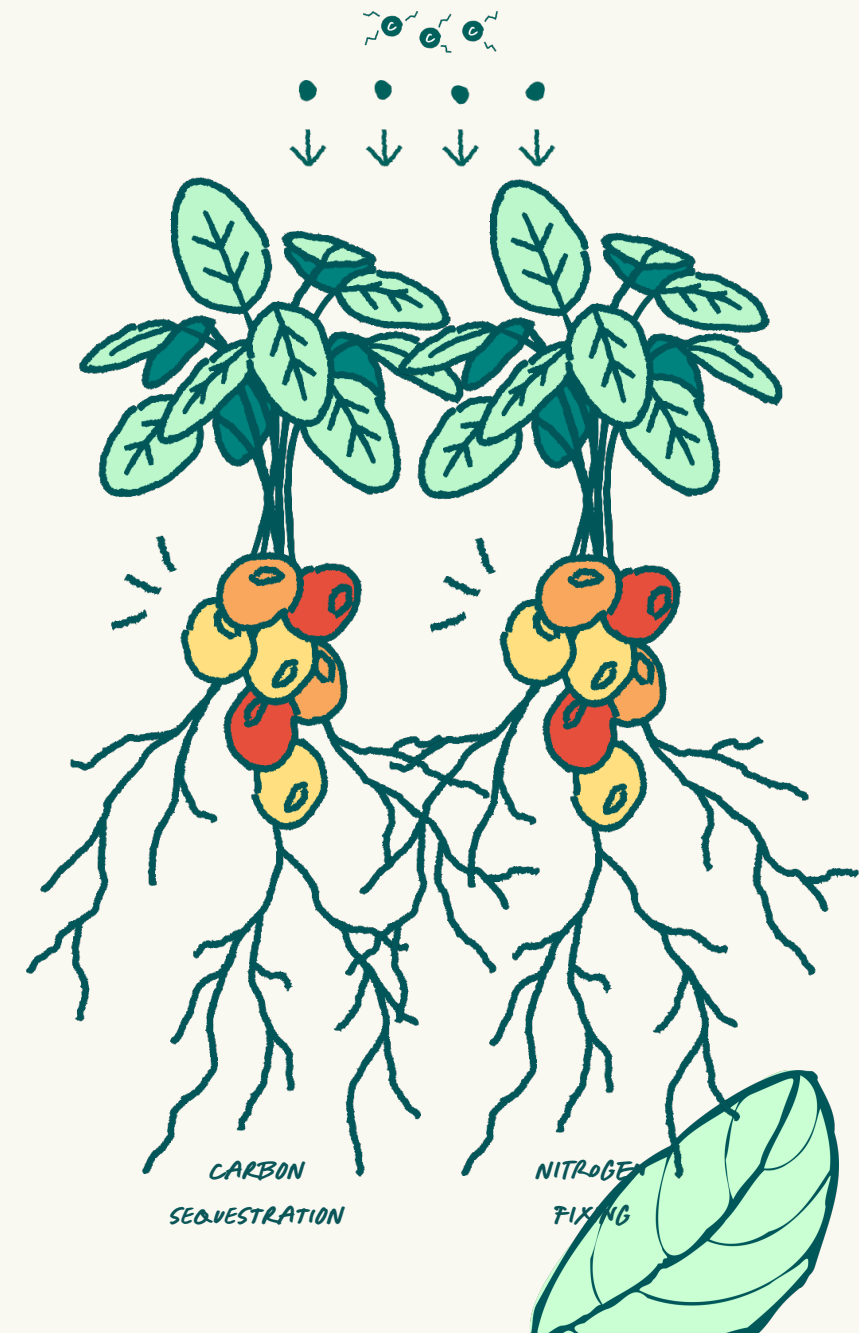
WhatIF Foods™

A BETTER BETTER





***WhatlF Foods is a
planet-positive
food company that
regenerates from
the ground up.
Literally!***

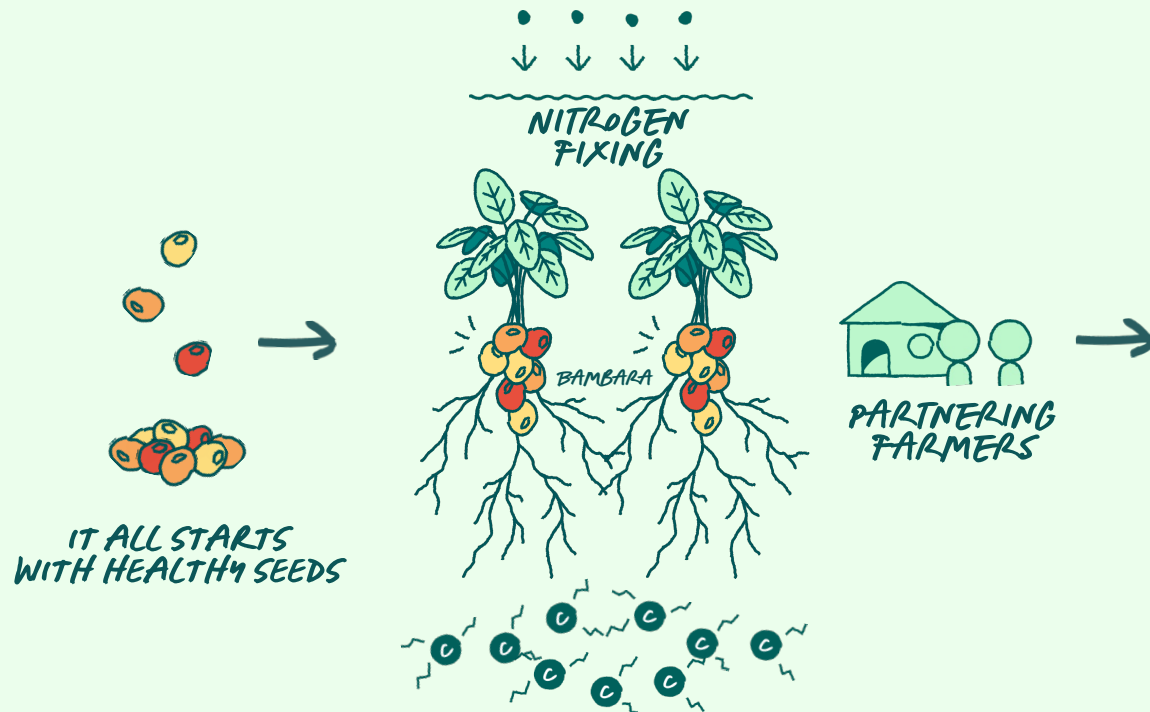




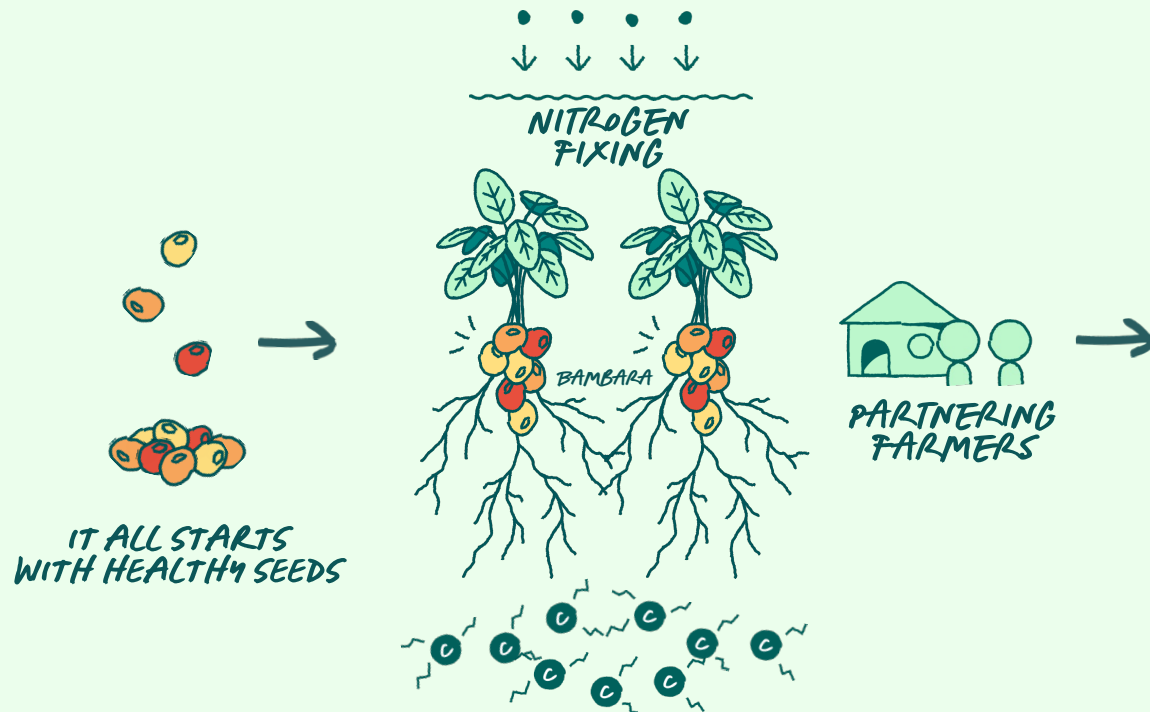
"THE PLANET IS GONNA BE FINE. IT'S
THE HUMANS THAT'LL BE SCREWED."
LOVE DINOSAURS

**WhatIF Foods exists because
we bring our lust-for-life to all
those who regenerate for
today's youth and future
generations.**

OUR REGENERATIVE VALUE CHAIN IN ACTION!



OUR REGENERATIVE VALUE CHAIN **IN ACTION!**



*BUT HANG ON
A SECOND...*

1



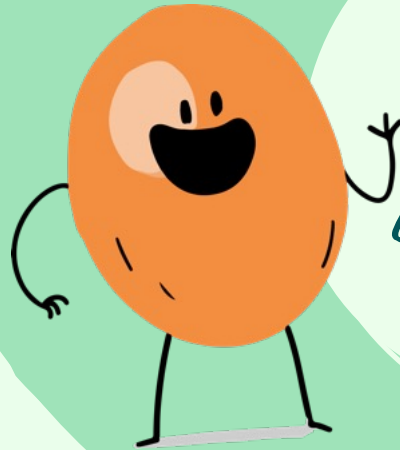
**Better for
Taste Buds**

2



**Better for
Farmer Buds**

WHAT'S A BAMNUT?



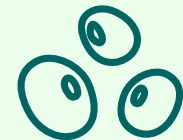
*I'M
REGENERATIVE,
LEGUME, NON-
GMO, CLEAN
LABEL, AND HIGH
IN PROTEIN AND
FIBER!*

3



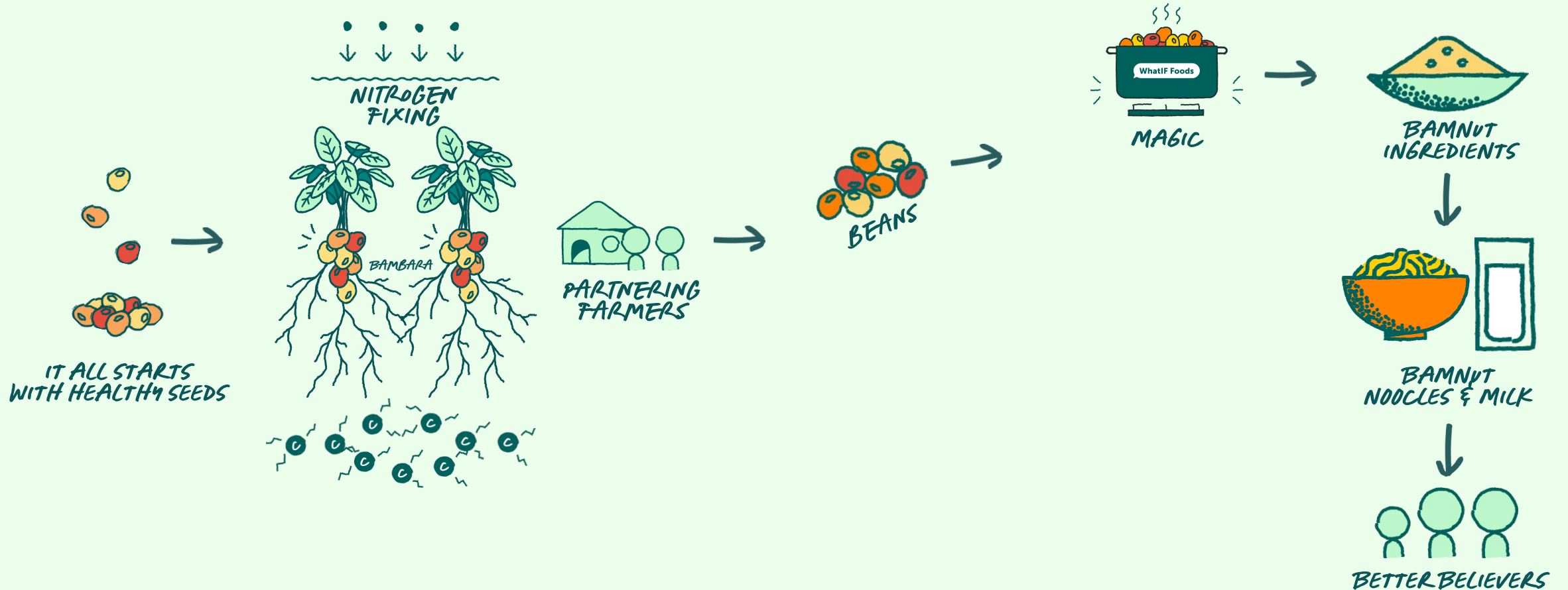
**Better
for our Soils**

4

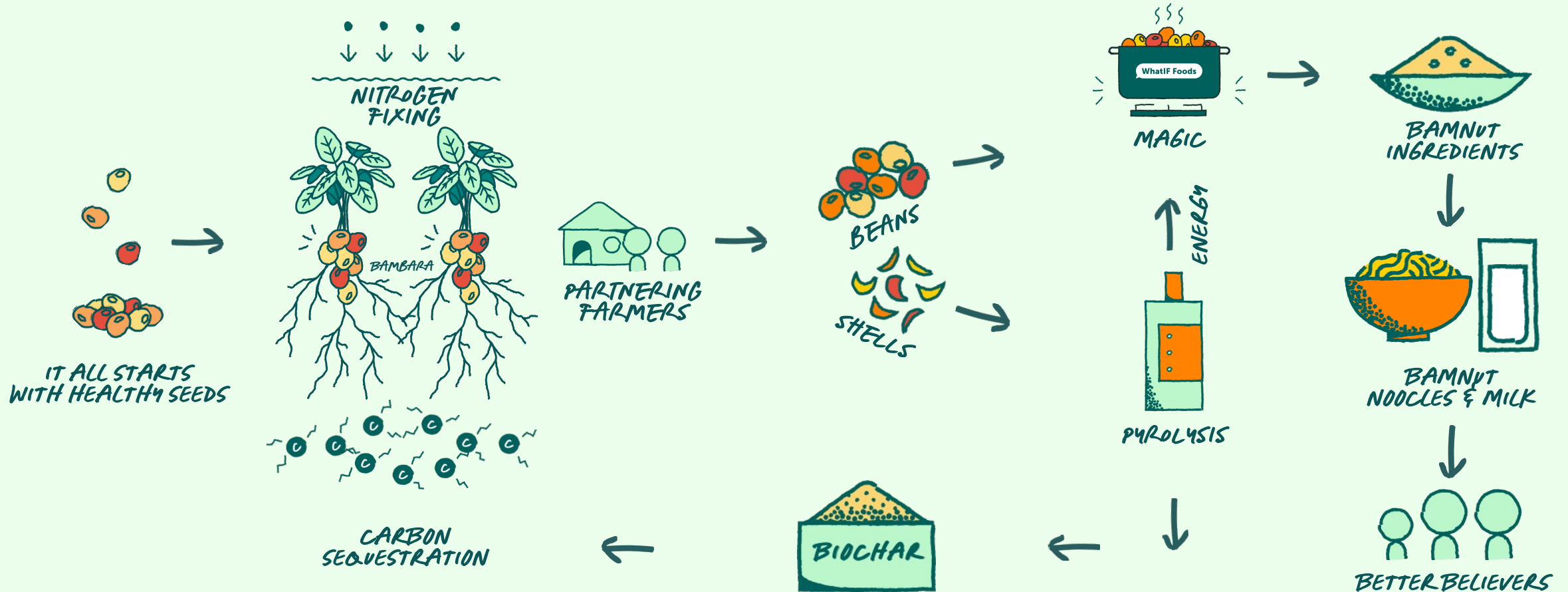


**Better
for our Souls**

OUR REGENERATIVE VALUE CHAIN IN ACTION!



OUR REGENERATIVE VALUE CHAIN IN ACTION!

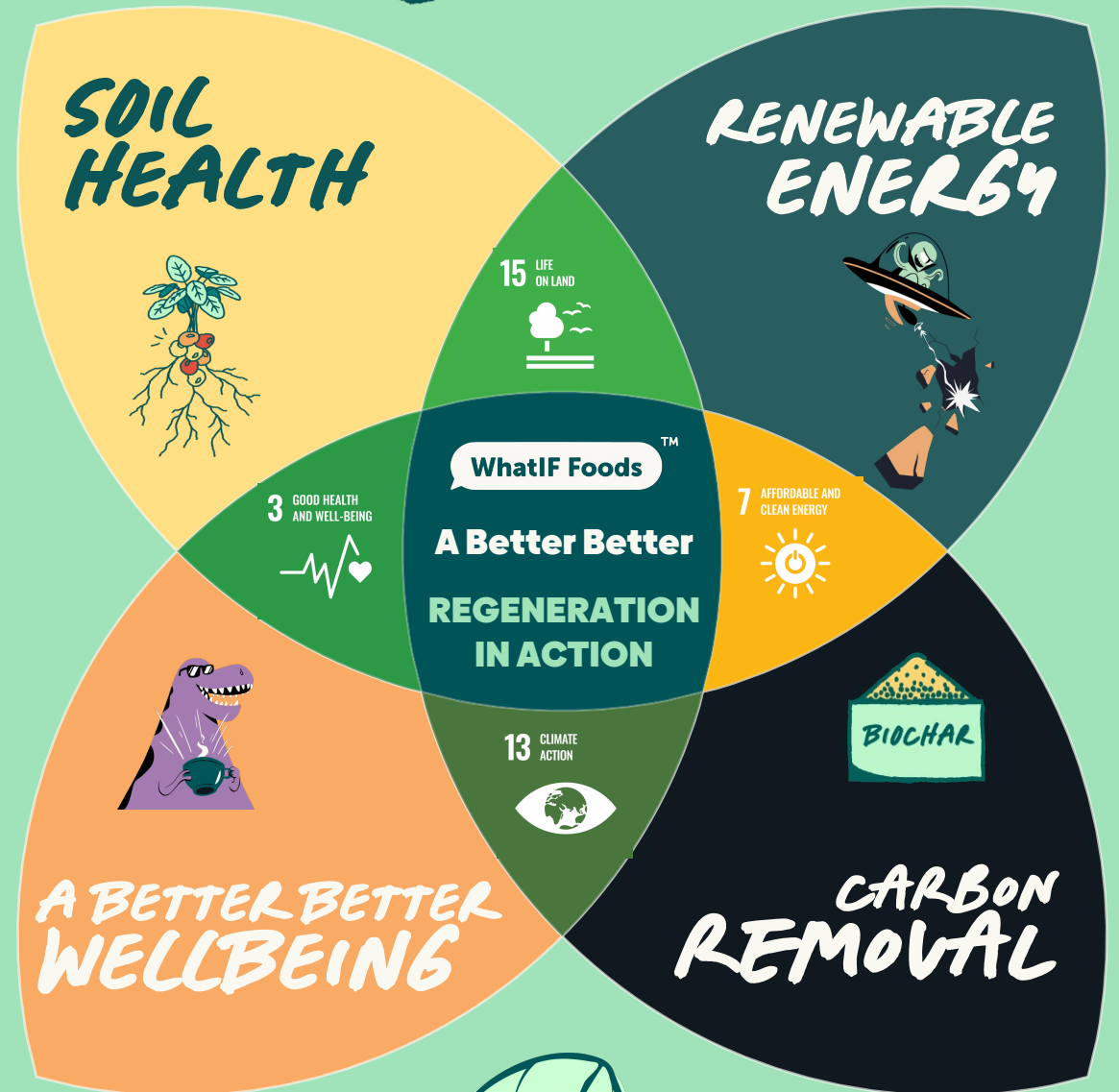


WhatIF Foods is bigger than, well, food. It's Regeneration In Action.

WhatIF Foods' better, better sits right at the intersection where:

1. restoring soil health,
2. renewable energy,
3. carbon removal, and
4. community & consumer wellbeing

meet.





BE THE REGENERATION!

RESTORE



REPLENISH



RECONNECT

