



**Summary:** *Sohr* supports the development of regional food systems by supporting athletic performance. Our brand of protein recovery shakes is the only one of its kind that sources its ingredients from sustainable farms in the Cascadian bioregion.

**Problem: topsoil loss and atmospheric carbon**

Scientific reports estimate that up to 40% of atmospheric carbon excess is due to destroyed topsoil. Organic agricultural practices sequester carbon up to 5 times faster than conventional practices. However, less than 1% of arable farmland is designated as organic in Washington and Oregon.

**Solution: new organic brands, like *Sohr***

Regional food systems depend on many mid-sized growers who generate between \$50,000 and \$500,000 of annual food production on 50 to 500 acres. These growers can organically raise regionally-appropriate crop varieties, but require stable demand to maintain their scale. *Sohr* estimates that for every \$3.2 million in branded food sales of our product, we can support 500 acres of organic production.



**Market Opportunity: plant-based protein recovery shakes targeting female outdoor athletes**

*Sohr* is a brand of premium protein recovery shake targeted towards a \$312 million audience of female outdoor athletes. *Sohr* provides performance-level nutrition with an ingredient profile emphasizing organically grown crop from the Cascadian bioregion. By developing an ingredient sourcing program that favors an ecological boundary, we innovate on food sustainability. There is latent demand for *Sohr's* ready-to-drink format for plant-based athletic recovery. Our audience of active and educated millennials spends up to \$26 per week on sports nutrition products for participation in our core sports: **running, yoga, and rock climbing**

Managerial Team	Nutritional and Sustainability Advisors
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