



first crop

SEEDING INSPIRATION. HARVESTING HOPE.



First Crop is a new kind of company. We think differently about the world and our place in it. We realize that we live on a planet with finite resources and that traditional approaches to business no longer serve the vast majority. The way we are living now is not sustainable for the world's people or the planet.

We believe in a more just form of capitalism and seek to revitalize local communities by empowering individuals to work together to gain more control over their financial security, health and wellness.

We believe conscious cultivation of industrial hemp by small and mid-sized farms can be a key catalyst to economic renewal and can improve the health and wellness of rural communities and our planet.



OUR MISSION

PEOPLE.PLANET.PURPOSE.

Healing People and Planet one seed...one soul...one restorative action at a time.


OUR COMMITMENT

At First Crop, we know that everything matters. We recognize that all of our decisions have a cause and effect on our planet and our people. We are a global family. We cannot take care of our planet if we do not first take care of ourselves and each other. We believe by elevating personal wellness and empowering local communities we can ignite unified change, progress and betterment for all.

This is a personal, collective and collaborative call to action.

First Crop is a community of people who are informed and motivated to make change NOW. We believe business can be a force for good and strive to have a lasting positive impact on every life we touch. The time is now, the needs are clear and the imperative to catalyze change is urgent for both our current and future generations. We have the courage to do business with great heart, awareness, and intention, and we invite you to join us in this work.

Seeding Inspiration. Harvesting Hope.

A photograph of a man and a young girl standing in a field of tall, green hemp plants. The man, wearing a green and white striped sweater, is holding the girl, who is wearing a pink shirt. They are both looking towards the right. The background is a dense field of hemp plants under bright sunlight.

*Treat the Earth well:
it was not given
to you by your
parents, it was
loaned to you by
your children.
We do not inherit
the Earth from
our ancestors,
we borrow it from
our children.*

~ Native Indian Proverb

HEMP. WITH LOVE AND CARE.

OUR TEAM



Dave Weir

President & CEO

35+ years as a Managing Director and investment banker at JP Morgan, experienced entrepreneur and start up CEO. Head coach responsible for business strategy and getting things done.



Jane Pinto

Brand Development/PR Voice

A serial entrepreneur, developer of brands and the driving visionary behind First Crop. Leads development of PR voice and branded products strategy.



Michael Bowman

Chief Pollinator

Third generation farmer and known as “Mr. Hemp” due to his many years as the leading voice and advocate for legalizing hemp. Responsible for outreach, advocacy and policy.



David Armstrong

Operations

Extensive experience building and managing both large and mid-sized commercial organizations with Ashland Oil and GE. Handles all production, supply, sales and distribution activities.



David Hill

Chief Quality Officer

20+ years as an expert in agriculture and restorative ag systems within the industry. Works with farmers and partners to develop and implement First Crop quality standards through regenerative ag practices.



Kelly Roberts

Creative Design

Over 20 years of experience in the design field ranging from branding to all things graphic design.



Adelma Hnasko

Project Manager

Extensive experience in project management and collaborative community projects. First Crop Commons national development.



PEOPLE

RURAL COMMUNITIES IN DECLINE

40 MILLION

people live in poverty,
including 18 million children.

19 MILLION

people report incomes that are less
than 50% of the poverty threshold.

22 MILLION

people make their living
from agriculture.

Rural areas have
been particularly
hard hit with 17%
of the population
of rural communities
living in poverty.

Small scale
farmers are in
crisis due to
low prices and
destructive
weather.

A young boy is sitting on the ground, looking at a small pool of water in a dry, cracked landscape. The ground is parched and covered in deep, irregular cracks. The boy is shirtless and wearing dark pants, sitting with his back to the camera. The pool of water is small and reflects the light. The overall scene conveys a sense of drought and environmental hardship.

PLANET

ENVIRONMENTAL COSTS OF INDUSTRIAL FARMING

*When people, land,
and community are
as one, all three
members prosper.
When they relate not
as members, but as
competing interests,
all three are exploited.*

*~ Wes Jackson,
Founder of The Land Institute*

A photograph of a person's hands watering a small green seedling in a white plastic cup. The ground is parched and cracked into a network of deep, irregular fissures, illustrating the effects of drought. The person is wearing a purple shirt, and their head is visible in the lower foreground. The background is a vast, cracked expanse of dry earth under a clear sky.

a few important FACTS

AGRICULTURAL ACTIVITIES

contribute 9% of total climate change related emissions.

HERBICIDES & PESTICIDES

are associated with acute poisoning and long term chronic illness.

SOIL DEGRADATION

is creating barren fields and causing erosion, which is negatively impacting the quality of the air, water and soil.

BIODIVERSITY
and the rich range of life found on smaller farms have been drastically reduced.

PURPOSE

EMPOWER & COLLABORATE

FIRST CROP, INC.

A PUBLIC BENEFIT CORPORATION

FIRST CROP COMMONS

SEEDS
SEEDLINGS
CONSULTING
HEMP PROCESSING

FIRST CROP "COMMUNITY MATTERS" FOUNDATION

A CHARITABLE
FOUNDATION

FIRST CROP BRANDS

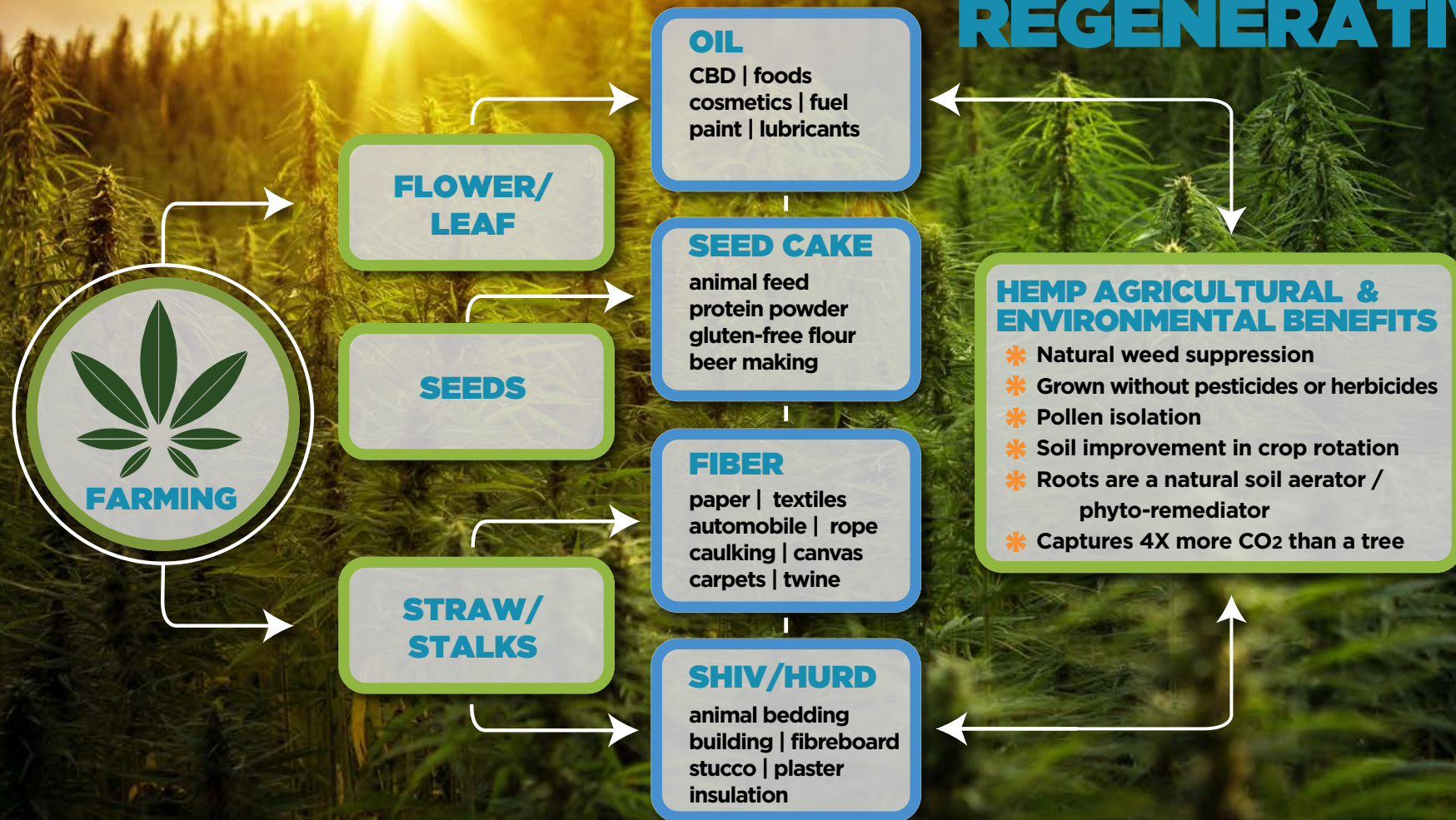
CONSUMER PRODUCTS
FOOD | FARMA
FABRIC | FUEL | FEED

*Social entrepreneurs
identify resources
where other people
only see problems,
they view villagers
as the solution, not
the passive beneficiary.*

~ David Bornstein
*Author of How to Change the
World: Social Entrepreneurs
and the Power of New Ideas*

HEMP FARMING

ECONOMICALLY & ENVIRONMENTALLY REGENERATIVE





first crop commons

- * Create a national community of hemp farmers who benefit from a systematic, scalable and replicable production and sales model.
- * Partnership model based on shared purpose, commitment, profit sharing, transparency, rules and quality standards.
- * Fully integrated package of products and services:
 - * Guaranteed buyer of contracted production at fair market prices.
 - * Subsidized and standardized farming Inputs: seeds, clones, seedlings and supplies to increase affordability and ensure quality.
 - * Regenerative farming practices to optimize yields and restore the land.
 - * Infrastructure - storage, drying, testing, processing and sale of the product.
- * Opportunity to participate in share of net profits based on contribution.





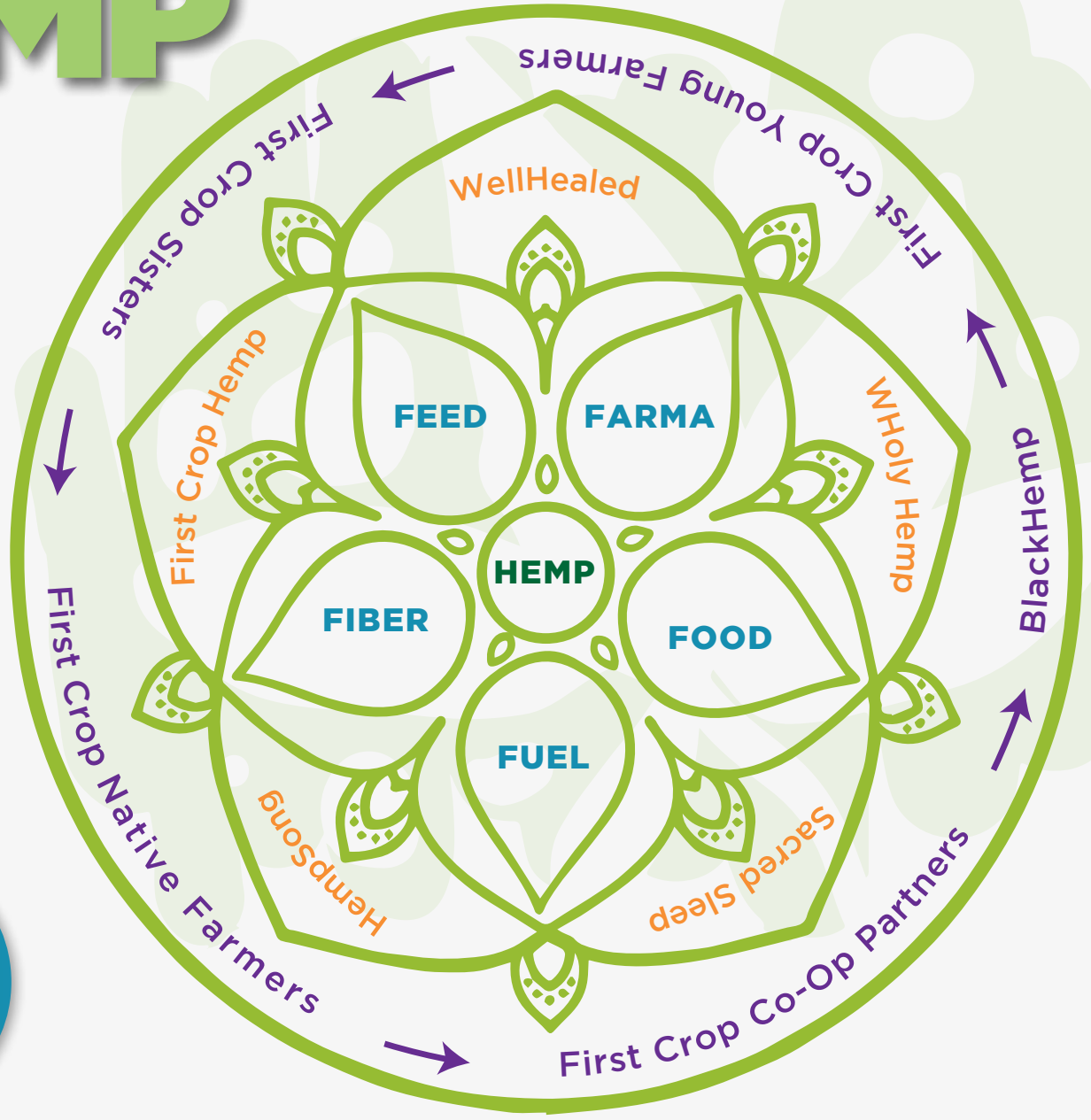
first crop brands

- * Opportunity to establish the first globally recognized hemp products consumer brand not tied to the cannabis industry.
- * Industry highly fragmented - No company currently has more than an 8% share.
- * Vertically integrated supply chain from seed to finished consumer products.
- * Contract manufacturing partnerships in YEAR ONE with in-house product development and manufacturing to follow.
- * Products certified to be made from hemp that is grown sustainably with a share of profits returned to member farmers and their communities.
- * First Crop brand licensed to partner companies who agree to contribute a share of product profits to First Crop "Community Matters" Foundation.



HEMP

mandala



first crop “community matters” foundation

- * A tax exempt nonprofit organization dedicated to supporting First Crop’s mission of revitalizing rural communities.
- * Giving priorities to be focused on the interconnection between the health and wellness of community residents and the land on which they depend.
- * Specific areas of focus will include:
 - * Reducing hunger and homelessness.
 - * Catalyzing the transition to more sustainable and restorative farming practices.
 - * Improving air and water quality while increasing job opportunities.
 - * Reducing reliance on nonrenewable, polluting fossil fuels.



first crop prospective partners





San Luis Valley, Colorado

THE FIRST SEED

- * Discussing contracts with 8-10 farmers and up to 250 acres of cultivation.
- * Land area of about 2,000,000 acres and a population of 46K people.
- * Designated a federal *Opportunity Zone* for tax purposes.
- * Predominantly agricultural in nature, the area is also one of the poorest rural areas of Colorado.
- * Principal crops currently include potatoes, lettuce, wheat and barley.
- * Median household income of \$35K and 25% of population lives below the poverty threshold.
- * A locally conducted survey of public health statistics showed a considerable deficiency with respect to most measures of public health.

**MOTHER EARTH
IS CALLING...**
we are answering.

**1MM HEMP SEEDS
CAMPAIGN**

OUR time is NOW.

**every
generation
is being called.
YOU are being
called.**



ADOPT-A-PLANT THE 1MM HEMP SEEDS CAMPAIGN

**The Campaign
will consist of
three stages:**

SPRING 2019

“plant your future”

Commercial to launch fundraising campaign.

SUMMER 2019

“grow your future”

Entertainment event to document First Crop stories.

FALL 2019

“harvest your future”

Virtual Harvest Festival to drive additional interest and sales.



- * Partnering with **J. Tayloe Emery (JTE)** to create and launch a media campaign designed to generate consumer awareness, engagement and growth funding for First Crop.
- * JTE prior credits include many highly acclaimed commercial, TV and film projects including collaborations with a long list of celebrities.
- * Target funding of \$25 million - 1MM seeds at \$25 contribution per plant.

first crop go to market plan

WINTER / SPRING 2019

Prepare the Ground

- Secure funding
- Develop website
- Prepare/launch media campaign
- Select participating farmers
- Establish SLV facility
- Develop proprietary seed genetics
- Select seed supplier

SUMMER 2019

Plant the Seed

- Farmers plant seedlings
- FC monitoring & consulting
- Phase II of media campaign
- Acquire processing equipment
- Prepare for harvest

FALL 2019

Harvest & Sell the Crop

- Farmers harvest
- Crop testing and purchasing
- Hemp processing to CBD oil to manufacturer
- Sell excess inventory
- Deliver CBD product to donors
- Launch e-commerce sales channel

2020

Grow

- New Commons locations
- Establish product partnerships
- Launch licensing strategy
- Develop partners
- Develop branded products
- Establish retail sales channel

*In this Earth,
In this soil,
In this pure field,
Let's not plant any seed
Other than the seeds
Of compassion and love.*

~ RUMI



For more information contact:

David Weir:
650 773 2876
davidbweir@gmail.com

first crop

**SEEDING INSPIRATION.
HARVESTING HOPE.**