

ESTABLISHED  
1 9 5 7



REIMAGINED  
2 0 1 8

**WILLICROFT<sup>®</sup>**

P L A N T - B A S E D  
C H E E S E





# WILLCROFT FARM

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1957



**ANIMAL AGRICULTURE REMAINS THE LARGEST  
CONTRIBUTING FACTOR FOR THE WARMING OF THE  
PLANET.**

**DRAMATIC CHANGE IS NEEDED IN THE NEXT DECADE.**

**FARMERS ARE NOT BEING INCLUDED IN THIS  
CONVERSATION.**

**UNTIL NOW...**



# AMSTERDAM

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2018



# OUR RAISON D'ETRE



## CHEESE FOR CHEESE LOVERS

We're not just here for vegans, we're here to convince all cheese lovers that this is the best and tastiest way forward.



## EARTH FIRST

Every decision we make considers the health of planet earth



## RADICAL TRANSPARENCY

We keep an open dialogue about our decisions and our impact with everyone.



## FOREVER LEARNING

We're aiming to become the master of our craft but are humble enough to appreciate sometimes we don't know it all.



## FARMERS AT OUR HEART

We stand beside those who have and continue to supply the world with food.





MOTHER NATURE  
CEO

# WHERE EVERY DECISION STARTS & FINISHES

To put it simply, if we feel a decision is going to have an adverse impact on the environment we will keep searching for a better solution.



THIS IS NOT CHEESE

# THIS IS NOT CHEESE

- This is not cheese fondue
- This is not cheese sauce
- This is not cheese truffle sauce
- This is not cream cheese (classic, dill and jalapeno)
- This is not parmesan
- This is not feta
- This is not cheese bitterballen





CASHEW BASE

THIS IS NOT  
CHEESE FONDUE





CASHEW BASE

THIS IS NOT  
CHEESE SAUCE







CASHEW BASE

THIS IS NOT  
TRUFFLE SAUCE



TOFU BASE

THIS IS NOT  
CREAM CHEESE





CASHEW BASE

THIS IS NOT  
PARMESAN





CASHEW BASE

# THIS IS NOT FETA





CASHEW BASE

THIS IS NOT  
CHEESE  
BITTERBALLEN



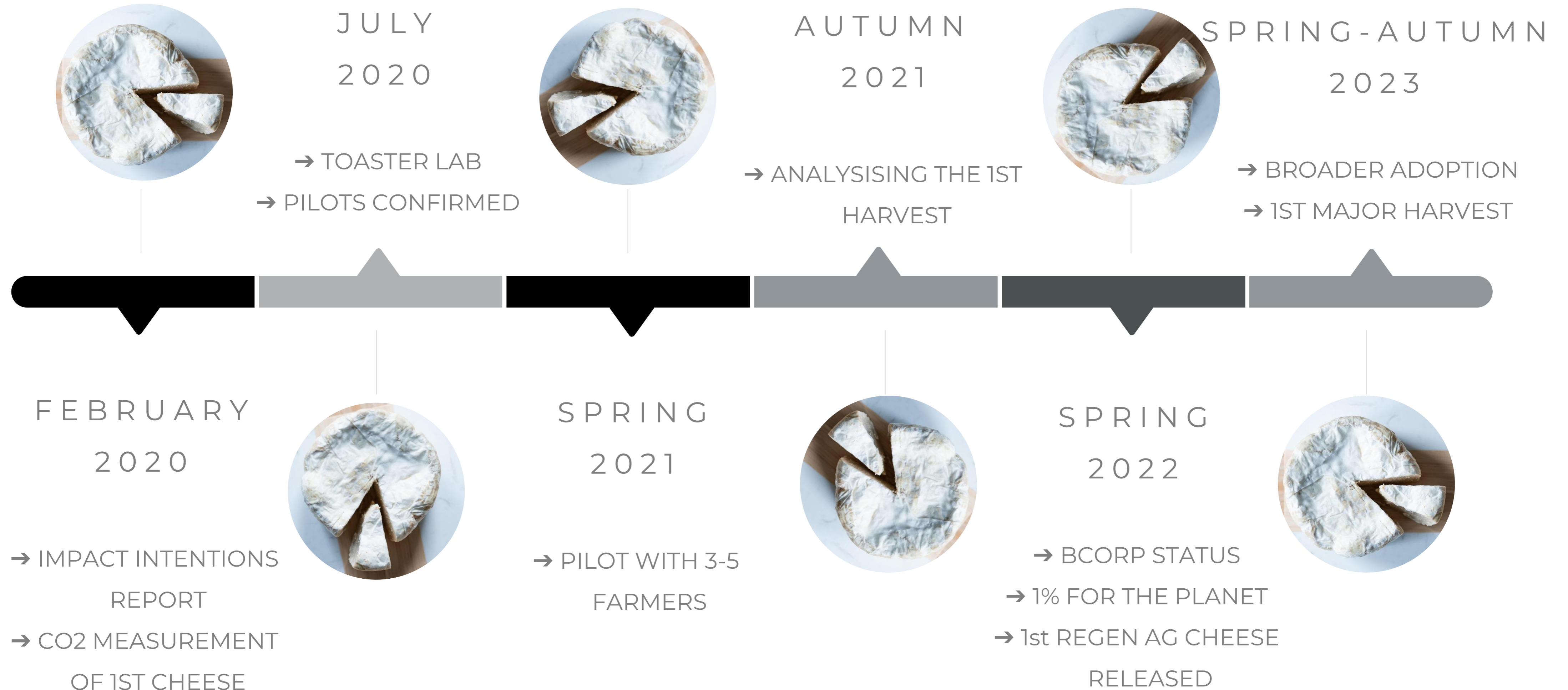


**DOING LESS HARM IS VERY DIFFERENT  
TO DOING MORE GOOD...**

Yvon Chouinard



# IMPACT TIMELINE





# HOW YOU CAN HELP



ALL  
→ Working with not against  
one another

## GOVERNMENT

- Subsidies
- Solutions not problems
- Carbon tax

## FARMERS

- Open mind to gradual change with well thought through economical, social and environmental solutions.

## PUBLIC

- Value your individual decisions and impact
- Vote with your wallets
- Activism



**"You never change things by fighting against the existing reality. To change something, build a new model that makes the old model obsolete."**

Buckminster Fuller



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