



The Mission

To promote innovative food companies
that make more sustainable and
nutritious foods by removing legal and
political barriers and engaging in
consumer education, corporate
partnerships, and media relations

First trade group to...

- represent healthier, innovative, and technology-driven food companies.
- advocate for mission-driven companies aimed at disrupting the status quo in food production.
- represent interests of both plant-based and sustainable meat companies to collaborate on shared interests.
- proactively eliminate deceptive business practices such as humane-washing and green-washing.
- harness collective power of consumers, combined with food companies, who care deeply about sustainability and improving access to healthier foods.



Michele Simon

**Founder and CEO of BFA
Attorney, Speaker,
Author of *Appetite for Profit***

- Spent almost **two decades** writing hundreds of articles and reports exposing negative food industry practices -- reports that have been covered by the **New York Times**, **Reuters**, and **USA Today**, among others.
- Respected source for reporters, with long-standing relationships with such major media outlets as the **New York Times**, **Associated Press**, **Reuters**, **Politico**, **Bloomberg**, and **Fortune**.
- Deep understanding of multiple relevant disciplines, with degrees in **biology** (Carnegie Mellon), **public health** (Yale University), and **law** (UC Hastings), and experienced in **public policy**, **economics**, **marketing**, **public relations**, and **lobbying**.

Michele Simon placed the Hampton Creek / Unilever story with the New York Times, which went viral

Value of free advertising for Hampton Creek: \$21 million in one week



FORTUNE

Mayonnaise wars: Unilever files suit against startup Hampton Creek

The Washington Post

Big Food's weird war over the meaning of mayonnaise, America's top condiment

TIME

Lawsuit Could Force Upstart Condiment Brand to Hold the 'Mayo'

Los Angeles Times

Vegan mayonnaise maker sued by food giant Unilever

WALL STREET JOURNAL

Hellmann's Seeks Justice vs. Just Mayo

Mayonnaise-Maker Unilever Accuses the Eggless Product of Spreading Falsities

Forbes

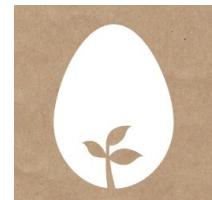
Mayo By Any Other Name: Bill Gates-Backed Startup Sued Over Sandwich Spread



Michele Simon has the legal knowledge, PR skills, and media connections to get pro-industry stories placed fast. With nearly two decades of experience in food policy and advocacy, Michele is a recognized name in the field, with deep connections and a proven track record.

I trust Michele to lead this new trade group because no one has her unique combination of skills and passion to help our industry grow.

Josh Tetrick, CEO, Hampton Creek



The Problem

The Problem

- As new mission-driven companies compete head on with industrial foods, we will see more **legal challenges and industry pushback.**
- The industrial food lobby has deep pockets and **immense political power.**

Recent Headlines

The New York Times

In Final Spending Bill, Salty Food and Belching Cows Are Winners

Mother Jones

The Food Industry Lobby Groups Behind the New School Nutrition Standards

No wonder Pop Tarts count as a whole grain.

POLITICO

Big Agriculture flexes its muscle



The Solution

The Solution



Better Foods Association

- A trade group representing innovative companies will:
 - **lobby regulatory agencies**
 - **aid in litigation defense**
 - **conduct public relations**
- If we don't pay attention to regulatory hurdles, industry pushback, and public perception, **progress could be halted.**
- Will minimize risks and protect investments by **anticipating challenges and acting proactively** to smooth the path to market.

The Solution

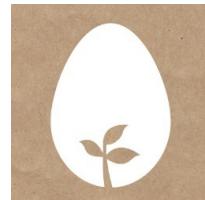


Potential members

● Plant-based food companies



● Sustainable meat, egg, dairy companies



● Cultured meat and dairy products



Marin Sun Farms
Local Food for A Sustainable Future



Modern Meadow



Lobbying

Lobbying and Regulatory



- Ensuring a smooth regulatory path for new products to come to market
- Advocating for innovative companies and defending their technologies
- Gaining access to federal assistance programs such as school meals



Michele Simon testifying before the House Judiciary Committee, September 2010.



Potato Industry's
Lobbying Pays
Off as Congress
Adds Vegetable to
WIC Menu

Litigation

Competition and Litigation



Better Foods Association will use various legal tools to challenge deceptive marketing claims (e.g., on sustainability and nutrition) that undercut its members' competitive position in the marketplace.

Recent Headlines

NATIONAL LAW REVIEW

Supreme Court Says POM Can Sue Coke for False Advertising



Corn Syrup Versus Sugar Legal Fight Goes to Court



Education

Education and Media Relations



Educating consumers to increase demand for **innovative products** and acceptance of **new food technologies**.

Media outreach



Speaking at conferences





The Movement

Building a Movement



Better Foods Association will be bolstered by **deep collaboration with consumers and advocacy groups** and by engaging with the public in a way that other trade groups have not done, to overcome the industrialized food complex.

Hampton Creek Petition to Unilever

change.org

Stop Bullying Sustainable Food Companies

CONFIRMED VICTORY

This petition made change with **112,419** supporters!

Budget



Year 1

create strategic plan and budget
recruit members • build website
raise additional funds • prepare for launch

\$250,000

Full-time CEO (as consultant, no benefits): **\$80,000**
Half-time admin and membership outreach (same): **\$25,000**
Travel and related costs for recruiting members: **\$25,000**
Website development: **\$20,000**
Incorporation, other legal and consulting: **\$30,000**
Reserve and crisis response: **\$70,000**

Total: **\$250,000**

Year 2

Projected Income: \$500,000

Membership Tiers

Founding board members: \$25-50K (8) **\$300,000**

Founding members: \$10K (20) **\$200,000**

Program

Launch regulatory activities,
begin consumer education,
begin public relations

Year 3

Projected Income: \$1,000,000

Membership Tiers

Founding board members: \$25-50K (8) **\$300,000**

Founding members: \$10K (20) **\$200,000**

Members: \$5-\$20K (40) **\$500,000**

NGOs and individuals can also join

Program

Launch competition and litigation activities,
scale up Year 2 activities

Tax structure will be 501(c)(6), what IRS calls “business league”



**Let's build a better world
through better foods,
together.**

Michele Simon, JD, MPH
510-465-0322
michele@eatdrinkpolitics.com