



▲ MATTSON *Webinar*

UPCYCLING:

INNOVATION & PRODUCT DEVELOPMENT WITH UPCYCLED INGREDIENTS



JUSTIN SHIMEK, PH.D.

Mattson CEO &
Chief Technology Officer



TURNER WYATT

Upcycled Food Association CEO



CAROL BORBA

Mattson VP, Innovation



KATHY WESTPHAL

Mattson Senior Food Technologist



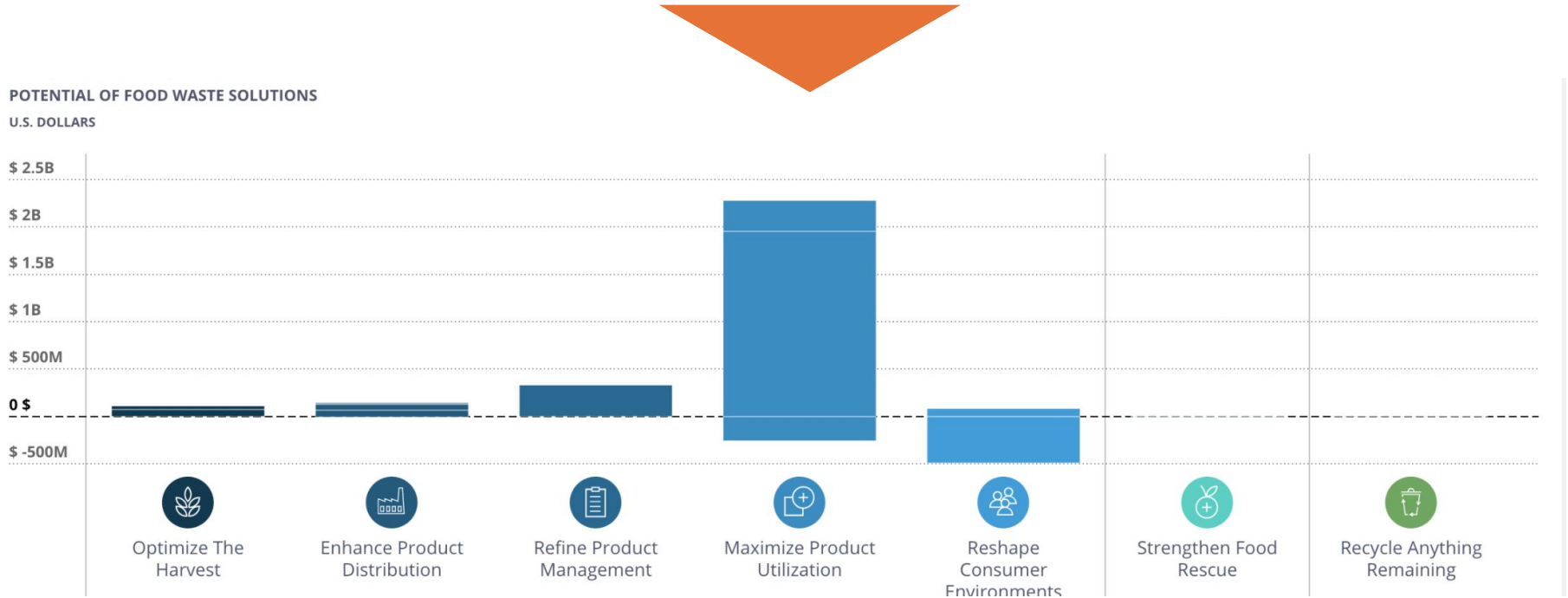
MADDISON GURROLA

Mattson Food Technologist

UPCYCLED FOOD

uses ingredients that otherwise would not have gone to human consumption, and their utilization has a positive impact on the environment.

Annual Net \$ Benefit Potential of Food Waste Solutions



Source:  **ReFED**

Annual Net \$ Benefit Potential of Food Waste Solutions

Top 5 Solutions for Manufacturers

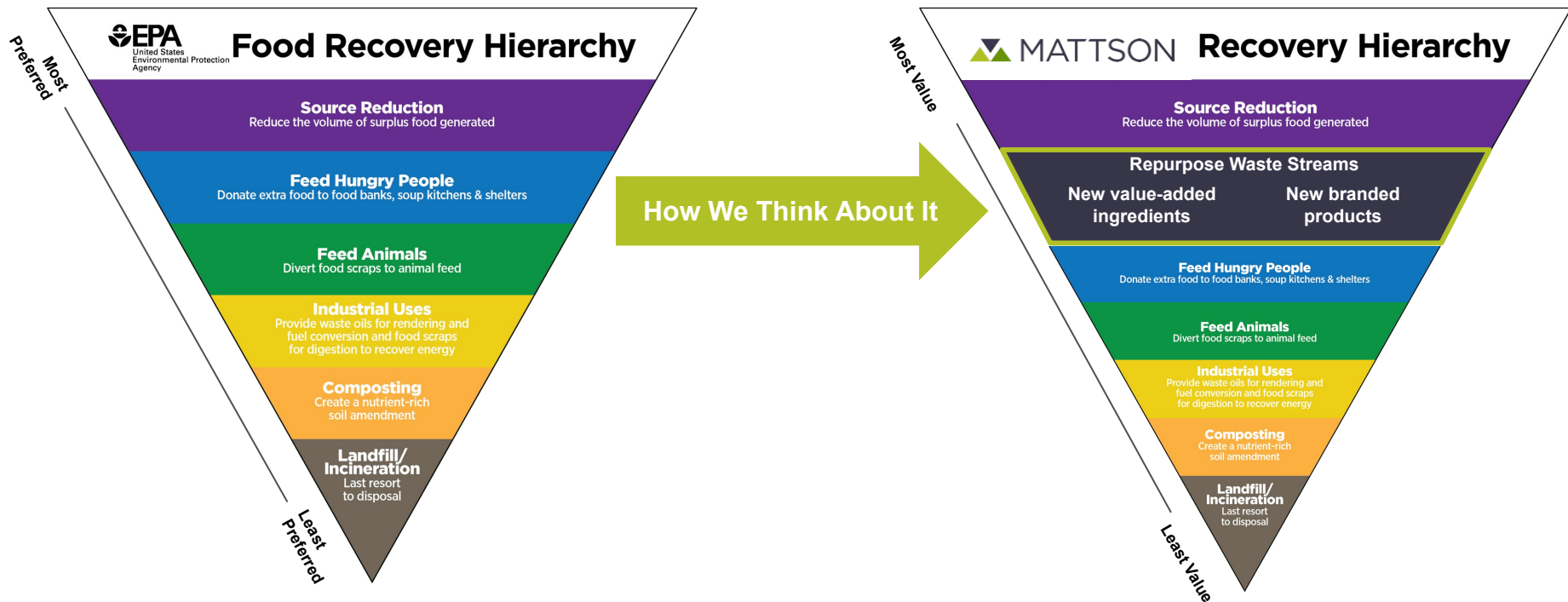
Net Financial Benefit | ▾

Manufacturing Byproduct Utilization (upcycling)	<div></div>	2B
Assisted Distressed Sales	<div></div>	334M
Manufacturing Line Optimization	<div></div>	328M
Standardized Date Labels	<div></div>	84M
Buyer Specification Expansion	<div></div>	73M

(Annual Figures)

Source:  **ReFED**

FOOD RECOVERY HIERARCHY



Mattson longitudinal study to understand consumers' perceptions of **Food Waste and Upcycled Food**.



Online Survey completed by a **“gen pop” national panel**

Respondents **N=507**

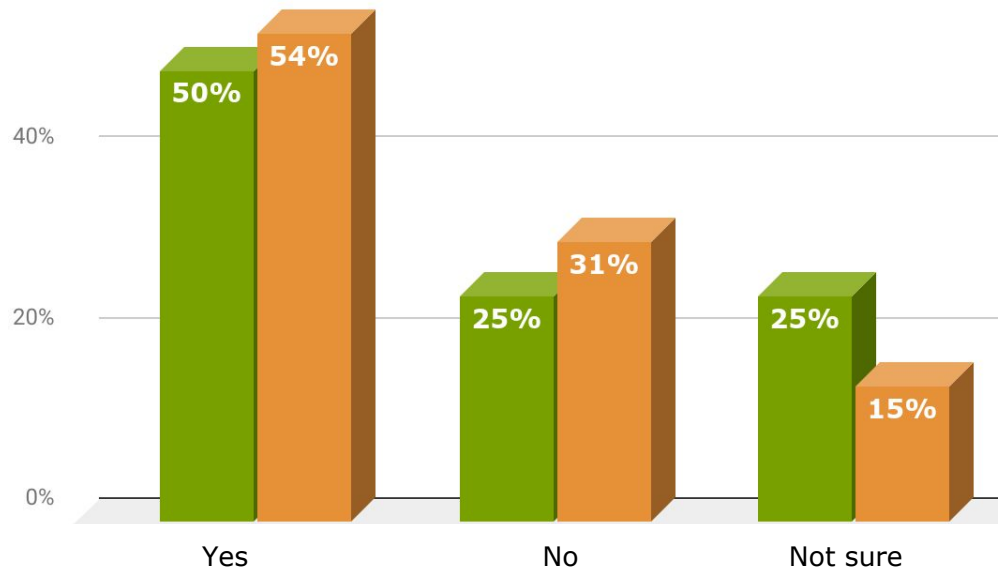
Fielded **February, 2021**

Source: Mattson 2021 Study on Food Waste

CONSUMER AWARENESS

Are you familiar with the....

- food waste prevention movement
- term "upcycling"



Source: Mattson 2021 Study on Food Waste

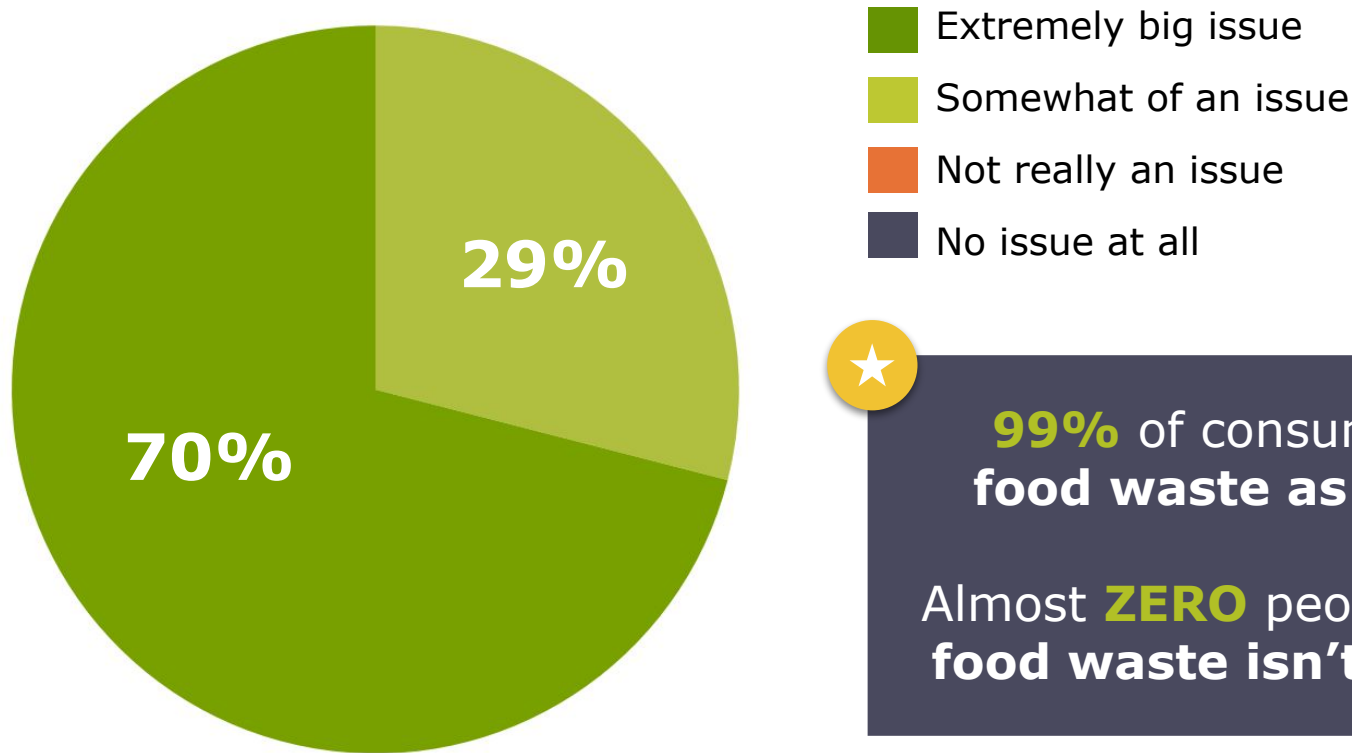


Versus 2019,
slight uptick in the
number of consumers
who **recognize the
term UPCYCLING.**



Also **slight uptick** in
those who are **aware of
the food waste
prevention movement**

Q: Food waste as an issue in the United States is...



99% of consumers **saw food waste as an issue!**

Almost **ZERO** people who **feel food waste isn't important**

Source: Mattson 2021 Study on Food Waste

Q: How much do you agree with these statements...



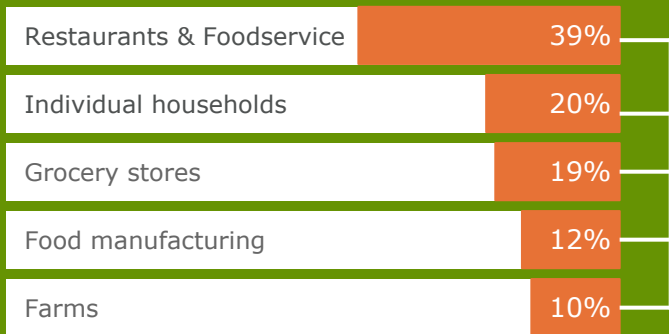
Source: Mattson 2021 Study on Food Waste

THE CONSUMER DISCONNECT ...

95% of consumers think it's important to do their part to reduce food waste, however they don't realize **they are** the largest cause of food waste.



CONSUMER PERCEPTION

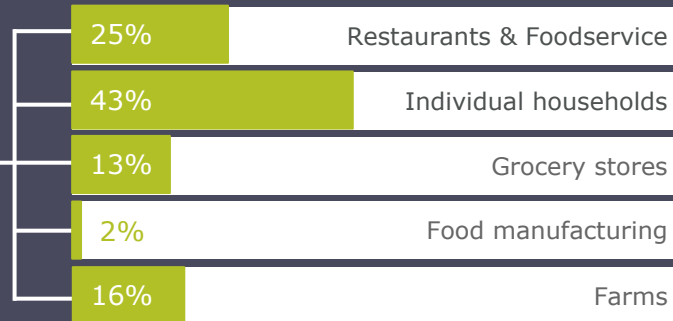


Source: Mattson 2021 Study on Food Waste

Which area contributes the most to food waste?



REALITY



Source: ReFED 2016 Roadmap

Source: Mattson 2021 Study on Food Waste

Almost everyone we surveyed plans to **buy more** upcycled food/beverage products **in the next year**.

57% BUY MORE
37% BUY ABOUT THE SAME
0% BUY FEWER
6% DO NOT PLAN TO BUY

Between 2019-2021, **MORE** people say they will **buy MORE upcycled products in the next year**.

Source: Mattson 2021 Study on Food Waste





TURNER WYATT

Upcycled Food Association CEO



MADDISON GURROLA

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MATTSON

1st Associate Member of the UFA



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Historic Cheese-making + Soymilk waste

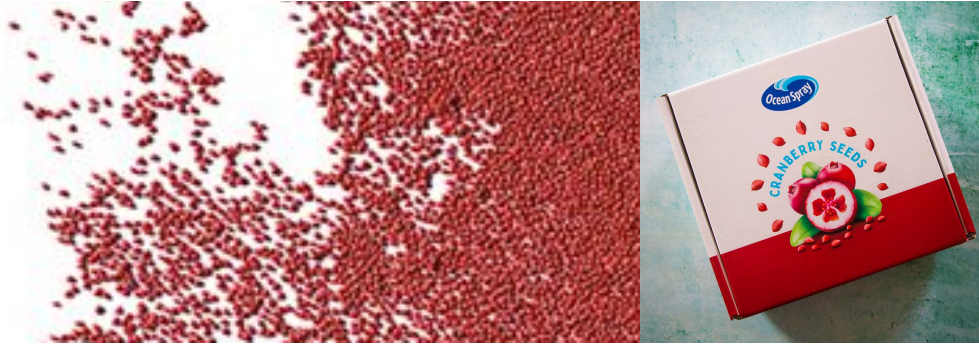
Whey

The nutritious, protein-rich liquid expelled from curds during the cheesemaking process



Recent Launches

Cranberry Seeds



PR Newswire

News in Focus Business & Money Science & Tech Lifestyle & Health Policy & Public Interest People & Culture

Ocean Spray Launches Cranberry Seeds, an Upcycled Ingredient with Powerful Nutritional Benefits and a Clean Label

Cranberry seeds are part of Ocean Spray's commitment to food innovation and health and wellness, and can help support heart, digestive, immune, and cognitive function as part of a healthy diet.





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Mattson VP, Innovation

Recent Launches

Danone Yogurt SKU

"These California-grown Meyer lemons in Good Save™ are rescued fruit"

TWO GOOD[OUR PRODUCTS](#)[ONE CUP, LESS HUNGER](#)[GOOD FOR OUR WORLD](#)[FAQS](#)[WHERE TO BUY](#)

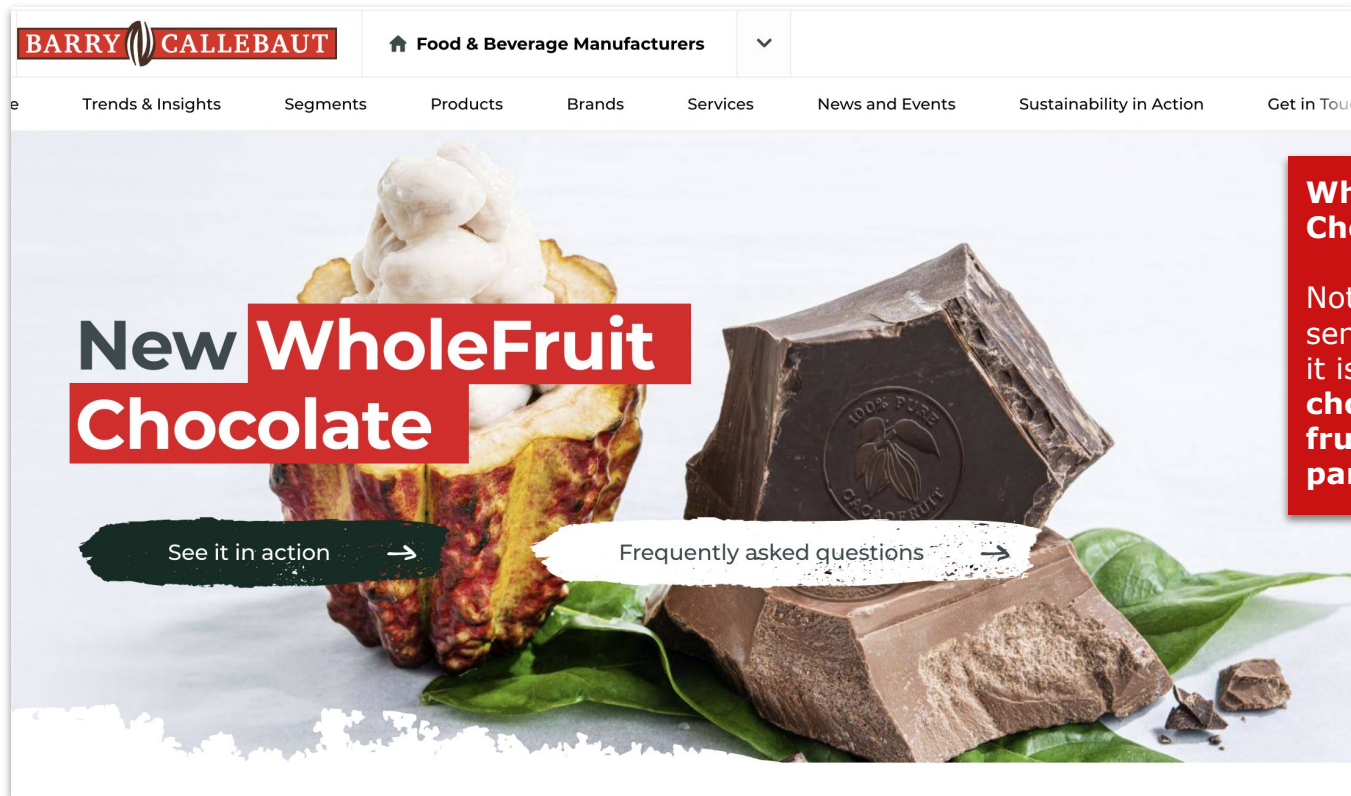


GOOD SAVE™ MEYER LEMON GREEK LOWFAT YOGURT

Don't worry fruit, we've got you, and the planet too. This delicious lemony-tasting Greek lowfat yogurt has 2g total sugar per serving, and it's made with rescued fruit.

Recent Launches

Callebaut Whole Fruit Chocolate



What makes WholeFruit Chocolate unique?

Not only does it have a unique sensory and nutritional profile, it is also **the most impactful chocolate** since it valorizes a fruit that used to be partially discarded as waste.

SNACKING WITH AN UPSIDE™

GREAT TASTE. LESS WASTE.*








BENEFITS FROM UPCYCLED CORN INGREDIENTS

REDUCED WATER FOOTPRINT • LESS WASTE • INCREASED FIBER

UPCYCLED FOODS DEFINED

- ✓ Products, prepared for humans, with traceable ingredients that otherwise go to waste or animal feed.

 Using 40%
 upcycled
 corn **saves**
 20 gallons
 of water
 per bag.*

We've mashed snacking, nutrition and waste reduction into one remarkable, patent pending corn tortilla chip. We discovered a way to upcycle the most nutrient dense part of corn, corn germ, into our chip.

Now, that's worth celebrating.

Thank you.



 **MATTSON**
WE MAKE FOOD HAPPEN



343 Hatch Drive
Foster City, CA 94404
650.574.8824
Contact@MattsonCo.com