





is the
#1 ORGANIC
BABY FOOD
*in the US!**



OUR ENLIGHTENED NUTRITION APPROACH



OUR TEAM OF PARENTS & PARTNERS

We use our personal knowledge as parents and partner with trusted pediatricians, registered dietitians, and children's health experts.



CURATED INGREDIENTS

We curate our ingredients and tailor our products to baby's age and stage.



AGE & STAGE APPROPRIATENESS

We taste and thoroughly analyze each individual ingredient and every batch of food that goes into our products.



QUALITY & SAFETY



Why Organic?

ORGANIC

- ✓ Mandatory certification
- ✓ NO GMOs allowed
- ✓ NO toxic persistent pesticides
- ✓ NO synthetic fertilizers
- ✓ NO sewage sludge & irradiation
- ✓ NO antibiotics or growth hormones used on animals

CONVENTIONAL

- ✗ NO certification
- ✗ GMOs allowed
- ✗ Toxic persistent pesticides allowed
- ✗ Synthetic fertilizers allowed
- ✗ Sewage sludge & irradiation allowed
- ✗ Antibiotics & growth hormones allowed

NON-GMO

- ✗ NO certification
- ✓ NO GMOs allowed
- ✗ Toxic persistent pesticides allowed
- ✗ Synthetic fertilizers allowed
- ✗ Sewage sludge & irradiation allowed
- ✗ Antibiotics & growth hormones allowed

NATURAL

- ✗ NO certification
- ✗ GMOs not regulated
- ✗ Toxic persistent pesticides not regulated
- ✗ Synthetic fertilizers not regulated
- ✗ Sewage sludge & irradiation not regulated
- ✗ Antibiotics & growth hormones not regulated

* Non-GMO claims do not require a certification, unlike the Non-GMO Project Verified claim, which includes rigorous testing to verify compliance with strict standards.

** The term natural has not been regulated by the FDA and has no legal definition.



OUR PACKAGING COMMITMENTS

We are the first U.S. organic baby food brand pledging to make 100% of its packaging reusable, recyclable or compostable by 2025



Make 100%
of our packaging
**RECYCLABLE,
REUSABLE, OR
COMPOSTABLE**
by 2025



Include the
**HOW2RECYCLE®
LABEL**
on 100% of primary
packaging by 2025



Use an average of
**25% RECYCLED
MATERIAL**
in all rigid plastic
packaging by 2025
and ensure zero
deforestation
in paper packaging





WE'VE BEEN A CERTIFIED B CORP SINCE 2011!

*For three years running, we've been awarded a
Best for the World honor by B Lab!*

Best for the World awards are given to a business
going above and beyond in their business
practices and commitment to people and planet.



B CORP MEANS

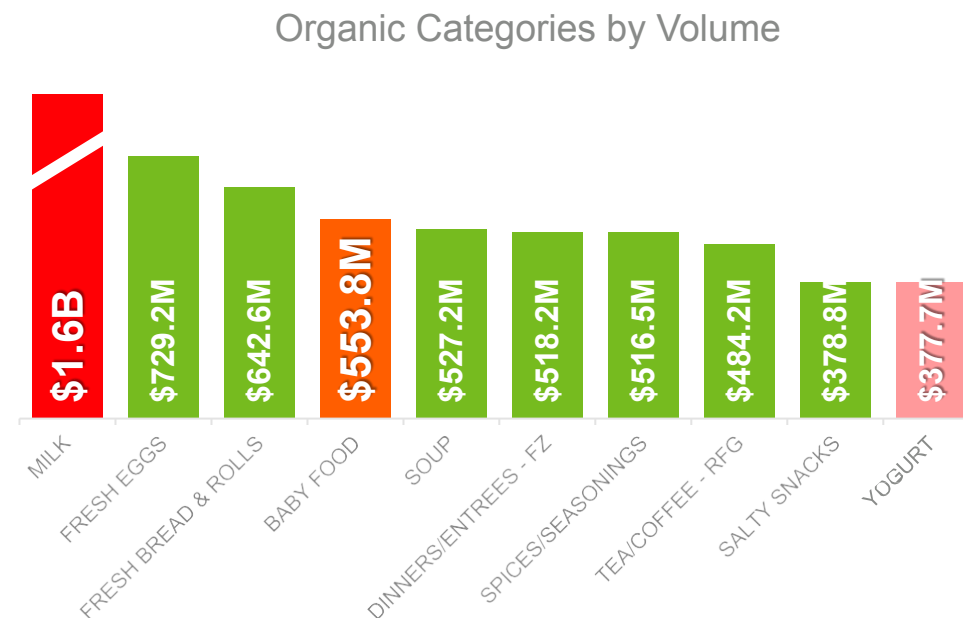
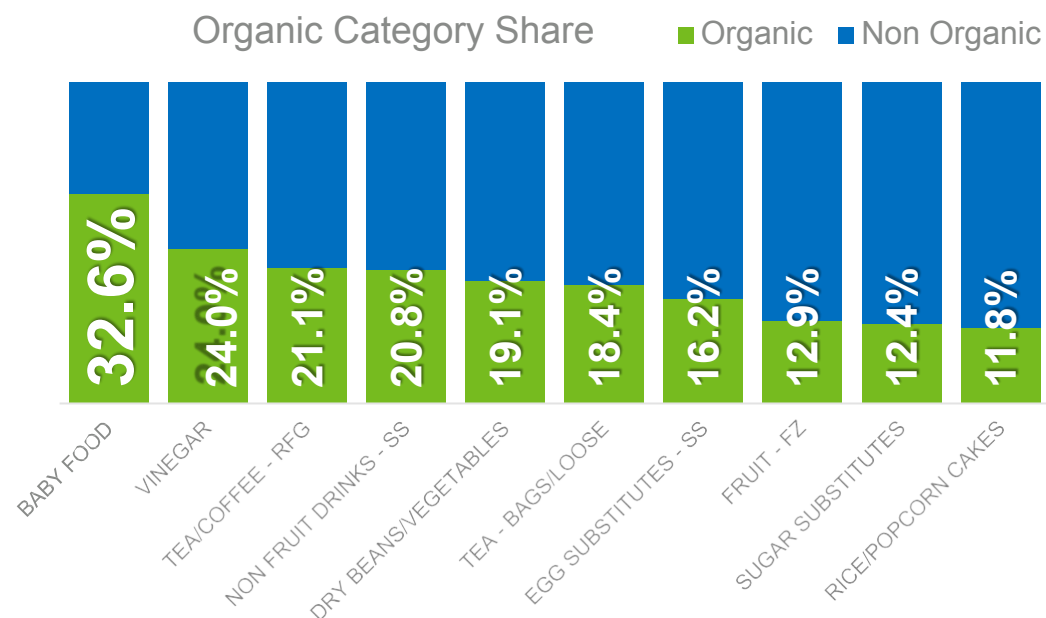
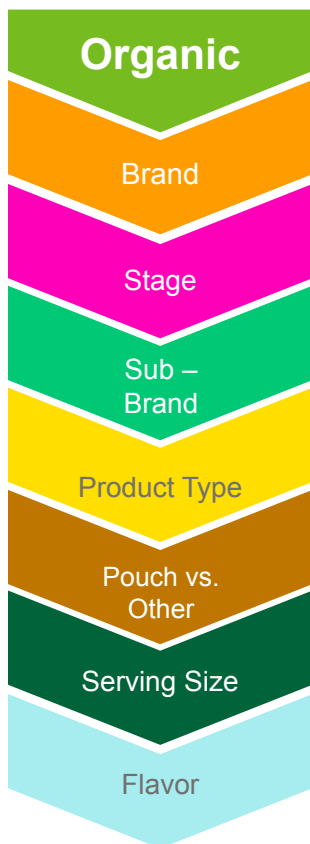
**USING BUSINESS AS
A FORCE FOR GOOD**

B Corps are for-profit
companies certified by
the nonprofit B Lab to meet
rigorous standards of social
and environmental
performance, accountability
and transparency.



Baby Food is an entry point for the Organic Consumer

Baby Food Hierarchy

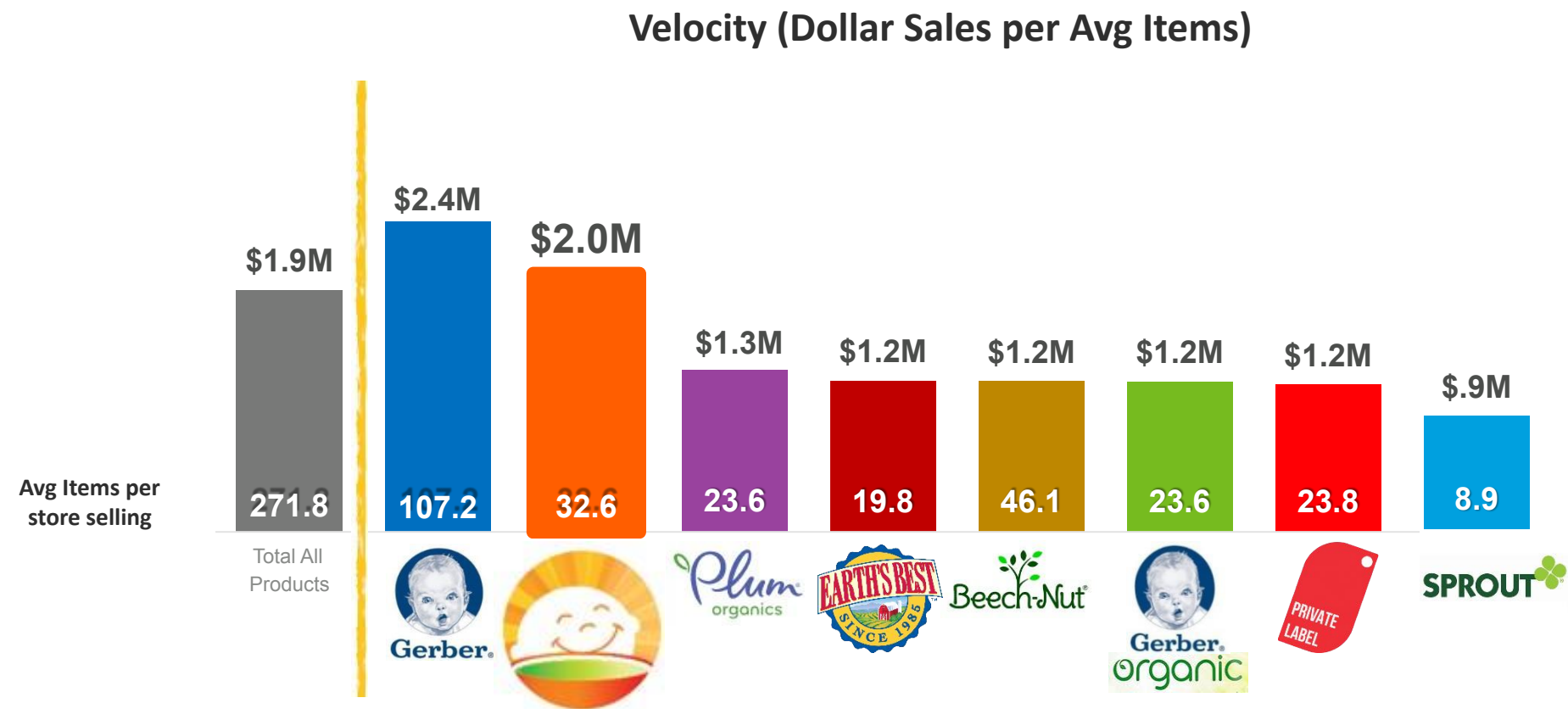


At 33%, Baby Food is the most developed Organic Category in IRI. Organic is the #1 choice on the Baby Food Decision Tree.

While Baby Food as a Category Ranks 80th by total volume in IRI, it Ranks 4th in IRI's Organic Categories by volume.



In US MULO Happy Family is 2nd only to Gerber Non-Organic in dollars per average item, and at \$2.0M per item YTD 2021 Happy Family SKUs are 56% more productive than the average for an organic baby food item



THANK
YOU!



THIS IS
SARAH