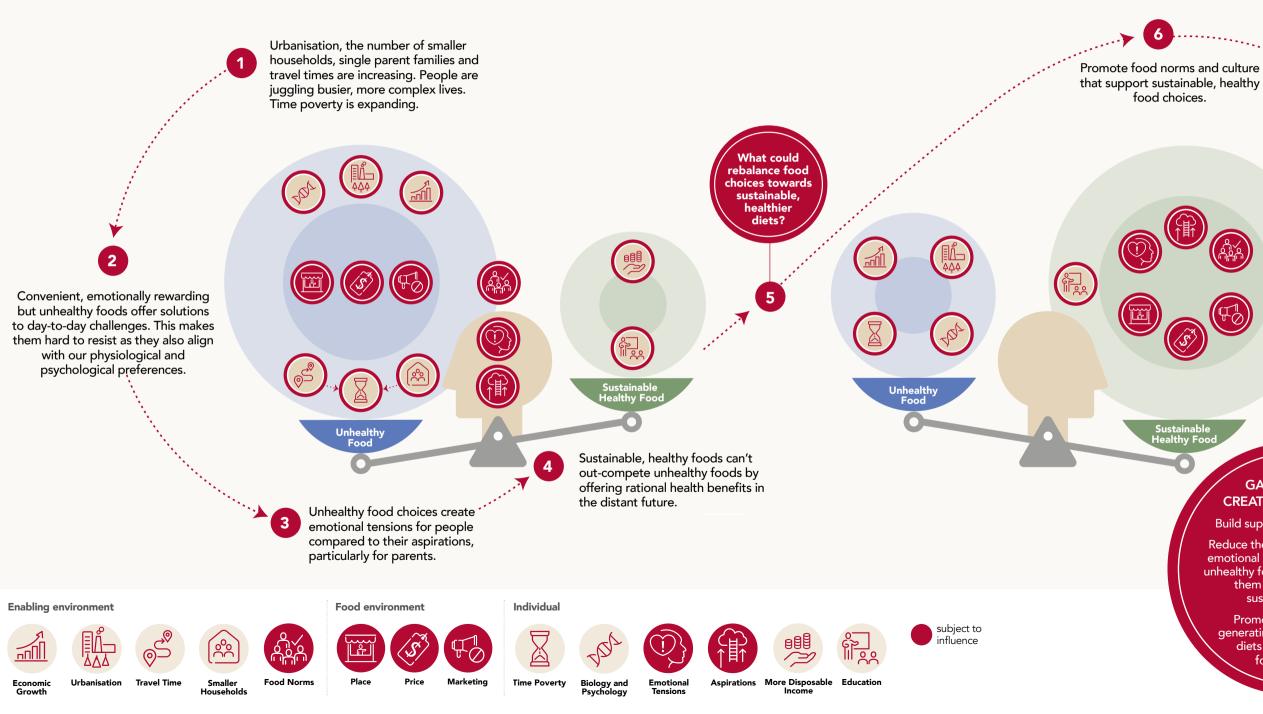


APPROACH TO DEMAND CREATION



Reduce the emotional and financial appeal of unhealthy foods through market regulation and taxation.



Connect with people by acknowledging the emotional tensions inherent in their current food choices. Resolve these tensions through an emotional benefit that motivates more sustainable and healthier food choices.

GAIN DEMAND **CREATION PRINCIPLES**

Build supportive food cultures

Reduce the bad by lessening the emotional and financial appeal of unhealthy foods and differentiating them from healthy and sustainable foods.

Promote good food by generating desire for healthy diets from sustainable food systems.