





MY PATH

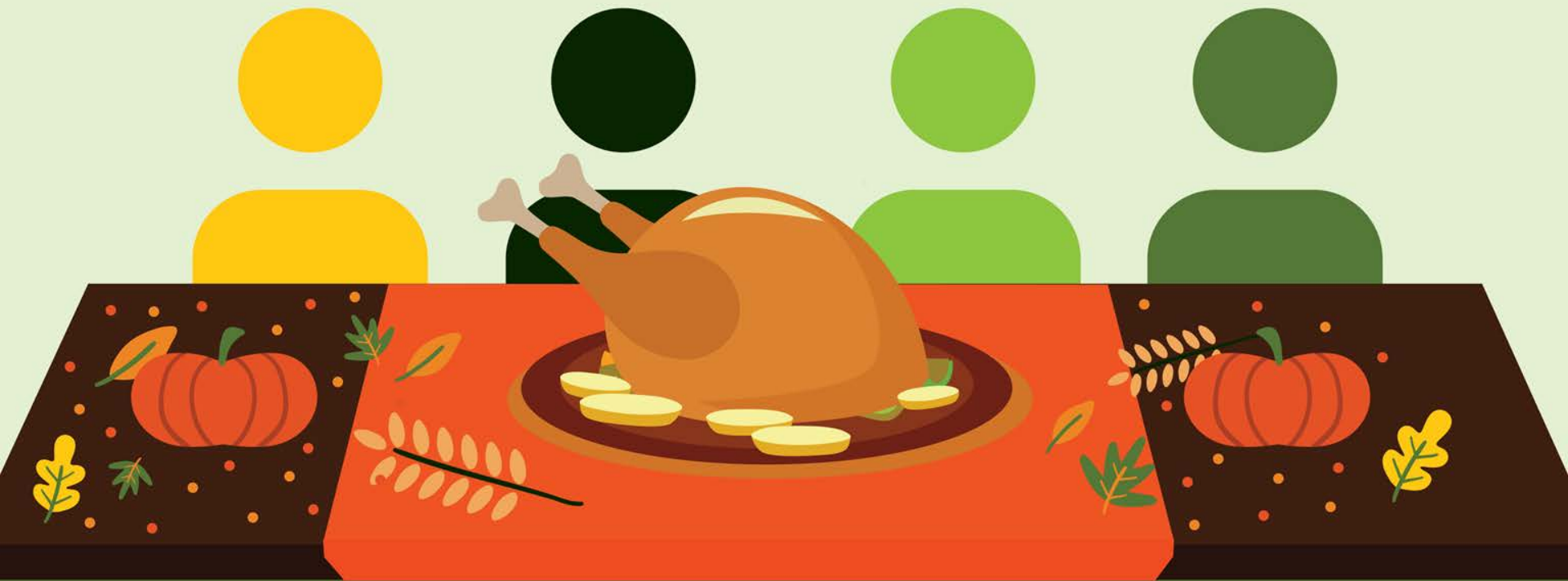


REDUCE, REUSE, RECYCLE





TASTE, CONVENIENCE, PRICE, SOCIAL NORMS

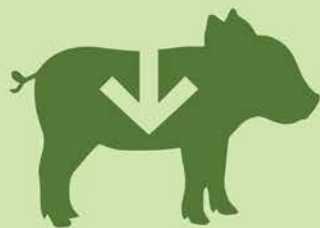
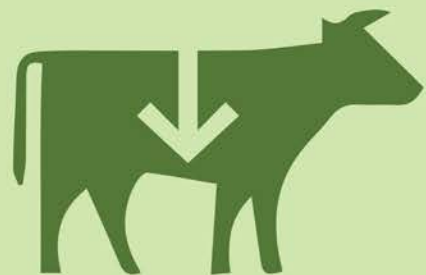


THANKSGIVING

SEMI VEGETARIAN

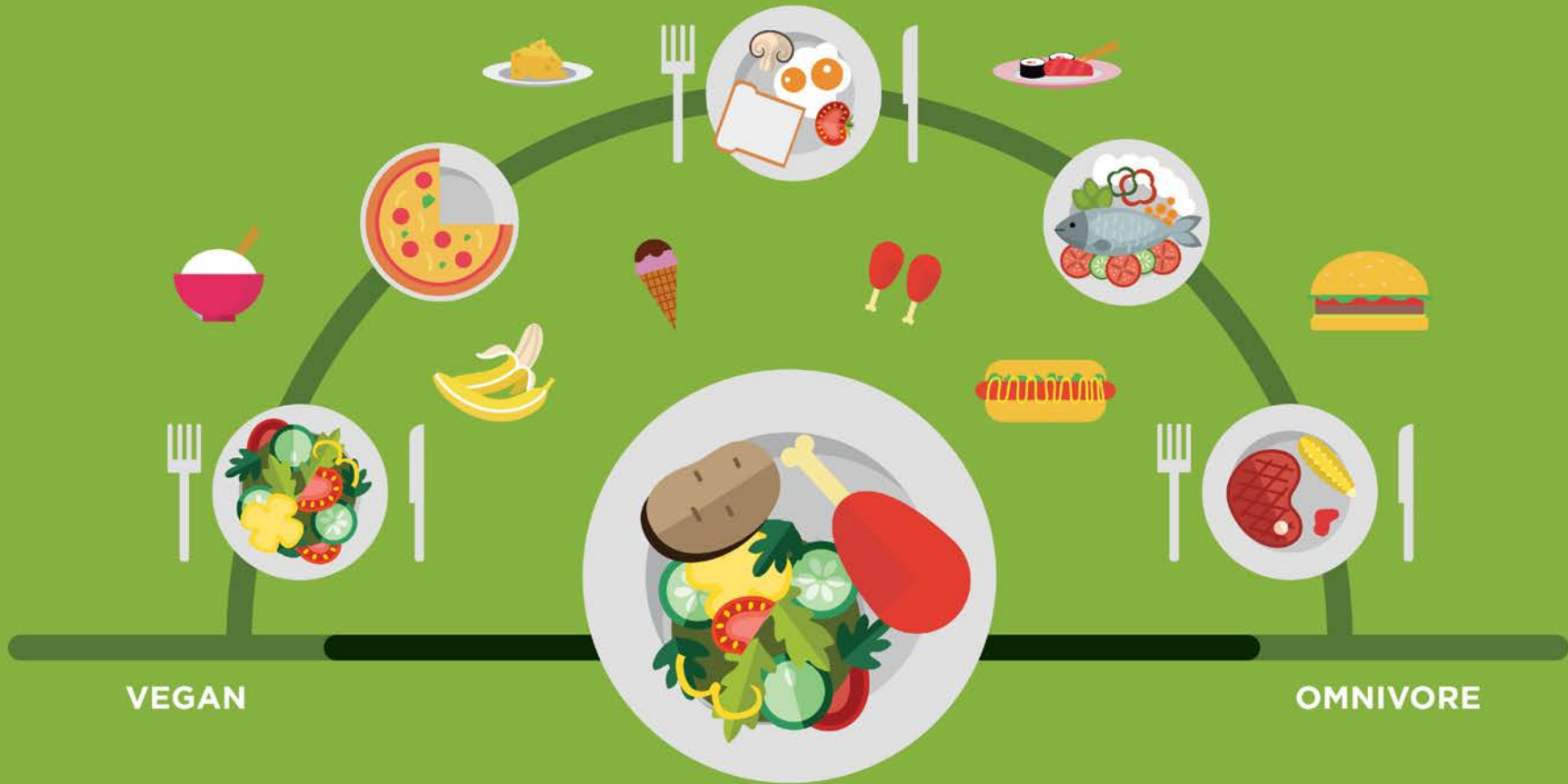
FLEXITARIAN

MOSTLY VEGETARIAN



HELLO I'M A

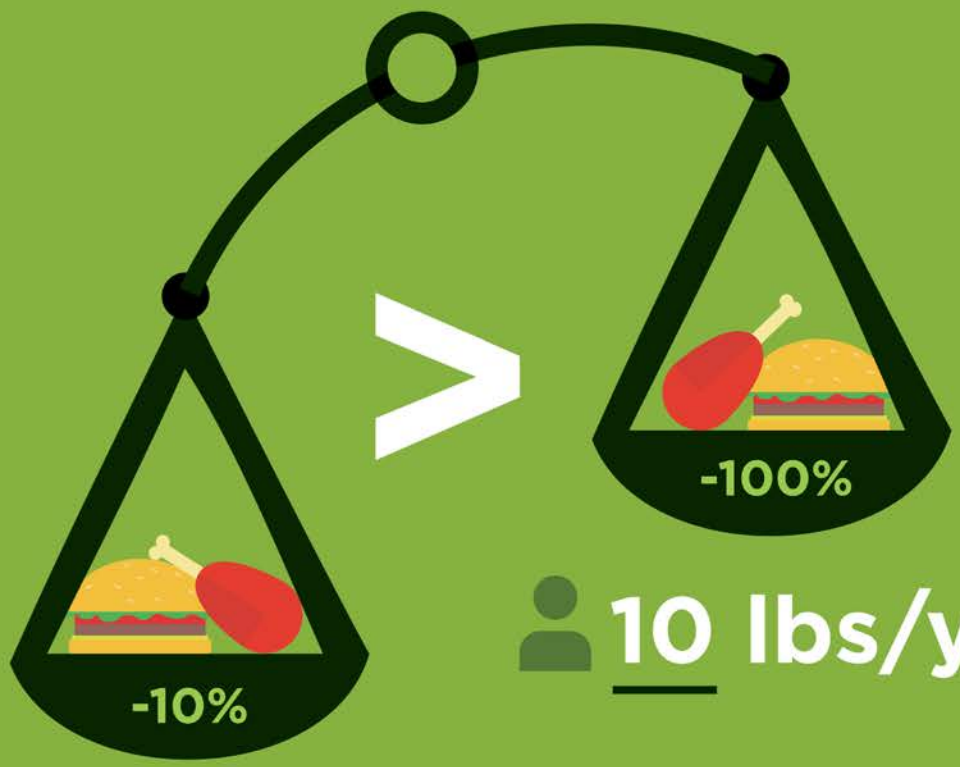
REDUCETARIAN



VEGAN

OMNIVORE

IT'S NOT ALL OR NOTHING



 200 lbs/yr

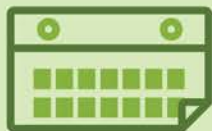
 10 lbs/yr



INCREMENTAL CHANGE IS WORTHY OF CELEBRATION



meatless monday



weekday vegetarian



vegan before six



vegetarian



vegan



Food Service



Restaurants



Food Technology



Welfare Improvements



Investment and Philanthropy



Policy



ALL MOTIVATIONS MATTER



WE'RE ON THE SAME TEAM



Mets



Coca-Cola



Sprite



HORIZONTAL HOSTILITY



WE'RE ON THE SAME TEAM

THANK YOU!