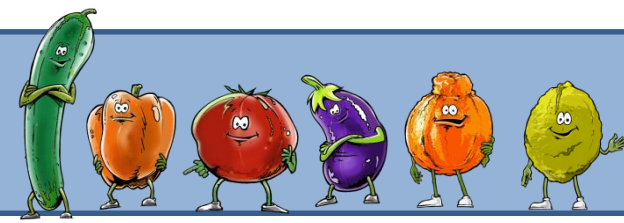


THE MISFITS – RISE OF THE REJECTS

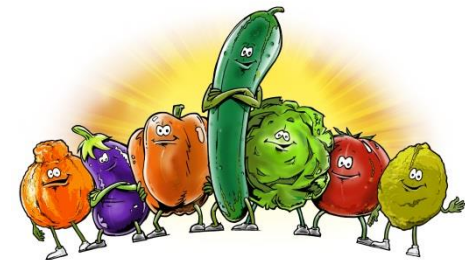




UGLY VEGETABLES

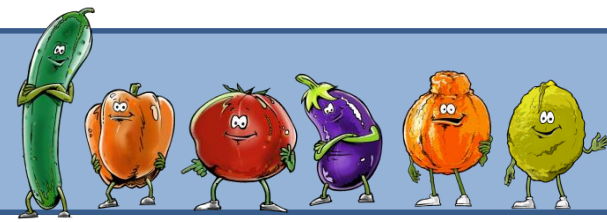


<https://www.youtube.com/watch?v=qQQMygivn0g>





THE CHALLENGE



REDHAT DISPOSES OF 100,000 OF LBS OF PRODUCE EVERY YEAR

CFIA SPECS

QUALITY ISSUES

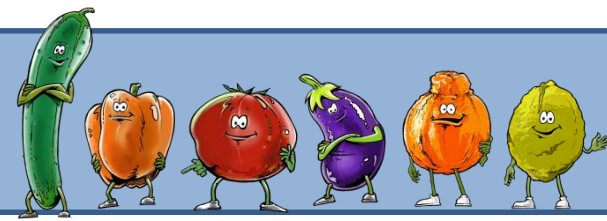
OVER PRODUCTION

HOW CAN WE REDUCE / ELIMINATE THE PRODUCT THAT IS LOST TO CFIA SPECS & OVER PRODUCTION





THE TEST PHASE



4 Stores – Calgary / Airdrie



8 Stores – Calgary / Medicine Hat / Taber

Results

STRONG SALES

1.2M MEDIA
COVERAGE

IN STORE
EXCITEMENT

US EXPANTION
OPPORTUNITY

REDUCED WASTE

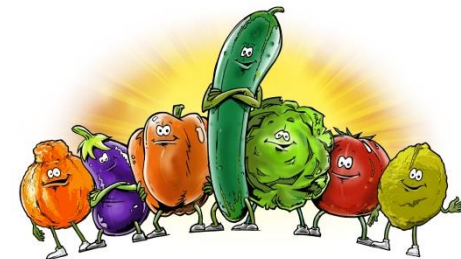
FINANCIAL GAIN
FOR GROWER



Licensing Agreement for US Program
Begin roll out to Retail

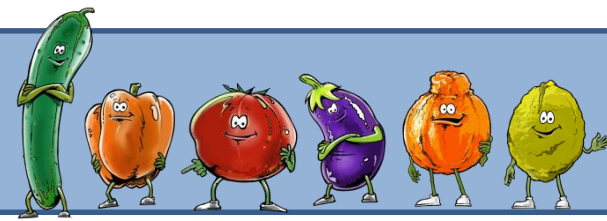


Safeway – Not interested
Co-op - Not Interested





THE ROLL OUT



650 stores



Several other locations showing interest

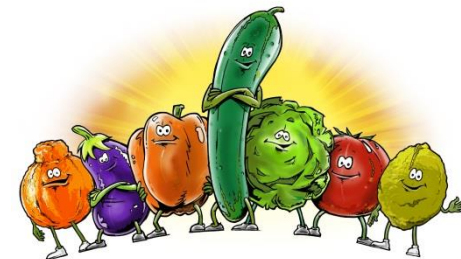


40 stores



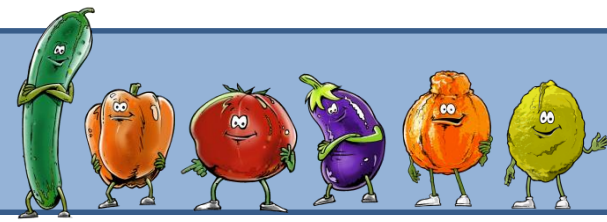
Expressed interest from Walmart & Metro

Sobeys Saga





PROGRAM FUTURE



Key Elements for Success – in Canada

Government Support

- i. Place pressure on Retailers / Food Service Suppliers
- ii. Educate Consumers

Program Geographic Expansion

- i. Program needs to stabilize in Western Canada
- ii. Program Launch in Eastern Canada

Growth the support Logistics

- i. Larger scale support in geographic regions (BC / AB / Ontario) to support cost of Logistics ensuring a significant price benefit

