

YOSO Presentation  
Ontario Hazelnut Association AGM  
March 22 2016

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FROM OUR FAMILY TO YOURS

VEGAN, DAIRY-FREE, EGG-FREE , PEANUT-FREE, CASEIN-FREE  
GLUTEN-FREE, PRESERVATIVE-FREE, CARAGEENAN-FREE



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# Agenda

- Who are we?
- Market info
- On the horizon

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# Who are we?

- Family Heritage: We are a Canadian based family business based in Cambridge, Ontario with over 70 years of family dedication in dairy free products.
- Wholesomeness guaranteed: All our products are based from whole certified organic ingredients including locally grown soybeans, raw coconut, almond and cashew.
- Quality assured: We make all our products in small batches exclusively at our own facility with zero recall since day one of operation.



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# Company Milestones

- Initiated by PROJECT SOY at University of Guelph in 1998
- Incorporated on June 2<sup>nd</sup> 1999
- First prototype: April 2000
- Feasibility study: March 2001
- First draft of business plan: July 2001
- Manufacturing facility completed: Sept 2002
- First order: Nov 2002
- First order delivered to a retail chain: June 2003

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# Market info

- Non-dairy alternatives are no longer only catered to the population who are lactose intolerant and vegetarians, but also to “flexitarians” who are consumers who are driven by health benefits of consuming less animal protein.
- Flexitarians are made up from a significantly much larger population base. For example, 6% population are vegans vs. 26% population in US who had consumed less milk or meat in 2015\*
- Flexitarians are taste-driven and wholesomeness- driven.
- Local food movement
- Market size: Non-dairy milk alternatives had reached 75 million litres (or \$191 million in retail sales) in Canada in 2015.

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# On the horizon

- To be **NUMBER ONE CANADIAN** BRAND OF DAIRY FREE CULTURED PRODUCTS !!!



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