





Adapt -
and enjoy from a booming niche market

Keep your farm, your animals and your identity

and get the support you need for a quick & risk free transition to produce fresh plant-based milks and get the customers you need near you

Animal farming is detrimental to animals, the environment and the farmers themselves.





1 out of 4 farms closing down

In Europe between 2003 and 2013

[Eurostat](#)

The consumers habits are changing drastically over the last few years.

Most big industries and companies have noticed it and are making big changes to adapt to the new market in order to survive.

Small companies, family businesses are the ones suffering the most. Lack of money, lack of time and lack of information make it hard on them to go in the right direction.

The animal farming industry is particularly at risk and that's the one we are focusing on. We want to give the power back to the farmers, help them adapt to the trending market whilst also keeping their identity as farmers.

What the market says



PLANT-BASED POTENTIAL

Source: Innova Market Insights, 2017

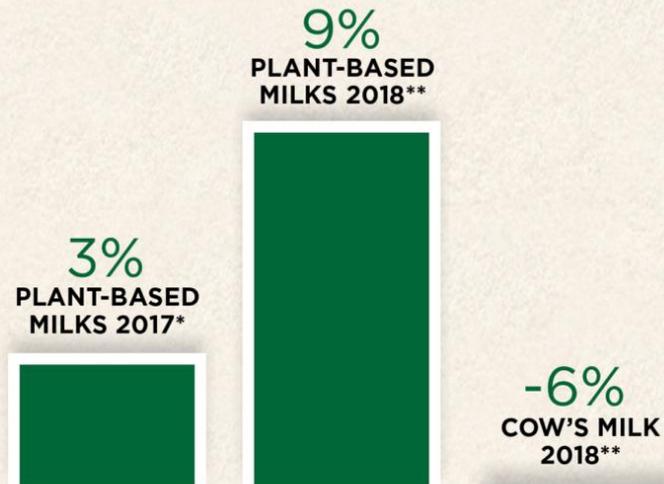


30% more demand

for plant-based milks since 2015 (in the UK alone)

[source](#)

Growth of PLANT-BASED MILKS vs. Cow's Milk in Retail



* 52 weeks dollar sales ending August 2017

** 52 weeks dollar sales ending June 2018

PBFA-commissioned data from Nielsen



We have a mission :

helping farmers transitioning out of milk and meat production, turn their farm into an animal sanctuary and make a living from producing fresh plant based milks.



Turning into an animal sanctuary

Animal farms (not including factory farming) are actually the ideal opportunity to be able to create animal sanctuaries without having to acquire new lands, find volunteers to care for the animals and facing the threat of surviving from donations.

Farmers have already the land, the animals and the people that can care for them.

By stopping to exploit them in any way, animal farms can become animal sanctuaries in days. A very much needed and quick solution!

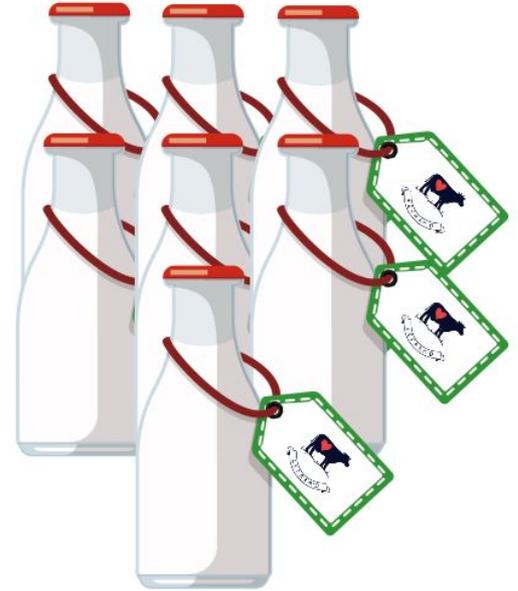


Fresh plant-based milk production

Plant-based milk production is an easy process that requires only simple ingredients whilst not needing for big equipment or intensive training.

With over **30% rise on the demand of plant-based milks** (in the UK alone!) since 2015, this is a great opportunity for a successful and simple transition.

Transitioning to growing plants is a long process, that is sometimes even not possible on certain farms, and makes for an uncertain future. That's why, in our solution, **farmers will source ingredients** from local producers so they don't need to grow those ingredients themselves and can **keep the land for their animals.**





Source ingredients



Soak in water



Blend with
filtered water



Strain for smoother blend



Enjoy fresh plant milk

Making fresh plant milk from local ingredients

Easy process, simple ingredients, no big equipment or training required

Reconnect with local community

We want to provide a community platform to allow farmers to profit from a booming niche market and connect with customers (no middleman).

Customers can choose between a regular **home delivery** in returnable glass bottles or dropping by at the farm to **collect their order** to meet the farmer and his animals.

Farmers can enjoy regaining a better image amongst the public whilst providing a quality product to the local community

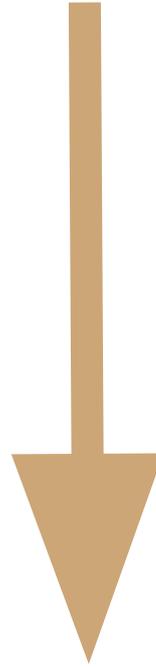


Our process

After a first introduction of the solution to the Farmer, we proceed with market research to help us define interest in the Farm's location (in a 250 km radius).

A detailed proposal is then presented and when accepted we open the pre-orders.

We then provide help farmers transition and deliver the orders.



Research

Proposal

Collect pre-orders

Transition & delivery



Our proposal

1. Starter Kit
2. Requirements
3. Numbers

Starter Kit

Refarm'd will provide a starter kit, with a 3 months trial period contract, to the farmer **for free** to ensure for **quick & easy transition** that doesn't involve risks for the farmer.

- **Equipment** for plant-based milk production (commercial blender, cold and dry storage, reusable glass bottles with washing machine, osmosis water filtering system and other needed tools.
- Contracts with local **providers** for ingredients, pick-up and delivery services, cleaning services and other needed providers.
- **Training** for plant-based milk production and food hygiene standards.
- **Pre-orders** from customers in a 250 km radius around the Farm with ongoing subscriptions to weekly plant-based milk delivery.
- Ingredients needed for production of the first **250 liters** of plant-based milk.

Requirements

To benefit from the starter kit and Refarm'd help to transition, there are some requirements that the Farmer has to accept during the trial period.

- Dedicate a **room/space** in the farm for plant-based milk production. The space will be professionally sanitised and disinfected by our care to be ready for food production and reduce contamination.
- Accept food hygiene **inspections** and Refarm'd selected veterinarians visits when needed. Frequency to be defined.
- Dedicate time to produce at least **2 fresh batches** of plant-based milk per week so we can make sure the customers have daily fresh milk (as these fresh milks only last for about 5 days).
- Agree to **stop all form of exploitations** of his animals (no breeding, milking, mutilation, selling of the animals or other types of exploitation).
- Accept **mediatization** of the transition and the production process that will happen on the farm on any media format chosen by Refarm'd.

Numbers

An example* of organic **oat milk** production in the **US** with a suggested selling price of **\$3** per liter can be the following:

- **250 subscriptions** x 2 L per week (2L/week is the most chosen type of subscription)
(Equals around 2250 L per month)
= **\$6750/month**
- **220 subscriptions** x 4 L per week (4L/week is the second most chosen type)
(Equals around 3960 L per month)
= **\$11880/month**

These are **low estimate**, as following our research we can see that there is a lot of demand. The farmer will also be able to diversify, propose other types of milks as well as other plant-based alternatives like cheese, yogurt and butter to increase income. This calculation also doesn't include businesses like restaurants and cafes who order large quantities.

*Numbers will vary depending on location of the Farm and the costs of production. These are just examples. A specific proposal will be made for your farm.

Our model

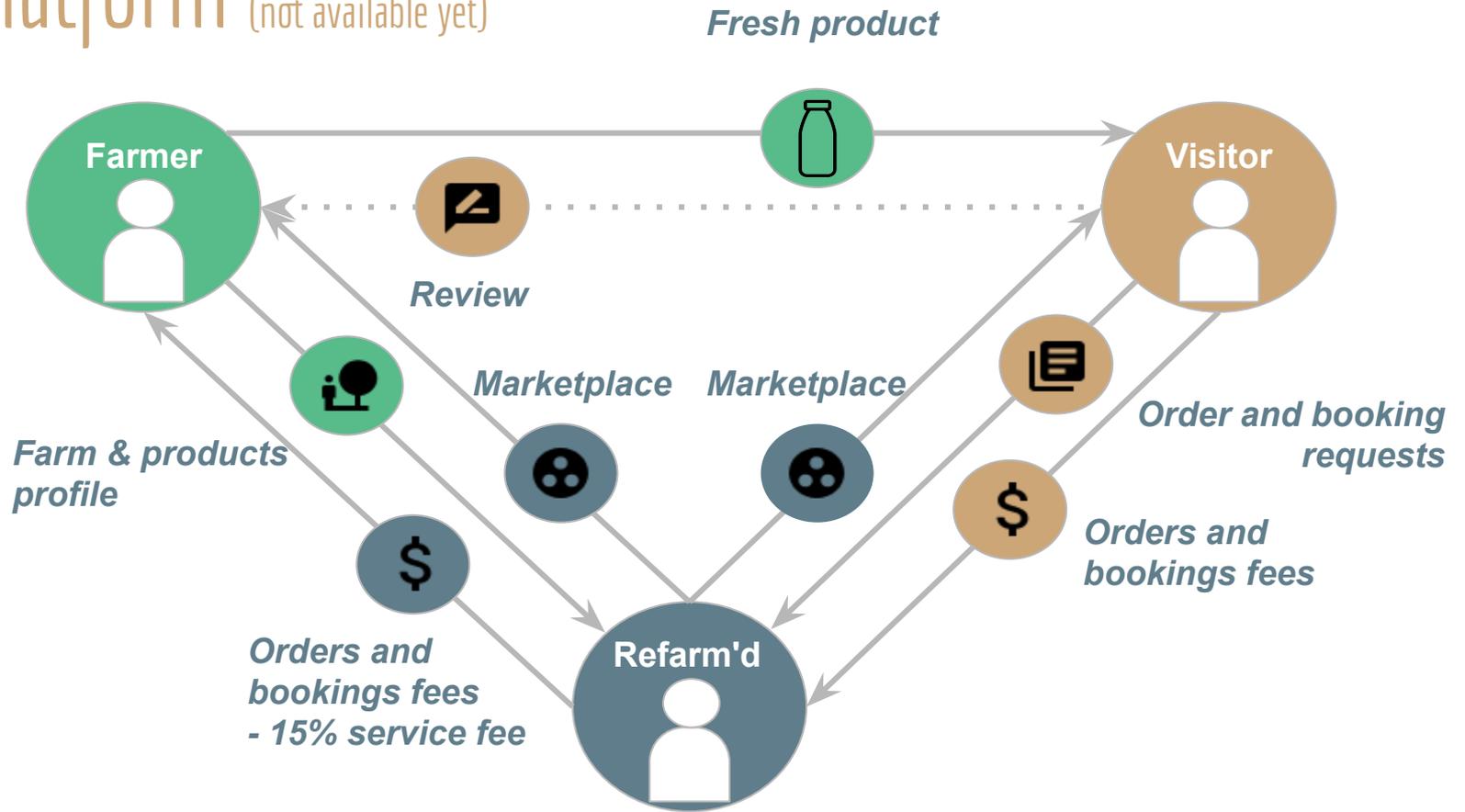
Reform'd will give **ongoing support** to the Farmer during transition and after, and will give him all the tools needed to be successful.

One of these tools is our **online platform** that will allow Farmers to showcase their products and their farm. This platform will allow customers to find local farms and choose from the different subscriptions to ensure long term orders to the Farmer.

Reform'd will retain **15%** from each subscription to be able to continue helping other farmers. Hence **85%** will go directly to the Farmer with no middleman.



Our platform (not available yet)



The values driving us behind this project

Ethics - Environment - Health

Contact us

We'd love to hear from you!

www.refarmd.com



<https://www.facebook.com/refarmd/>



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The future of farming could be a bright one with a little change. Benefiting everyone from the farmers, the customers, the planet and of course our friends the animals.

Getting back to basics, reconnecting with where our food comes from and how it has been produced, being more mindful about how we consume and who we support are all rightfully hot topics nowadays!

We need you to make it happen, care to give it a try and join?

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A handwritten signature in a cursive style, appearing to read 'Geraldine', positioned to the right of the email address.