



Events Program



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**POSITIVELY
INFLUENCING THE
NEXT GENERATION
THROUGH
EDUCATION &
AGRITOURISM**



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Our Foundation



A SUSTAINABLE FUTURE

We are on a mission to build a healthier planet through resilient land management and high-welfare animal husbandry, nutrient-dense meals backed by dietetic science and crafted by classically trained chefs, and integrative experiential learning and community education initiatives.

We believe healthy eating and sustainable agriculture, through the integration of regenerative farming, nutritional science, medical research, and culinary innovation, hold the keys to building a more humane, healthy and sustainable future for our world.

Our Vision

**REGENERATIVE FARMING
BENEFITS THE PLANET
AND THE PEOPLE THAT
INHABIT IT, CREATING
BETTER FOOD IN
SUPPORT OF STRONGER
COMMUNITIES.**



AZULUNA
FOODS

FARM EVENTS DECK 8/5/22



Message from the President

KEN RAPOPORT, CEO



"We are raising our animals and taking care of our land the only way we know how: sustainably, and with respect to everyone and everything involved. As our food system continues to evolve, those values had been lost and our collective health has suffered immensely as a result. It's time for everyone to join Azuluna in our effort to get back to basics and take care of ourselves, each other, and the planet."





Our Mission



HUB-AND-SPOKE MODEL

Fortify regional livestock production and processing through a mosaic of hub-and-spoke cooperative farms within New England, increasing the centralized distribution of value-added products.

Lower the entry barrier for nascent farmers.
Develop and implement nascent farmer curriculum.

FOOD AS MEDICINE

Promote “food as medicine” by producing chef-crafted, macro & micronutrient balanced meals sold directly to consumers through e-commerce, and increasing access to nutritional expertise.

EXPERIENTIAL EDUCATION

Host experiential agricultural education opportunities for local youth, aligning with content taught in classrooms and encouraging a relationship between the food on students’ plates and the land from which it came.

Contribute to food system, health, and nutrition research by aligning with local institutions.

**PRACTICING
REGENERATIVE
AGRICULTURE
THAT PRIORITIZES
THE LAND, ANIMAL
WELFARE, AND
CONSUMER
HEALTH.**



Our Evolution

A SUSTAINABLE HISTORY



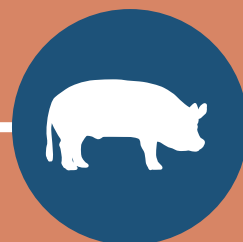
2004

Dr. George Saperstein of Tufts University was awarded grants established by senators Ted Kennedy and Joe Liebermann to develop a strategy for expanding sustainable agriculture and reforming healthcare in New England.



2007

Azuluna Foods secures an exclusive Whole Foods Market partnership, the first foraging contract of its kind. Provides stunning blue eggs from Araucana hens.



2009

Azuluna Foods expands to pasture-raised pork and lamb production. Receives positive feedback from local chefs and consumer focus groups.



2012

Our first hub farm, Woodstock Sustainable Farm, is established in Woodstock, CT and begins raising broiler chickens on pasture.



2018

Farmer and entrepreneur, Ken Rapoport, acquires the brand. Revitalizes the business to include value added products that deliver agricultural sustainability. Becomes founding member of the Food Innovation Council at Tufts University Friedman School of Nutrition Science and Policy.



2021

Azuluna Foods is invited to move production facility to Johnson & Wales University's Providence Campus, one of the nations leading culinary education institutions. Gains strategic access to some of the best culinary minds, producers and farmers in the greater New England area.

Synopsis of our Major Pillars

FARM EVENTS DECK 8/5/22



Regenerative Farming

Our farms practice regenerative agriculture which preserves the health of our soils, provides high welfare environments for our livestock and produces nutritiously dense meat.

Through our hub-and-spoke model, we provide local farmers with all the resources necessary to raise livestock and offer fair wages for whole, live animals.

Our cooperative system amplifies the benefits of regenerative farming and strengthens local economies.

By 2024 we will expand regional livestock production by 120 farm enterprises.



Better Food

Every recipe is designed by our team of innovative registered dietitians and professional chefs for optimal health and flavor.

Our ready-to-eat meals, pasture-raised bone broth, and forage-fed meat are delicious, convenient, and packed with nutrients that align with our nutritional ethos and programming.

Our wellness programs are created by our team of registered dietitians and nutritional experts to help build a foundation of wholesome nutrition and meals, lifestyle habits, and movement.



Stronger Communities

We want to empower the next generation with the knowledge to make healthy and sustainable dietary decisions.

Azuluna Farms connect with schools within our region, offering a menu of experiential agriculture and nutrition education courses that align with the curriculum already taught in schools.

We believe we can meaningfully impact over 200,000 students in the next 5 years.

Additionally, Azuluna Foods provides free access to the most current industry innovation and research, breaking down information to provide readers with what they need to know to thrive.



FARM EVENTS DECK 8/5/22



Event Objectives



Events in The Last Green Valley



In 1994, Woodstock Sustainable Farms, our 200 acre Azuluna Foods flagship farm, was designated by Congress as part of the National Historic Corridor – an area of rich history, agritourism, farming & expansive woodlands. The Last Green Valley, a belt of forested land between Boston and Washington DC featuring the country's darkest night skies, is the backdrop to our farm and the perfect spot for star gazing. Brimming with lush, green pastures by day and sprinkled with starry night skies, our goal is to share the magic of our farm, imbued with Azuluna's mission to create transformative, educational and sustainable events.



Hosting events on Azuluna's flagship farm - Woodstock Sustainable Farm to help build agritourism while promoting our three-pillar mission!

The Plan!

- Three season events, May - October with winter events upon request
- Nutritional, educational and regenerative farming retreats
- A hub for political, academic, non-profit and corporate events and retreats
- Sustainable and educational farm to table dinners
- Long term goal - promoting yurt & treehouse star gazing retreats
- Mission-centered weddings at 6 per year, preferably June and September
- Maximum 125 guests with the ability to host 1 larger event with up to 270 guests annually

Getting Started - Events Envisioned

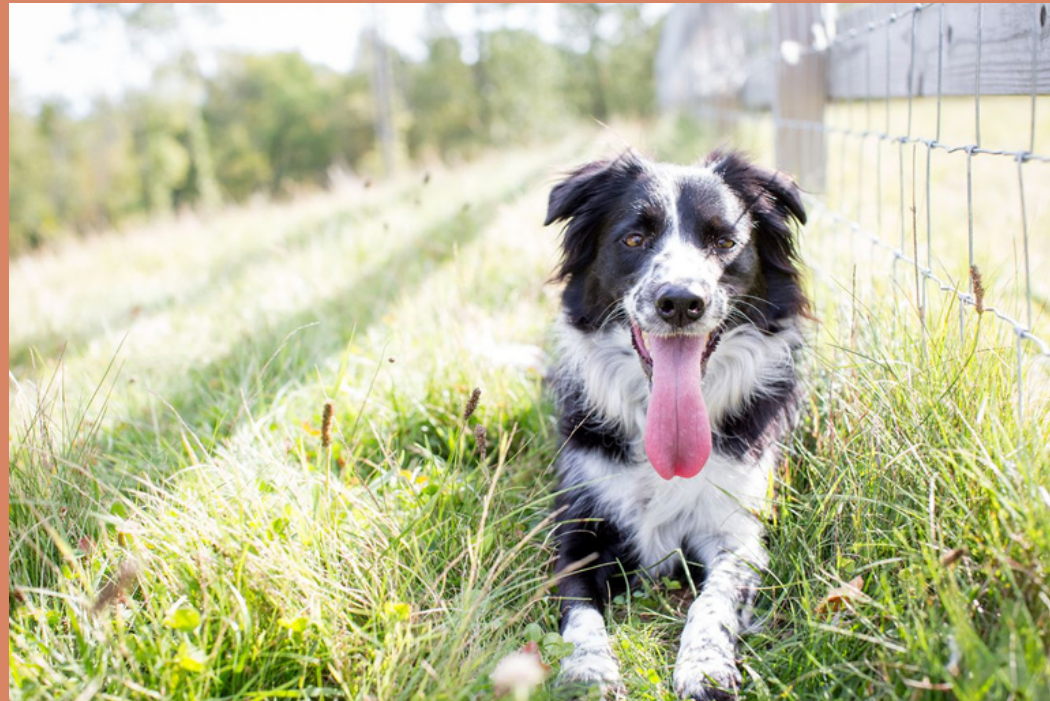


- Plan two initial mission-based events;
- Plan small retreat with Director of Nutrition Education, Geri Brewser;
- Build a local community by planning a farm-to-table dinner for educators, policymakers, politicians, academics, interested neighbors, town officials, and avid Azuluna supporters;
- Invest in long term plan to build yurts for star gazing on the property;





So Much to Share!



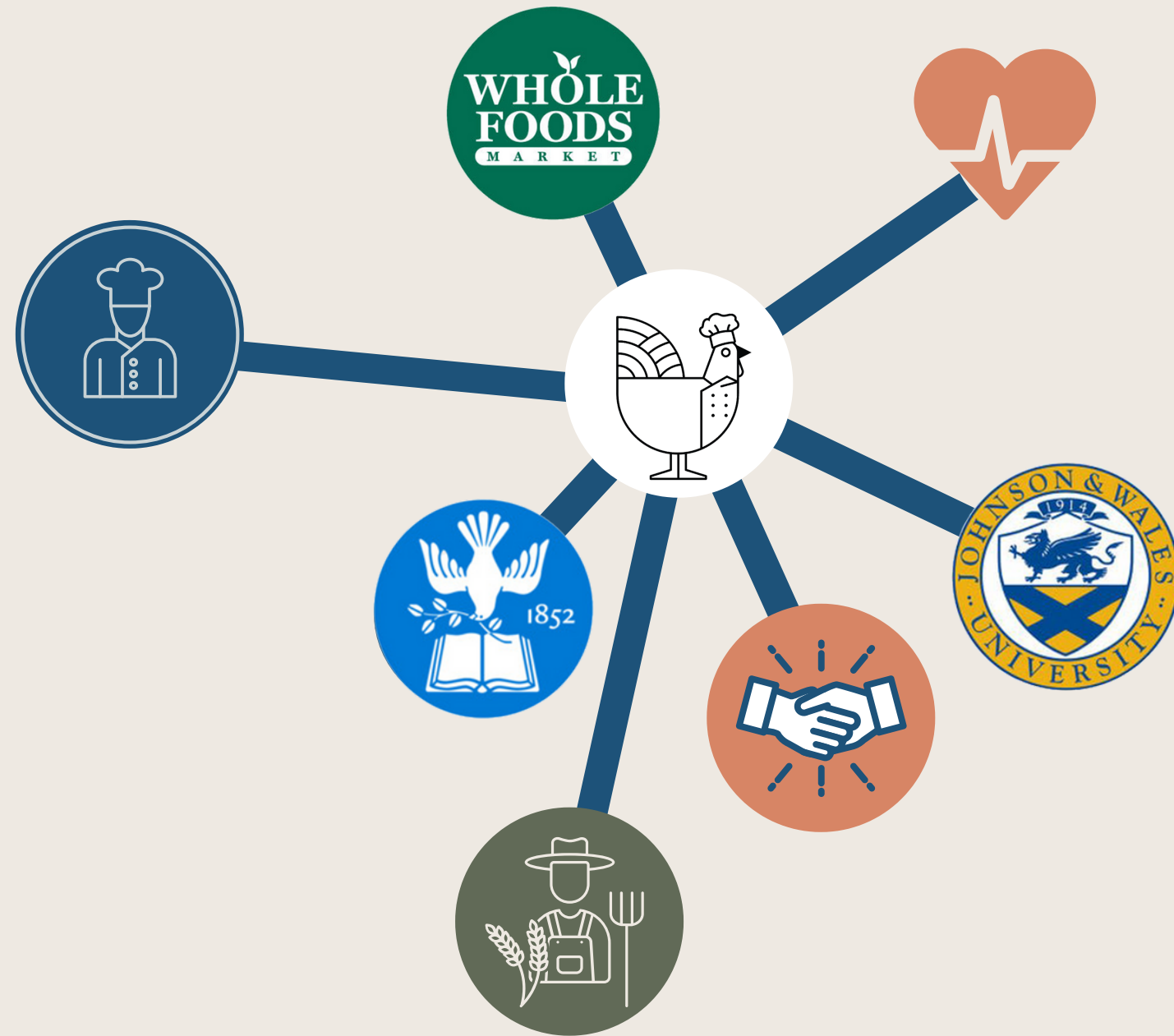
Woodstock
SUSTAINABLE
FARMS





Our Network

AZULUNA PROVIDES STRATEGIC ACCESS TO OUR RICH NETWORK OF INDUSTRY EXPERTS AND RENOWNED INSTITUTIONS



Tufts Friedman School of Nutrition and Science Policy,
Johnson & Wales University, and Whole Foods

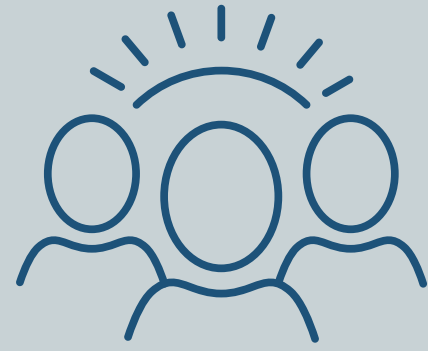


Director of
Nutrition
Education

GERI BREWSTER, RD MPH CDN



“The science links food, microbiomes, and health optimization. The current rise in preventable, chronic disease and hunger can be reversed. Honoring eating habits and increasing awareness of where our food comes from must be addressed in practice and policy.”



Helping Build Stronger Communities

WE WANT TO EMPOWER
THE NEXT GENERATION,
THROUGH IMMERSIVE
FARM EVENTS TO MAKE
HEALTHY AND
SUSTAINABLE DIETARY
DECISIONS.



From the preservation of soil microbiota networks to the fortification of regional economies, Azuluna supports communities at every scale.

Azuluna Farms is pioneering a new, cooperative farming model that expands regional livestock production, creating 120 new farm enterprises within New England by 2024. We believe in the benefits of a shared economy and fair wages, for all farmers.

Azuluna Farms connect with schools within our region, offering a menu of experiential agriculture and nutrition education courses that align with the curriculum already taught in schools.

With the farm as our immersive classroom, we believe we can meaningfully impact over 200,000 students in the next 5 years.

Azuluna Foods provides free access to the most current industry innovation and research, breaking down information to provide readers with what they need to know to thrive.

SHARED BENEFITS



ENVIRONMENTAL

Reduced emissions associated with food transportation

Expanding commitment to rigorous regenerative agricultural standards

Preservation of local ecology biodiversity



SOCIAL

Inspiring environmental advocacy by reconnecting communities with their farmers and the lands they steward

Create regional relationships through food production and consumption

Increase the presence of citizen-consumers that are aware of what they are eating and where it came from



ECONOMIC

Promote regional sales, employment, and GDP more than conventional systems

Potential to bolster local economies

Reduced transportation costs for retailers, resulting in decreased retail costs for consumers

Fortify a hyperlocal, closed-loop food system in New England, enhancing food democracy and sovereignty by engaging with experts in culinary, nutrition, agricultural, educational, and legislative domains.

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Regenerative Farming. Better Food. Stronger Communities.



Thank you!

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