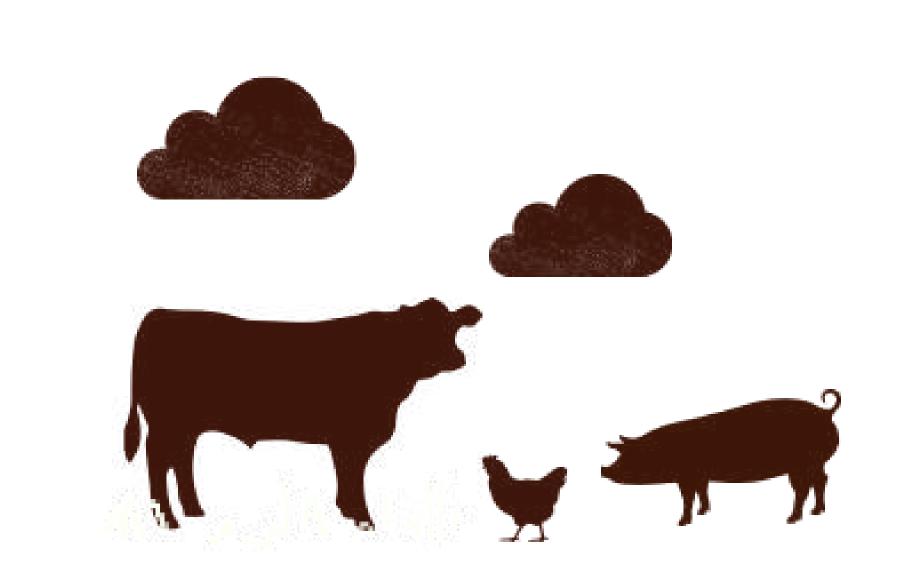
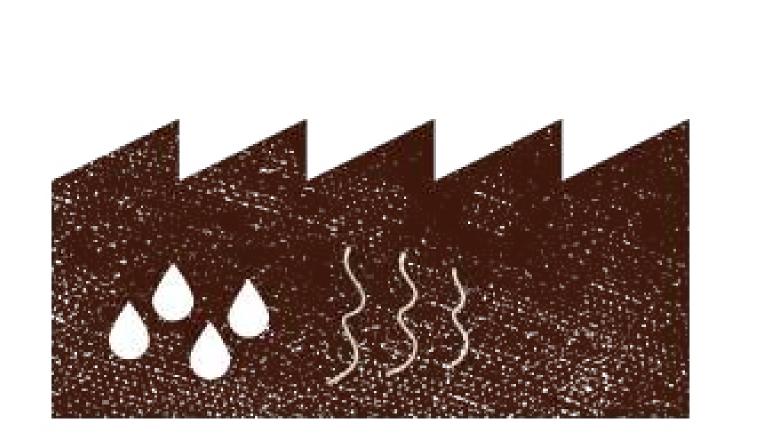


OUR STORY

In 2018, after years of searching for high-quality, natural dog treat products, we decided to bring them to the market. That's how Natural Farm was born – We wanted to present the industry with what it lacked the most: All-natural dog chews, treats, and bones, sourced from local suppliers and produced in human-grade, FDA- and USDA-approved facilities, where every product is lab tested for quality & contamination.



It starts with beef, pork and chicken delivered to OUR OWN facility!



Where we clean with pure water and slow air-dry to preserve the nutrients!



Then packaged and...
WOOF WOOF! Ready to
be delivered to your door!



WISION

To become the most trusted dog treat company in North America, pioneering an industry where the health of pets, people & the planet is always the highest priority.

MISSION

Natural Farm is committed to consistently providing high-quality, healthy, and sustainable dog treat products that breed new industry standards and make the world a better place.

VALUES

Sustainability, responsibility, and transparency are at the core of all we do, and we're dedicated to giving back:



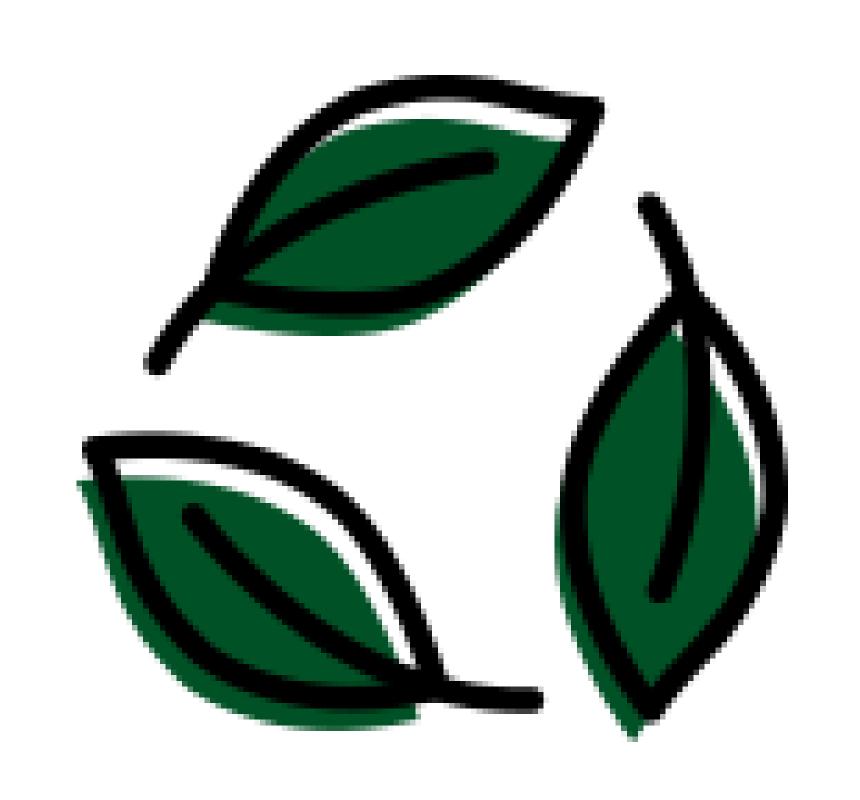
Social Good

We **support** reforestation, nonprofits & communities in need.



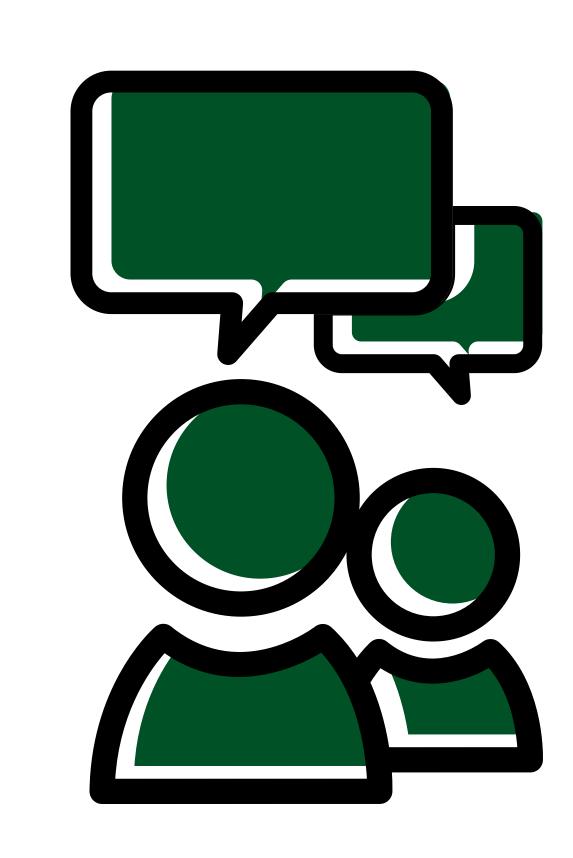
Ethics

We **ethically source** our raw materials directly from farms.



Sustainability

We package our products in eco-friendly materials.



Relations

We go above & beyond to provide **exceptional service** to our valued customers.



Equality

We believe in **equality for all** and never discriminate.

WHY WE MATTER

We control every step of the process: from sourcing, production, lab testing, and packaging. While other companies buy products from multiple suppliers, we locally source our 100% natural ingredients from local Brazilian farms. We own our own human-grade and FDA-approved factories and facilities resulting in great quality and consistency in every batch of chews. Our safety protocols includes lab testing every batch to guarantee a safe chewing experience. Our product development team works on site and is constantly seeking ways to innovate new products and chewing experiences for dogs.



SUSTAINABILITY & SOCIAL GOOD

Sustainability and social good are key to our business model. We partner with One Tree Planted organization to support reforestation projects around the world. Through our production and packaging, we strive to reduce our carbon footprint and are constantly learning new ways to live in greater harmony with the earth. Our certified green packaging is made of 51% recyclable sugarcane and all promotional materials are printed on recyclable materials.

Social good is one of the reasons we were founded. Every year, we contribute a portion of our profits to our community's initiatives to support the work that improves the lives of pets, people, and the planet. A few of the organizations we support include a project called Pequeno Guardião, which translates to "Little Angels," that supports a native Brazilian tribe; a dog sanctuary in Brazil called Recanto dos Peludos; and Charity Water which brings access to clean, safe water. Natural Farm's support will result in five new piped systems that will carry clean water to nearly 100 people in a region of Madagascar where only 36% of people have access to clean water.



BUYER PERSONA 1 BABY BOOMER KRISTY

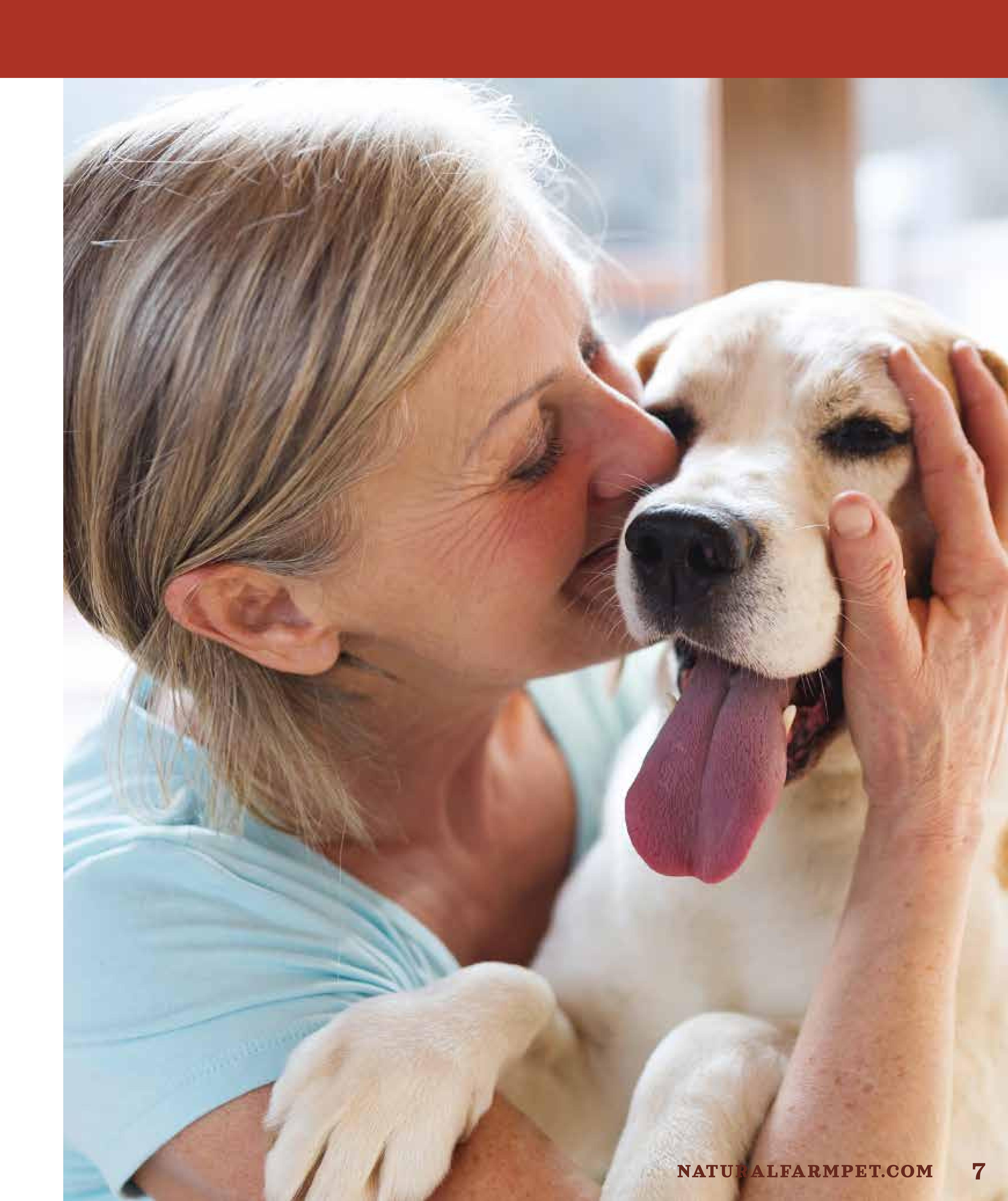
Name: Kristy Status: Married

Age: 56 Income: \$65,000 per year Gender: Female Location: Orlando, Florida

Bio: Baby Boomer Kristy's two kids have both left home for college, so along with her partner, her dog has all her attention. She's constantly finding new ways to spoil her furry companion.

When not at work as a program coordinator for a local nonprofit organization in her community, she spends a significant time in her garden at her house with her pup by her side. When she relaxes in the evening, she enjoys watching cooking shows, the news and following the latest celebrity gossip and escapades. Now, Kristy is paying close attention to the ingredients when she is choosing her dog's food, treats, and chews, as the health of her dog is of the utmost importance.

Influences: Kristy loves to take her dog to a neighborhood dog park and enjoys chatting with the other pet parents about their personal life and their dog's latest favorite toys, food and treats they're loving. She also likes to scroll through Facebook and read online articles to learn about different dog companies. Kristy enjoys browsing for products online and in her local pet store. It's important for her to feel valued by the companies she supports and to trust them with her pet's wellbeing. As a result, she seeks out brands with excellent customer service that can guide her to products suitable for her dog's unique needs.



BUYER PERSONA 2 MILLENNIAL OLIVIA

Name: Olivia Status: Married

Age: 38 Income: \$110,000 per year

Gender: Female Location: Los Angeles, California

Bio: Millennial Olivia has a four-year-old son with her married partner and a dog they love. As a family, they spend as much time as they can outdoors enjoying different family activities in the city and experiencing local events.

Olivia is a product manager for a software company in the healthcare space and cares deeply about the environment. As an environmentally-conscious person, she feeds her dog nothing less than she believes they deserve by only choosing products that have ethically sourced, clean ingredients.

The health of her family is important to her, so she makes sure they eat healthy, nutritious foods. She believes the same health standards she has for her family should be for their four-legged companion, and she won't settle for anything less.

Influences: Since Olivia works in the health industry, she naturally consumes news and information through articles and podcasts, and loves to read and listen to health-related pieces. She knows much of the health information she learns for herself and her family, easily translates to her dog's health. With her busy work and home schedule, the convenience of home delivery is one of the main factors when she's actively seeking new and old favorites healthy options for her dog.



DOG CHEWS & TREATS

Natural Farm's all-natural dog treats and chews are made from high-quality, sustainably sourced ingredients. Products include 100% natural ingredients made from chicken, pork or beef.



