



# KIPSTER

The farm that gives a cluck





An aerial photograph of a vast, green agricultural field, likely a cornfield, with distinct rows of crops. In the background, there is a farm with several buildings, including a red barn and a white silo. The field is surrounded by other agricultural land and some trees.

## Pasture and land for feed:

Over **70%** total agricultural land

but only about **17%** of calories and

**33%** of protein consumed by humans globally

# Footprints of Global Livestock Sector

**15%** of GHG emissions

**12%** of freshwater consumption

**65%** of land use change



## Land use in the U.S.

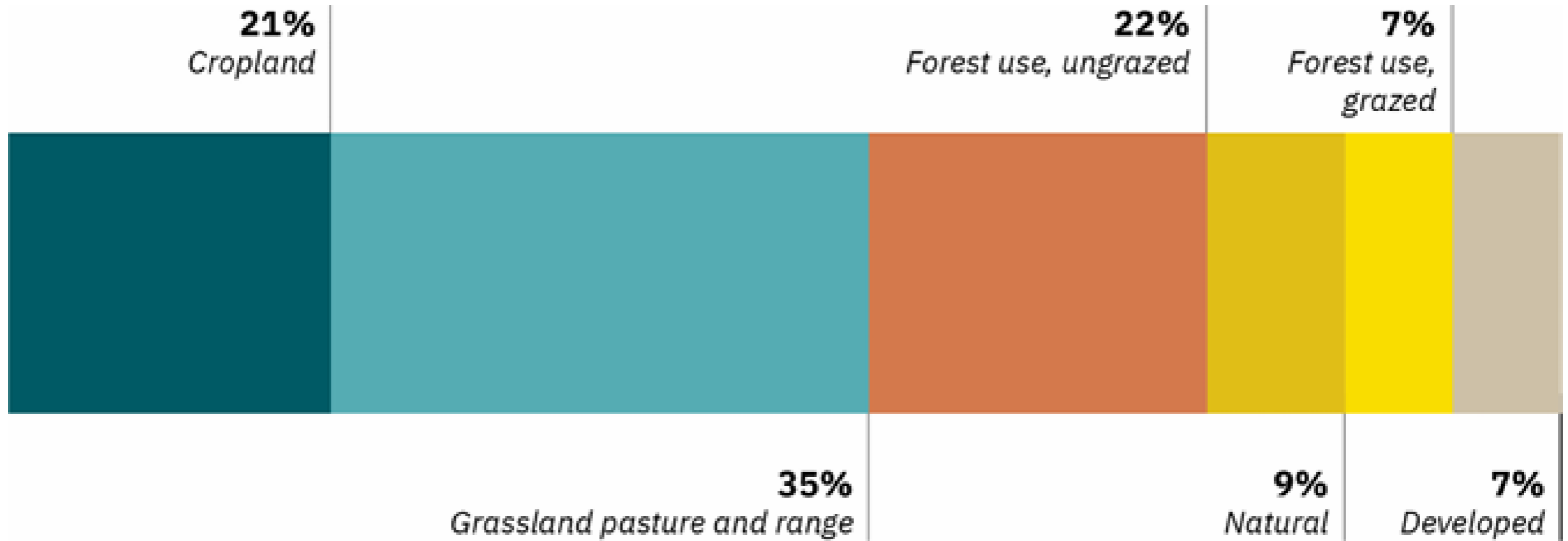
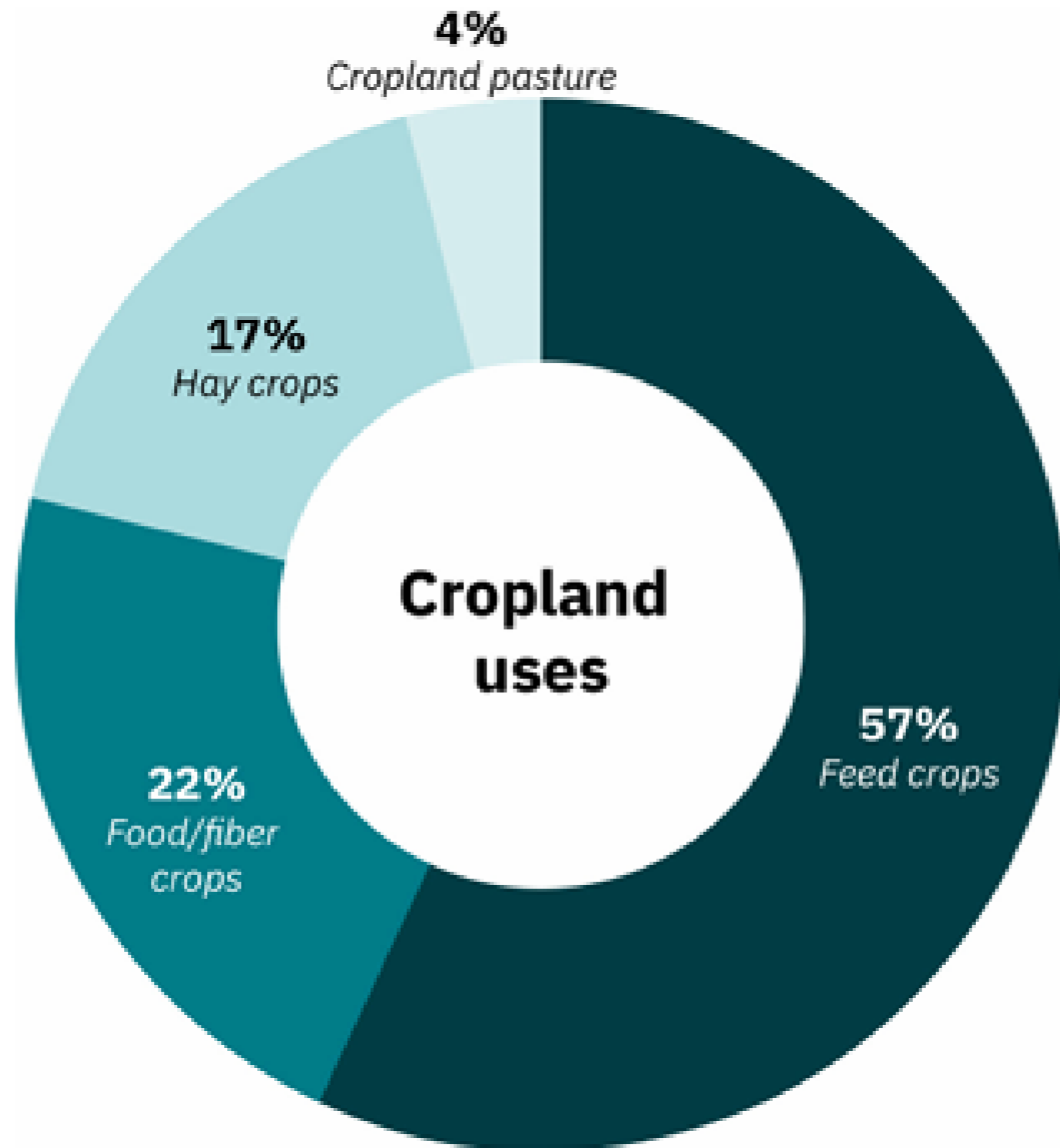


Figure 1: Land uses in the contiguous United States (% of acreage). Reference: Bigelow and Borchers 2017

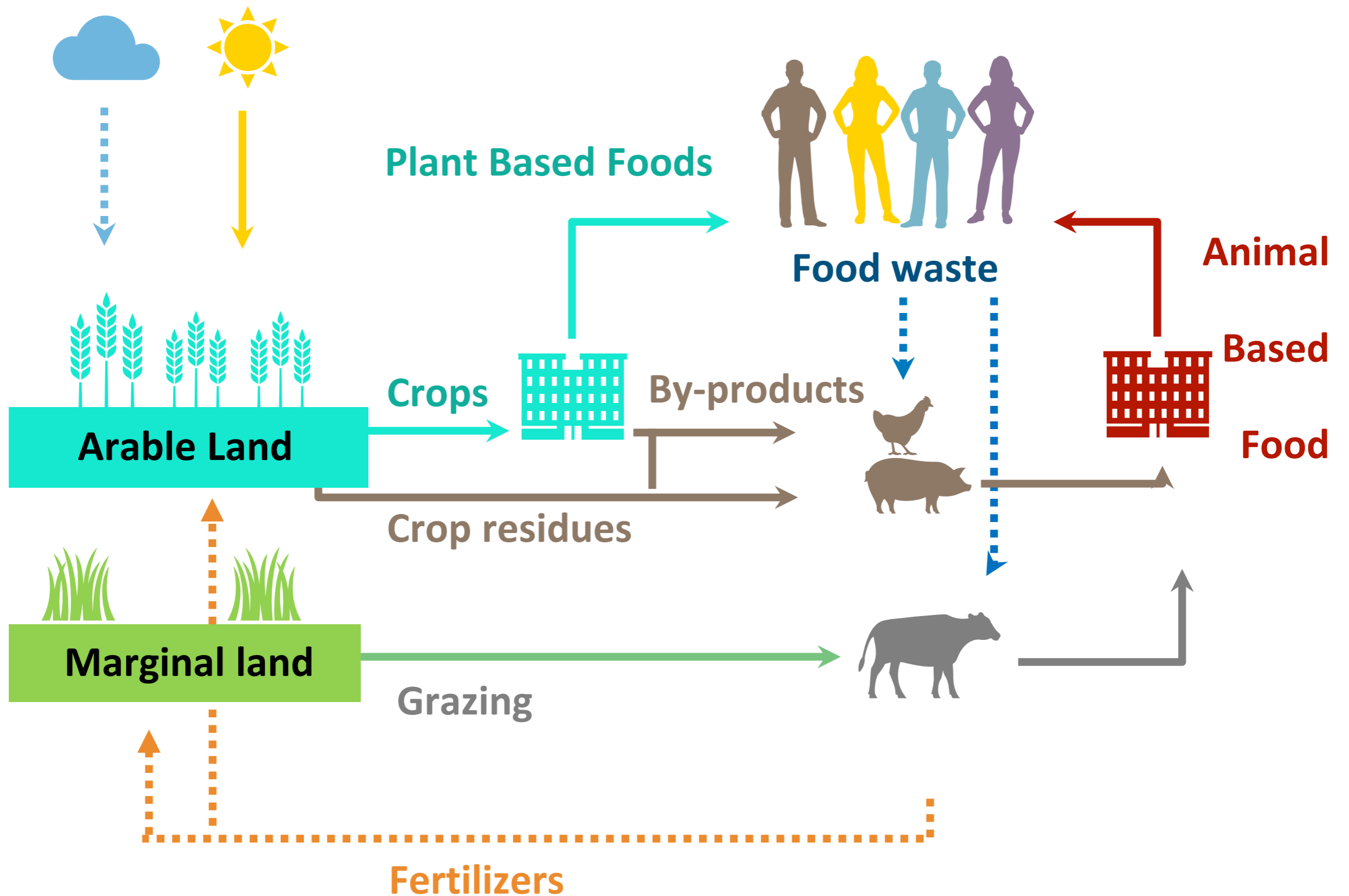
## Cropland use in the U.S.







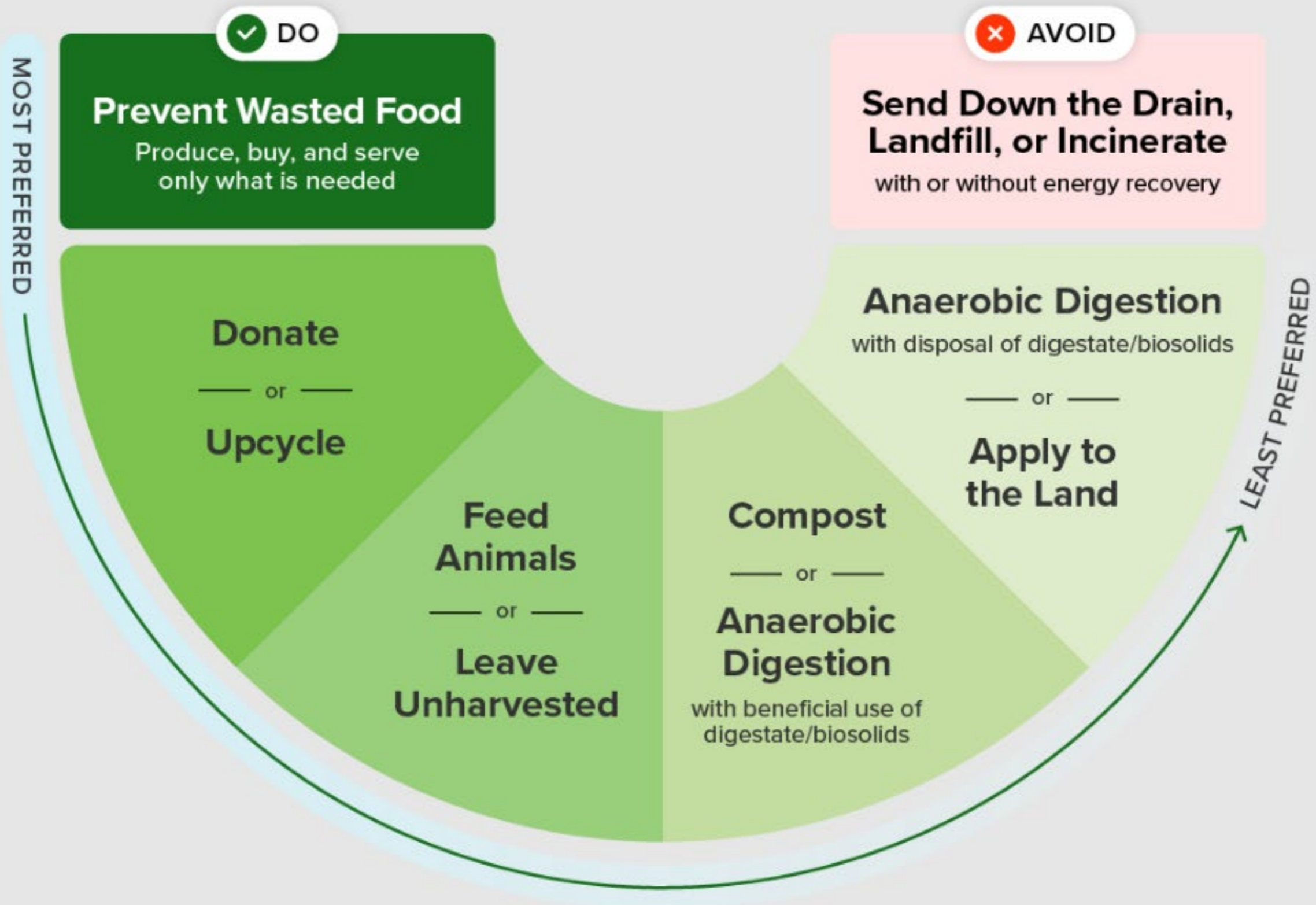
# Circular farming





# Wasted Food Scale

How to reduce the environmental impacts of wasted food



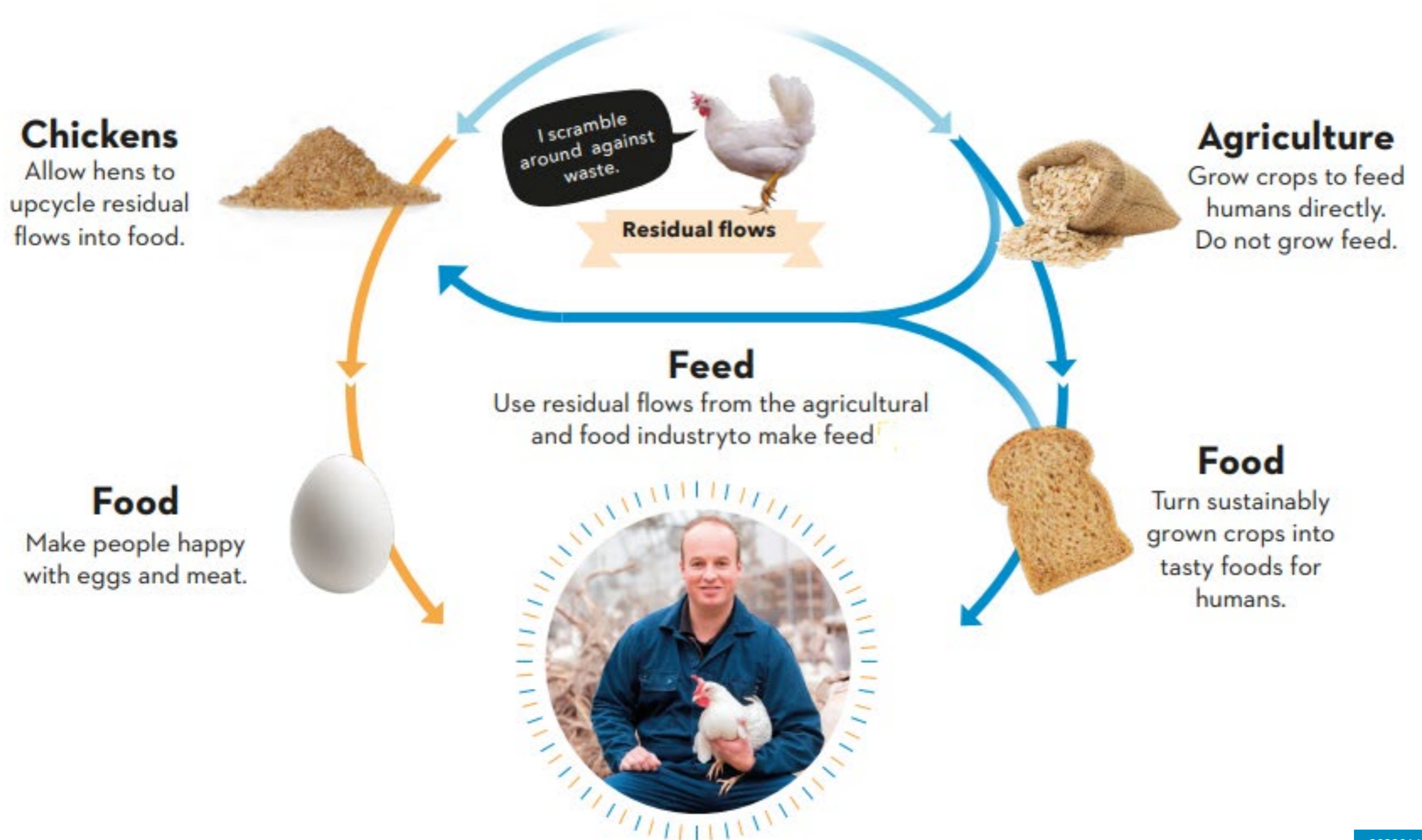
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## THE 1<sup>ST</sup> COMMERCIAL CLOSED-CYCLE CHICKEN FARMER IN THE WORLD

### Feeding the world according to Kipster





ESSENCE

3 PROMISES

1

TACKLING FOOD WASTE

2

CARBON NEUTRAL EGGS

3

BETTER ANIMAL WELFARE





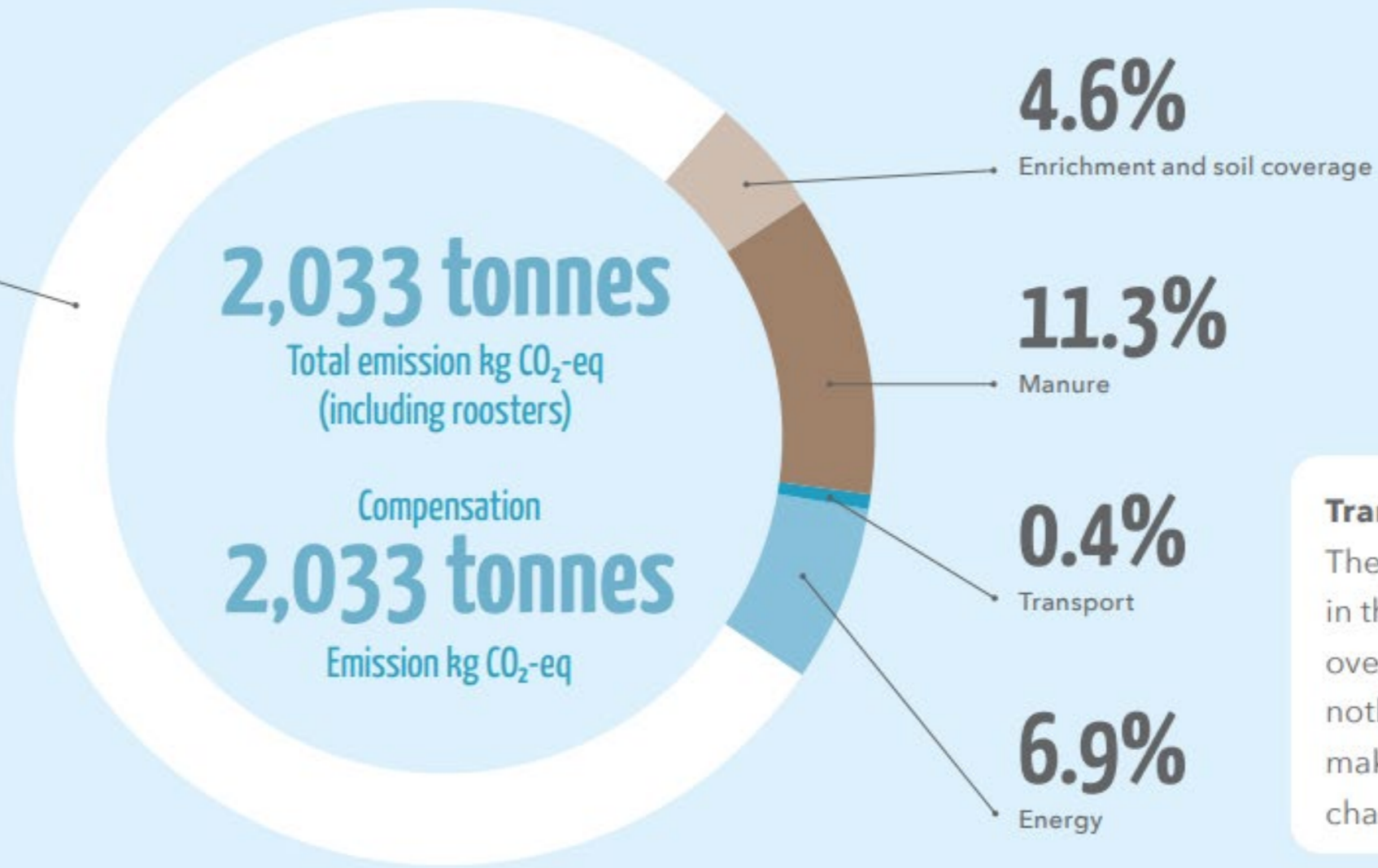
**77%**

Feed



### Feed

The feed share is significant. It's where we can make a difference. Our circular feed also has around a 50% lower carbon footprint than conventional chicken feed.



### Transport

The transport share in the entire emission overview is almost nothing. We cannot make significant changes here.





FOREST BIRDS

BETTER ANIMAL WELFARE

- IT BEGINS WITH CHICKEN, THEN COMES THE EGG
- Enriched environment for forest birds
- Antibiotics to cure our chickens when sick
- Indoor and outdoor
- Day-light filled indoor garden
- Eyes on Animals Method
- Spent hens and roosters? Great proteins for humans
- Non-vegetarian feed
- Bird Flu



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**MPS EGG FARMS**  
Helping 250,000 families in 27 generations build a better future with a sustainable egg farm.

**WHO IS THE CHICKEN?**  
A FOREST HEN  
A BANTAM  
A GAME HEN  
A ROAST HEN  
A TABLE HEN  
A FRYER HEN  
A BROILER HEN  
A TURKEY HEN  
A DUCK  
A GOOSE

**WHAT DOES THE CHICKEN WANT?**  
1. Space  
2. Clean water  
3. Clean air  
4. Clean food  
5. Clean bedding  
6. Clean nesting boxes  
7. Clean transport  
8. Clean processing

**HOW WE CARE**  
WE CARE FOR THE CHICKEN  
We care for the chicken every day so we can provide you with the freshest eggs possible.

**THE CHICKEN**  
2000  
APPROXIMATELY A BILLION  
The number of chickens worldwide producing eggs.  
2020  
THEY ARE  
15.5 BILLION  
The number of American eggs laid every year.











Sun Power

SOLAR PANELS	
System Size	829 kW
Date Completed	March 2023
No. of Panels	1,883
Annual Production	1,030 GWh
Lifetime Production as of 9/10/24	1,683 GWh



Sun Power

Equivalent to Greenhouse Gas Emissions from:



160

Gasoline-powered vehicles driven for one year

Equivalent to CO<sup>2</sup> Emissions from:



140

Homes' electricity use for one year

Equivalent to Greenhouse Gas Emissions Avoided by:



249

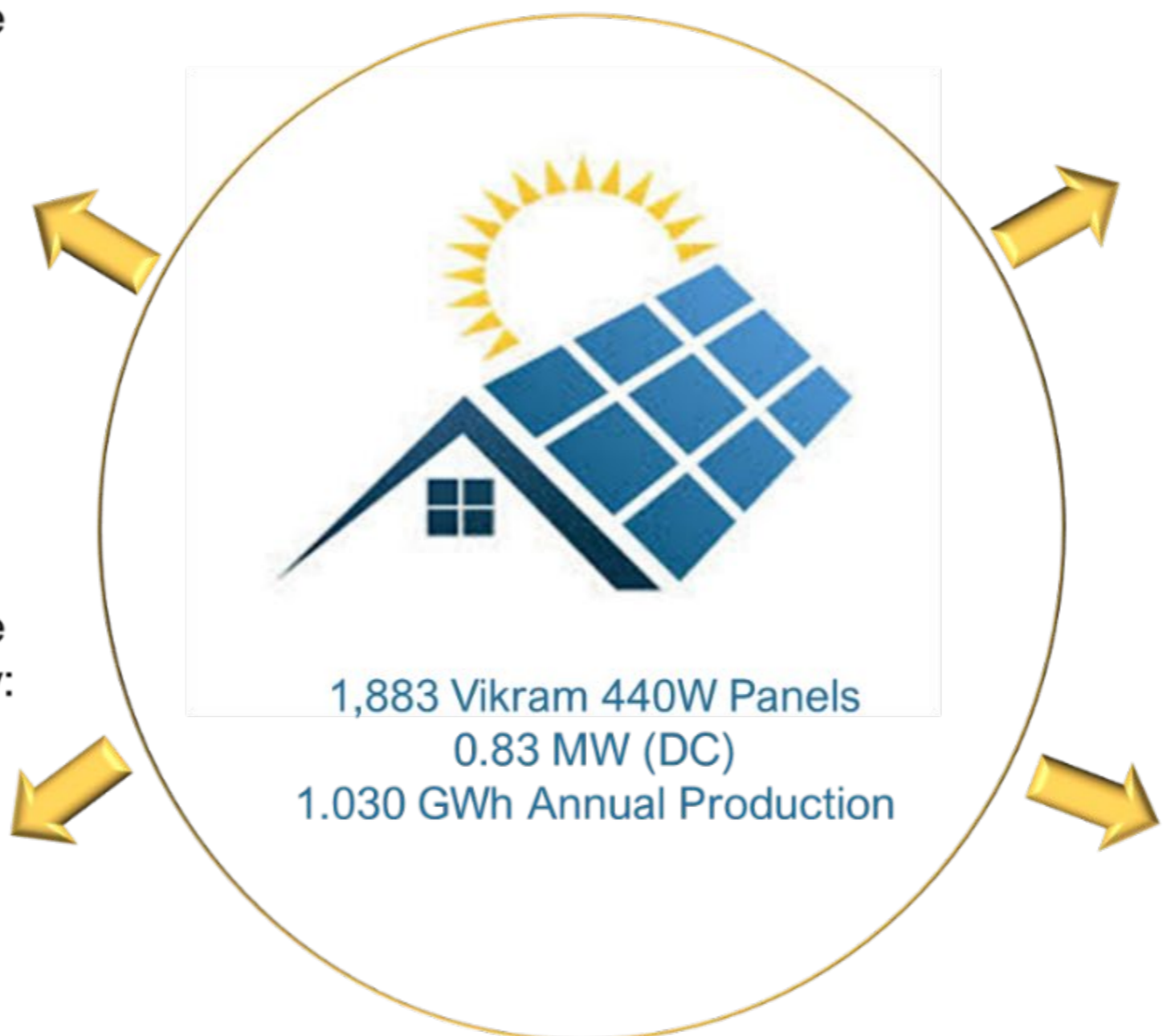
Tons of waste recycled instead of landfilled

Equivalent to Carbon Sequestered by:



858

Acres of U.S. forests in one year



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Available at Kroger



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Thank you

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