



ALTAGREEN

WINTER 2023

Executive Summary



AltaGreen Products Inc. is a premiere hemp protein animal feed company.

It is the culmination of three and a half years of research, product development and market analysis. Our team has developed a hemp/olive oil formulation utilizing hemp seed oil as the prime ingredient for the equine, pet food, and human health and wellness markets.





Recently AltaGreen has expanded its formulation development to access the poultry and swine markets utilizing the hemp seed oil and the residual product of the hemp seed pressing process, known by the industry as hemp seed cake or hemp seed pellets.



The animal feed products will be developed to meet or exceed all regulatory animal feed compliance of CFIA and Health Canada standards, including CBD/THC content, setting the standard for wider distribution to licensed processors, manufacturers, sellers, and end users in Canada.



The hemp-based product market is relatively new, however with the well-documented natural health benefits for humans and animals, the market is developing quickly.

Many new products are being introduced into the hemp-based market, however, the unique approach of AltaGreen's custom blends and raw ingredients allows us to produce high-quality formulations for the animal feed markets.

Within the next 12 months AltaGreen will enter the poultry market with one of the 1st compound hemp-based feeds for Chickens, Ducks, Geese, and a variety of other poultry species. AltaGreen's protein rich formulation brings a feed, with hemp seed and hemp seed oil-based micronutrients, antioxidants, and Omegas 3, 6 and 9. This protein rich feeds helps to address Industry issues such as reducing Phytoestrogen, High Chick Mortality and increase feed conversion.



Pre-production label artwork - production graphics and specifications may differ

AltaGreen has developed a go-to-market strategy which would see our formulations to be white labeled using the information and research provided by AltaGreen, or it can be licensed under the Perfect Balance brand.

AltaGreen will license our formulations to a multitude of existing feed manufacturers in Canada and beyond. The license agreement will allow producers to manufacture under their brand or use the HempGro™ brand to get the product to market.

AltaGreen has spent considerable time designing, developing, and testing its Hemp/Olive formulation. We this in mind we have clearly defined a IP strategy to protect these formulations. We have looked at several patent databases that are available and that provide access to a vast collection of patents worldwide.

Management Team

Doug Kirillo

Chief Executive Officer CO-FOUNDER/BOARD OF DIRECTORS

For the past 40 years, Doug has worked with a myriad of companies building local, national, and international sales teams. As well as providing marketing and sales expertise, Doug has also been involved with launching corporate branding and communications programs providing corporations with the strength to successfully go-to-market with their goods and services.

Jim Schroeder

Chief Science Officer CO-FOUNDER/BOARD OF DIRECTORS

Jim Schroeder is responsible for Corporate Development and Product Development. Jim brings many years of business and corporate development, product development research, product formulation, and domestic and export development, especially tailored for product placement in retail and specialty markets. He is well versed in the establishment of R&D strategic alliances and product development networks in many industries. In the past five years, Jim has been involved in industrial hemp-based product development, domestic and international hemp product placement for animal and human applications and designing vertical farming systems specifically for commercial grower applications.

Dean Heuman

Chief Marketing Officer CO FOUNDER/BOARD OF DIRECTORS

With more than 35 years of marketing and communications experience in many industries with both consumer and wholesale audiences, Dean will provide the branding, marketing and communications vision and execution for the AltaGreen and associated companies. Through a bold approach, the companies will lead in educating, promoting and engaging consumers in the benefits of hemp-related products for themselves and the animals they care deeply about.

Lawrence Mattar

Chief Administrative Officer CO-FOUNDER/BOARD OF DIRECTORS

With more than 22 years of business experience in managing large scale construction projects, manufacturing and international import and export, Lawrence brings a clear vision on how companies can extend their reach across large scale networks. Over the years, Lawrence has established strong strategic relationships with successful business leaders in various types of businesses across the globe.

Reg Shah

Chief Operating Officer CO-FOUNDER/BOARD OF DIRECTORS

Reg has more than 30 years of experience as an entrepreneur in various sectors including franchises. His expertise includes international import, export and sales leadership. Reg has held several senior level consulting positions and key roles with charity organizations, networking groups and international franchise boards.

Advisory Team

The peer guidance team has more than 100 years of collective experience building and running businesses. They have diversified backgrounds and networks spanning several industries and business models.

They guide organizations and small businesses through planning, scaling, financial, and people strategy.

Jade Alberts

A serial entrepreneur who exited his own business and helped three others exit theirs. Jade had Food Industry experience with his first exit Nathan's Famous Hot Dogs. Over the eight years, he dealt with commodities, beef futures trading, shipping, CFIA and USDA. A Start-Up Advisor for Health Sciences and Social Innovation Hubs at Innovate Calgary (University of Calgary) and Ag Venture Fund SVG Thrive. VP of the Canadian Blockchain Consortium. We educate and unite the Canadian Blockchain Industry in Canada. We also lobby Provincial and Federal Governments regarding regulation in Canada on behalf of our 90-member companies.

Peter Lafontaine

A board member, executive, company builder and entrepreneur with deep experience in technology at all levels and has been introducing new products and innovations to the marketplace for more than 20 years.

Kyle Kanovsky

A top-line growth expert with 15 years of sales and marketing experience across multiple sectors

Mo Aladin

A seasoned business leader with a proven track record in financial management. He has more than 25 years of experience in the food industry with Cara Foods and sold his last seven restaurants eight months ago. He has consistently demonstrated his ability to navigate complex financial landscapes and optimize business performance. He has been instrumental in propelling businesses to new heights, employing innovative business and people strategies and creating opportunities for sustainable growth.



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ALTA-GREEN.COM

To discuss the business opportunities for involvement in AltaGreen please contact
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