

FIRST CROP EXECUTIVE SUMMARY

Who We Are and What We Believe

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 of the world's people nor the planet and is unsustainable. 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.

People, Planet and Purpose

According to the US Census Bureau, 39.7 million people or approximately 12.3% of the population of the United States lives in poverty. This total includes 12.8 million children. The depth of this poverty is also staggering with 18.5 million people reporting family incomes that are less than 50% of the applicable poverty threshold. The rate of poverty in rural areas has historically been greater than urban areas with an estimated 16.7% of the population of rural areas living below the poverty threshold.

The health of our planet is also in decline. As we have pursued solutions to feeding the 7 billion people on our planet, overuse of fertilizer and herbicides has depleted the carbon in our soil and negatively impacted our water resources. Modern industrial farming practices have affected our natural ecosystems in ways that are difficult to predict and hard to control with increasingly negative consequences to the natural ecosystems upon which we rely. Encouraging the adoption of regenerative farming practices must be part of the solution.

With over 60 million people living on farms and in small towns across America and almost 22 million people employed in agriculture and agriculture related jobs, the health and wellness of rural communities is inexorably linked to the health of small farms and the land that supports them. Unfortunately, there is a looming crisis among small farmers as a multiyear slump in crop prices, water shortages and punishing weather have made it difficult for small farms to make a profit and has led to an increase in bankruptcy rates. The failure of small farms has rippled through input manufacturers, service providers and processors with corresponding negative impacts on their communities.

Industrial Hemp – A Key to Community and Ecological Revival

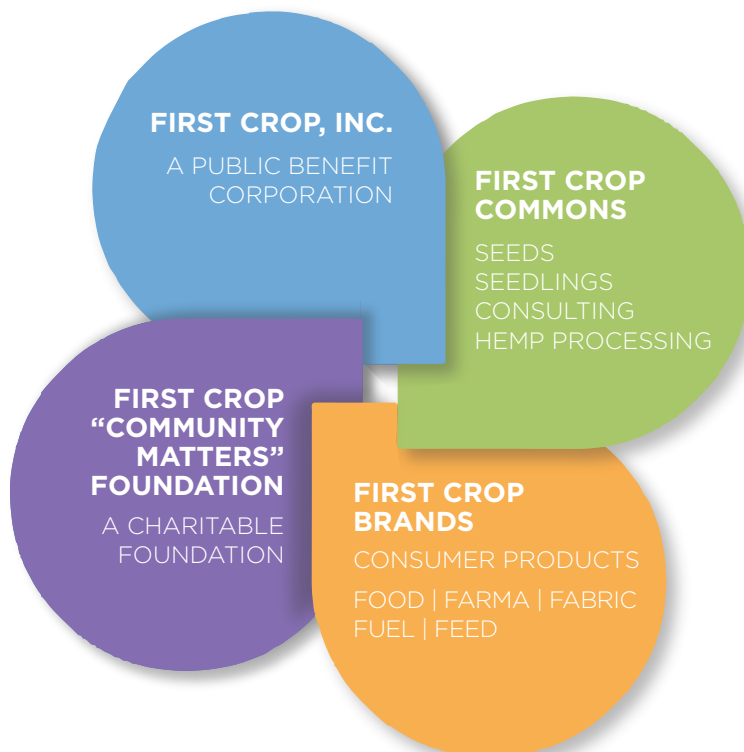
The recent passage of the 2018 Farm Bill legalized the growing, harvesting and commercialization of industrial hemp for the first time in 50 years and provides a rare opportunity to help small farmers and simultaneously heal our farmland. Hemp, the cousin of cannabis but without the THC, produces an oil extract called cannabidiol or CBD. CBD has been praised for its health and wellness benefits and is popping up in a wide variety of foods, beverages and supplements. Hemp also is used to make clothing, building materials, biofuels and animal feed. The market for CBD products alone in 2018 is estimated to exceed \$1 billion and overall sales of industrial hemp products is projected to be as high as \$10 billion by 2025.

Hemp has the potential to be a highly profitable cash crop for farmers. At current prices for CBD oil, it can generate up to \$8,000 an acre vs \$600 an acre for corn. It goes into hundreds of products with virtually no waste, it is easy to cultivate, uses little water, puts nutrients back into the soil and absorbs more CO2 per acre than a forest or any other commercial crop. As we transition to a future that embraces more sustainable agriculture practices, industrial hemp can lead the way as a renewable, fast-growing alternative to many unsustainable products like non-organic cotton (which currently uses more than 25 percent of the world's insecticides and more than 10 percent of the world's pesticides) and many plastic products.

Our Mission and Regenerative Model


First Crop is a for profit mission driven business whose focus is to harness the profitability and sustainability of hemp to revitalize rural communities, mitigate the ecological damage created by modern farming practices and provide investors with an attractive financial return. We do this by empowering farmers, providing them with the infrastructure, products and services they need to become successful hemp growers and the opportunity to participate in the profits generated by not just the sale of hemp as a commodity but also hemp based branded consumer products.

First Crop will be a fully integrated company whose business spans the complete supply chain from hemp seeds to hemp-based consumer products. Through First Crop Commons, we will provide our farmers with a turnkey package of products and services designed to make starting or transitioning a farm to sustainable hemp production efficient and economical. First Crop Brands and its partner companies will purchase the processed hemp and produce and market a line of branded consumer goods. Most importantly, we not only will pay farmers a fair market price for their raw hemp but also a share of the profits earned on the finished products through an innovative profit sharing program. A portion First Crop's net profits will be reinvested back into the communities in which we operate through charitable grants creating a powerful regenerative cycle.



first crop
Seeding Inspiration. Harvesting Hope.





Healing people and planet
one seed and soul at a time.

Adopt-A-Plant 1 Million Seeds Media Campaign

First Crop is partnering with [Taylor Emery](#) to develop and produce a crowdfunding campaign designed to raise awareness of the challenges faced by rural communities, build support for First Crop's mission and raise up to \$25 million to fund First Crop's growth. Taylor is a world class media consultant and producer who has produced a wide variety of successful advocacy campaigns focused on poverty and social justice.

The 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: BRANDED PRODUCTS

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.