



EAT GOOD COOKIES,
CHANGE THE EARTH

True Story.
Read more inside.



NICE TO MEET YOU! WE ARE THE FARM BROTHERS

We're Herman and Teyler and our friends call us the Farm Brothers.

6 years ago we started to share the goodness of our wholesome cookies with the world. Now we are with a family of Farm Brothers making cookies for 6000 stores in 15 countries.

We wake up every day to make a change for this earth. Quite literally, as with every pack of cookies we sell - we buy back a piece of degraded farmland to make it organic and healthy again.

Cookie by cookie, hectare by hectare we are baking this change. Together with cookie lovers, retailers, changemakers all over the world.

We hope you want to join us!

Teyler

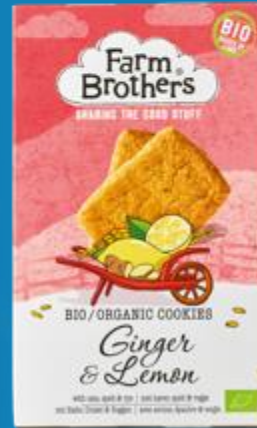
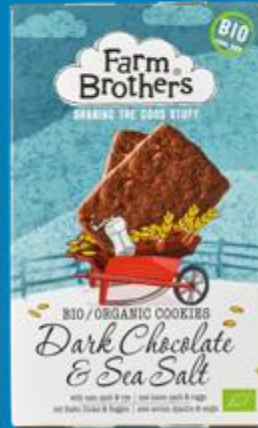
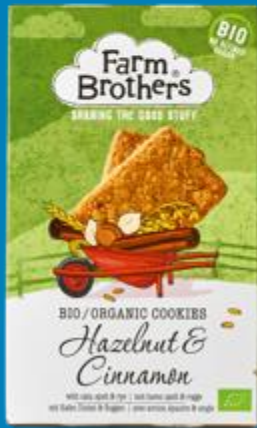
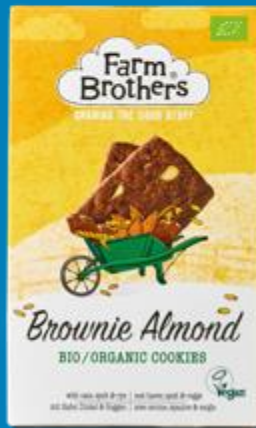
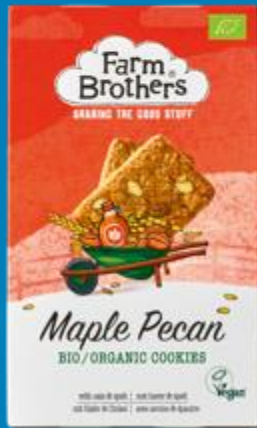
Herman



Farm Brothers®



Meet our rainbow of cookie goodness



IT'S SIMPLE: WE BAKE THE BEST POSSIBLE COOKIES

Crunchy, full of flavour, chocolately.. We can't explain it – you simply have to try them for yourself actually. So please take a bite and try some before you read on!

Don't have any yet? Call Farm Brother Tjebbe NOW for some samples: +31(0)636521445

In case you don't trust your own tastebuds today, you can trust on the french, british or dutch: our cookies have won lots of awards for taste.



HERE IS A LONG LIST WHY THESE COOKIES ARE SO GOOD

IN CASE YOU LIKE READING

- ✓ 100% Organic (non-GMO verified)
- ✓ Low in fat (14% - 17% organic grass-fed butter)
- ✓ Wheat free: Made of 100% *Oats, Spelt & Rye*
- ✓ Low in salt
- ✓ Real ingredients: No artificial colors, additives, preservatives or flavorings
- ✓ Vegetarian friendly and Vegan options
- ✓ Sweetened with **unrefined** (raw) cane sugar and brown rice syrup
- ✓ Palm oil free
- ✓ Lower sugar content (21 - 26%)
- ✓ Slow-baked for a flavorful and crunchy home made feel
- ✓ High in **fibre** (claim: Fiber rich)





*Not your
average cookie*



**AND WELL.. THESE
COOKIES ARE ON A
MISSION TO SAVE THE
EARTH.**



IN SHORT:
FOR EVERY
PACK YOU BUY,
WE TURN 12
CM² OF
FARM LAND
ORGANIC AND
HEALTHY
FOREVER
(AND EVER)

8.340.000CM² OF SAVED SOIL, JUST IN 2019!



- In 2019 we saved together with our consumers and customers 8.340.000cm² degraded farmland (12cm² per pack) and turned it organic forever
- At the moment, we work with the Stichting Grondbeheer foundation and the saved soil can be found in the Netherlands, Flevoland
- The real and even bigger effect is that we can inform and educate millions of consumers through our cookies!

WHY? BECAUSE IT'S TIME FOR FARM ACTION

Did you know that in the last century we have lost over 50% of our fertile top soil? And according to the latest UN rapport - in the next 60 years we stand to loose the rest? All due to conventional agricultural practices and pesticides. We think that this is not OK - and call for action. Cookie Action!

That is why, for every pack of Farm Brothers cookies sold, we buy a 12cm² piece of degraded farmland and make it healthy and organic again. Forever.

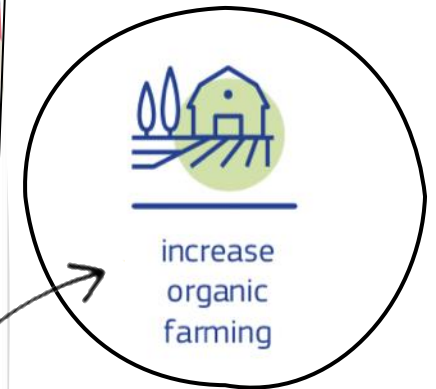
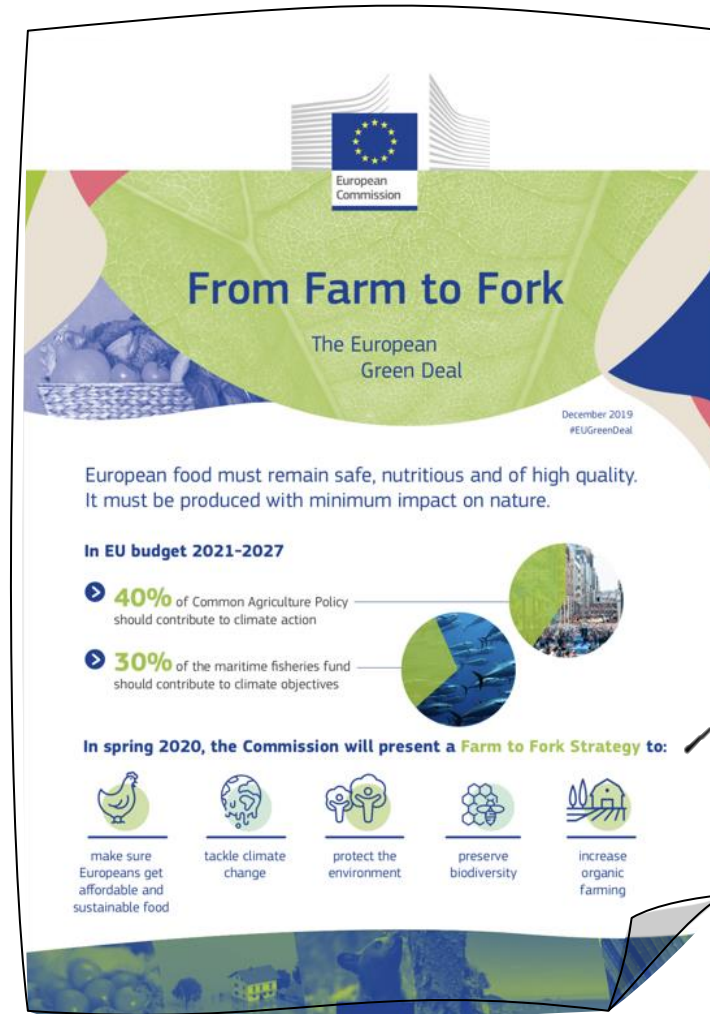
How? We work together with NGO 'Earth Care' (stichting Grondbeheer), and have started buying and regenerating soil with organic farmers in Flevoland, the Netherlands. Healthy organic land can even reverse climate change! You can read more on www.makesoilmatter.com

We talk about this in PR, Social, on our pack and everywhere we meet people



ORGANIC WILL GROW IN EUROPE TO A STAGGERING 25%!

- Organic farming is now a central theme in the new 'Green Deal'. It is the first time this type of farming is central in Central European Policy
- The goal is to move to 25% organic farmland, where that is just 4% at the moment. The whole foodchain 'From Farm to Fork' needs to make this transition.
- Together we can make this happen!



AND WE BELIEVE IN A NEW WAY OF DOIN' BUSINESS (AND FARMING)

Since 2016, Farm Brothers has been a certified Benefit Corporation – a movement that uses the power of markets to solve social and environmental problems. B Corporations compete not only to be the best in the world, but the best for the world. As an organic cookie company, we take responsibility for the quality of our products, our supply-chain and impact on society. We pay attention to sustainable, environmentally-friendly solutions that do good in the world.



USING 
BUSINESS
..... AS A
FORCE  GOOD



AND THESE ARE OUR
NEW EARTH-CHANGING
COOKIES



FARM BROTHERS GOES VEGAN!

How could we make the next change to the cookie shelf? By proving you can also bake awesome cookies without butter milk and eggs OR palmoil. Vegan here we are. We want to bet you won't even taste it!

These organic wholesome cookies share all the Farm Brothers goodness but:

- No Grass-fed butter
- Baked with coconut oil, so Palm-oil FREE
- In two exciting flavours: Brownie Almond & Maple Pecan

For all cookie lovers (not just vegans ;)



Awarded best new organic product of the Netherlands 2019

KIDS COOKIES WITH LESS SUGAR* (36+ MONTHS)

What cookies to give to your kids? These! Meet our organic kids cookies: palm-oil free and lower in sugar*

- 100% Organic
- 17% & 20% Sugar content
- Palm-Oil-Free, baked with coconut oil
- 6x sharing bags with portion control (17gr. each)
- Animal cookies in Farm Theme by Farm Brothers
- In Two Yummy Flavors: Natural & Chocolate Chip

6x



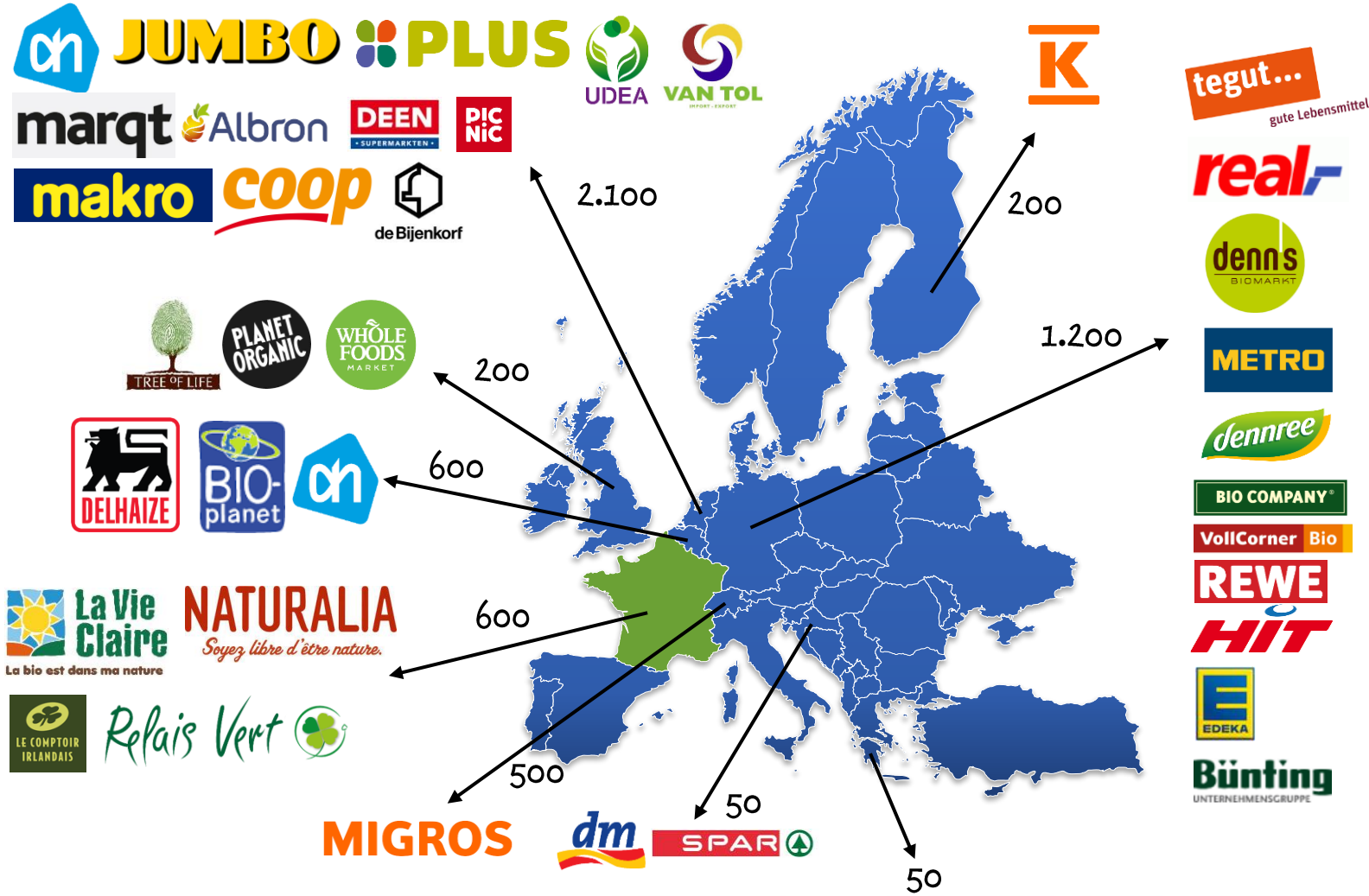
*20% less sugar than other European Kids Cookies



Kids website on saving the earth coming up soon!



LOOK OUT FOR US IN THESE 7.000+ STORES



- Dubai 250
- China 150
- Turkey **MIGROS** 100
- Singapore 250
- Other 750





THANK YOU.

WE HOPE YOU WILL JOIN US!

Are you interested in selling our cookies and making this change together?

Give Tjebbe a call at +31(0)636521445

or mail him at tjebbe@farmbrothers.com

