



## **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



# 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.

**FOOD**  
Manufacturing®

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**

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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**

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