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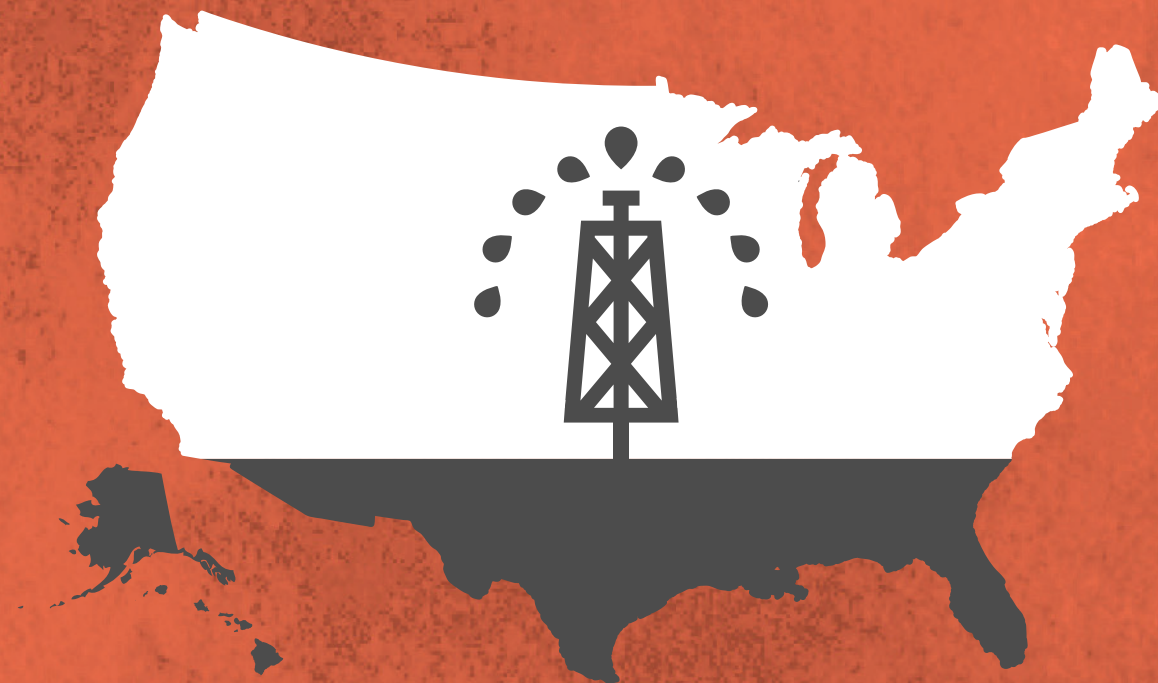
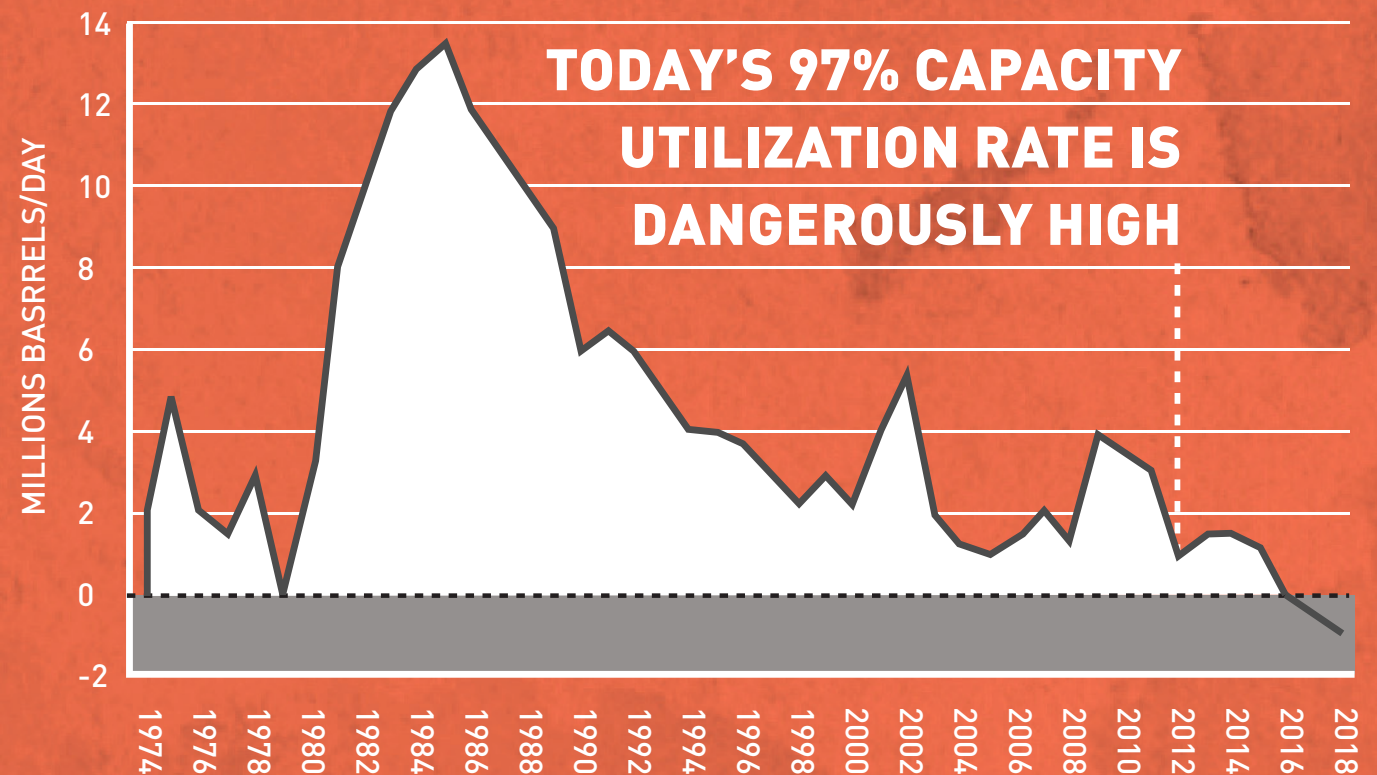


# THE ISSUE

OUR GLOBAL OIL  
SYSTEM IS OPERATING  
NEAR FULL CAPACITY

AND THAT CAN'T LAST—  
FOR OUR WALLET'S OR OUR STOMACHS.

OPEC SPARE CAPACITY OUTLOOK (K BBL/ DAY)



**20,000,000  
BARRELS OF OIL**  
CONSUMED IN THE USA-EVERY DAY



# THE ISSUE

FOOD FOR FUEL  
VS.  
FUEL FOR FOOD



**45%** OF U.S. CORN IS  
NOW USED TO  
MAKE ETHANOL

**10%** OF U.S. ENERGY  
BUDGET IS NOW  
SPENT ON FOOD

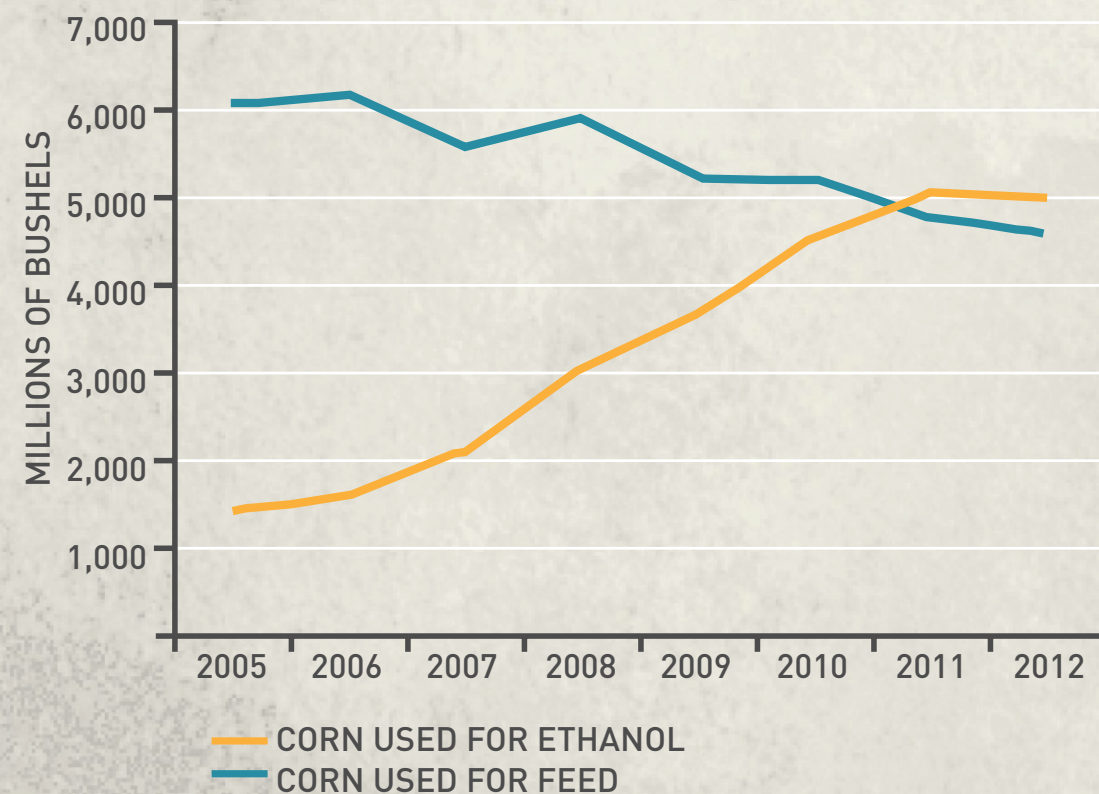




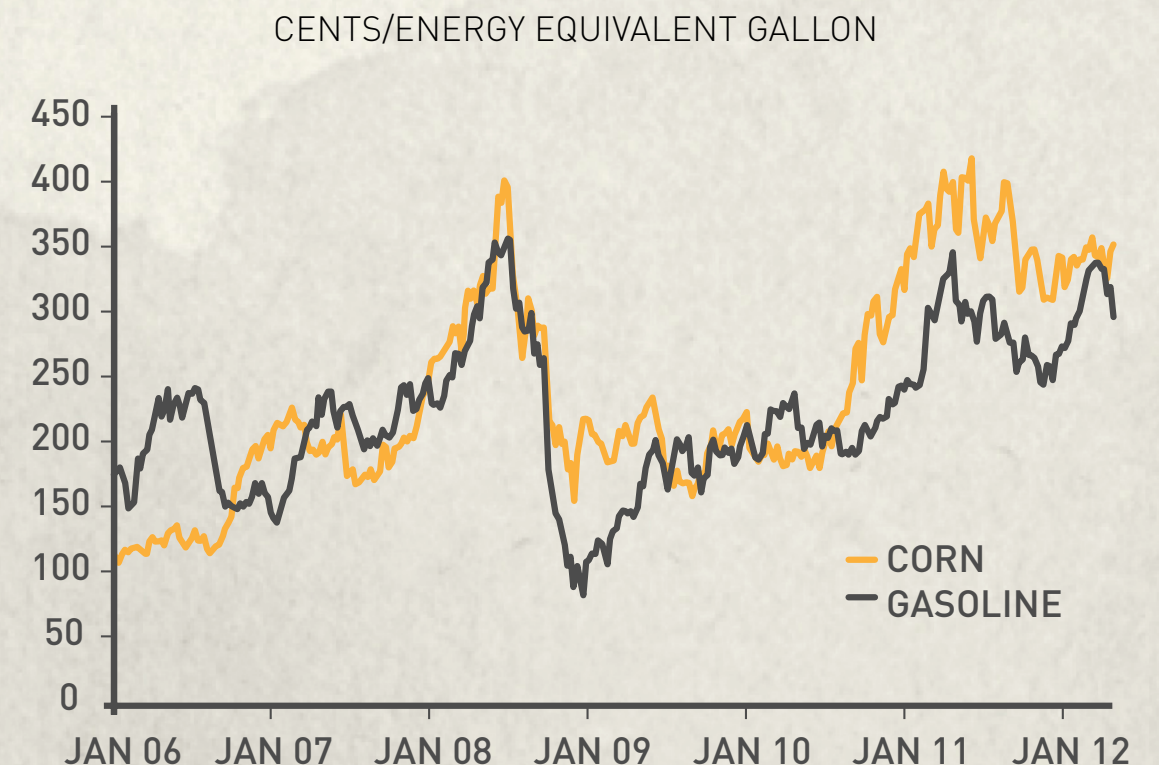
# CORN & GAS PRICES ARE CONVERGING

## 45% OF OUR CORN IS NOW USED FOR ETHANOL

PERCENTAGE OF U.S. CORN HARVEST BY END USE



## CORN & GASOLINE ARE CONVERGING TO SAME ENERGY EQUIVALENT LEVELS



SOURCE: MORGAN STANLEY



# THE ISSUE

## INDUSTRIAL AGRICULTURE

ACCOUNTS FOR THE OVERWHELMING  
MAJORITY OF FOOD PRODUCTION IN  
THE U.S.



FOOD TRAVELS AS MUCH AS  
**5,000 MILES**  
TO REACH U.S. CONSUMERS



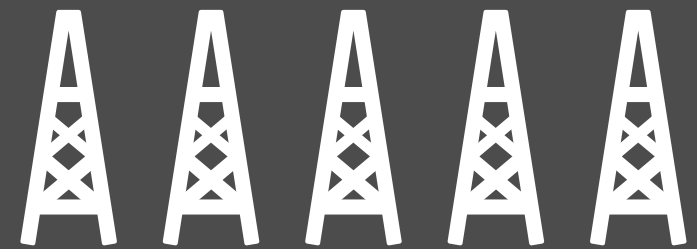
AND IS RESPONSIBLE FOR  
**~5%** OF OUR TOTAL  
OIL CONSUMPTION



# A CONNECTION WE CAN AFFORD TO BREAK

## FOOD SYSTEM

FOOD IS AN INCREASINGLY CRUCIAL FUEL SOURCE  
(E.G. CORN AND SUGAR BIOFUEL PRODUCTION)



OIL IS A CRUCIAL INPUT TO OUR UNSUSTAINABLE  
INDUSTRIAL AGRICULTURE SYSTEM

## FUEL SYSTEM



# OUR GOAL

TOGETHER WE CAN  
SHAPE THE FUTURE.

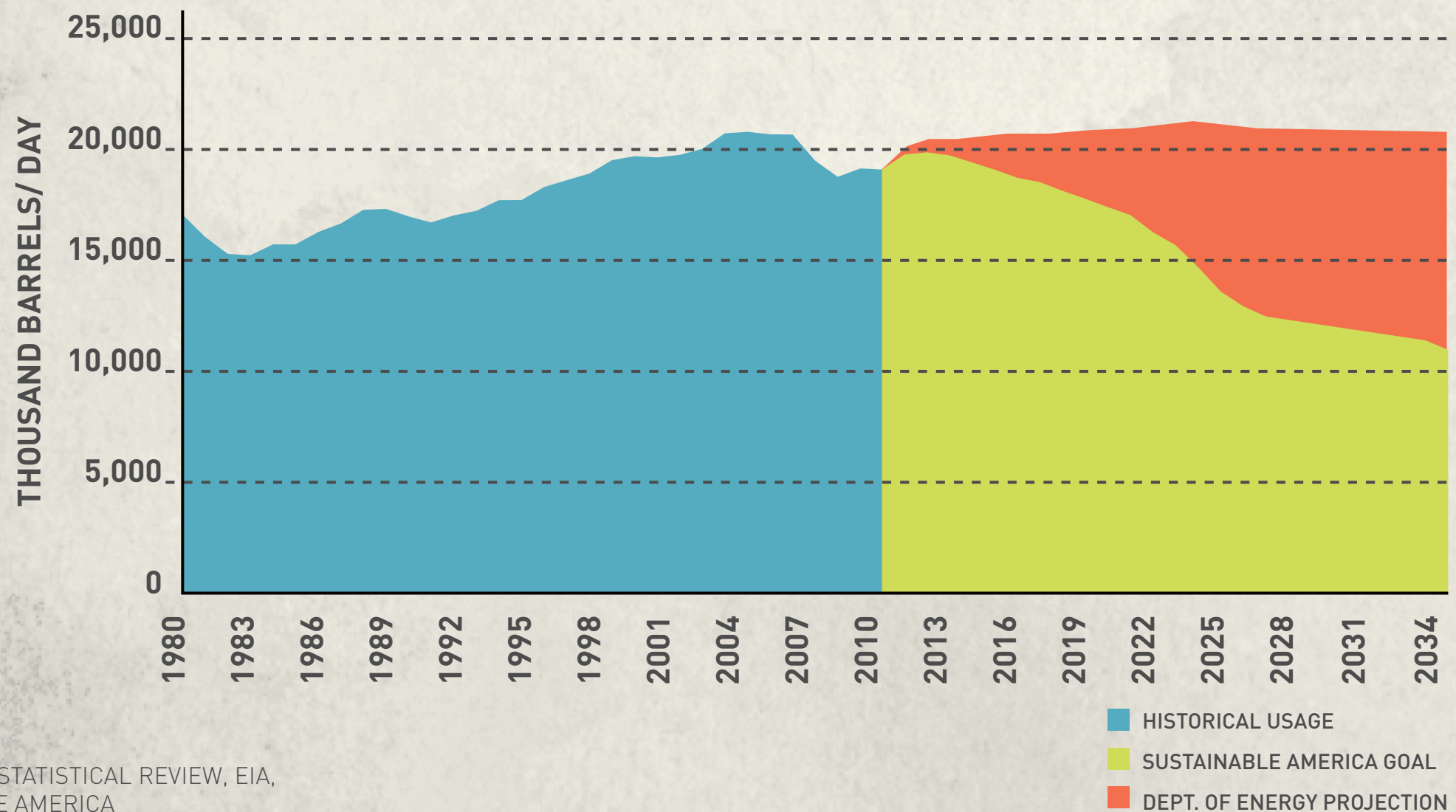
THE CHALLENGES WE FACE TODAY WILL BE OVERCOME THROUGH INCREASED AWARENESS OF THE PROBLEM AND ENCOURAGED INNOVATION TOWARD NEW SOLUTIONS. WE MUST WORK TOGETHER, IN MEASURES SMALL AND LARGE, TO IMPROVE THE RELATIONSHIP BETWEEN FOOD AND FUEL.





# U.S. OIL USAGE COULD BE REDUCED BY 50% BY 2035

## OIL CONSUMPTION: WE CAN IMPROVE



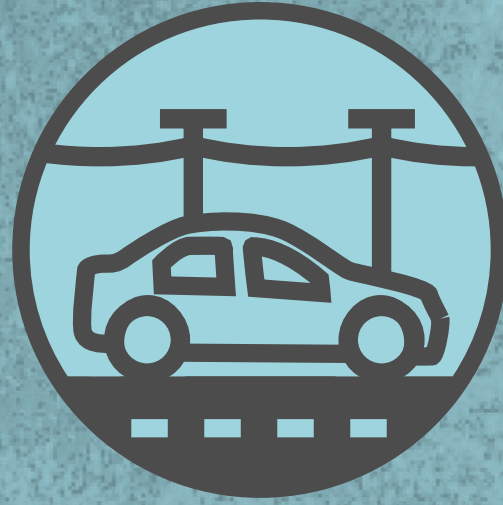
SOURCE: BP STATISTICAL REVIEW, EIA,  
SUSTAINABLE AMERICA



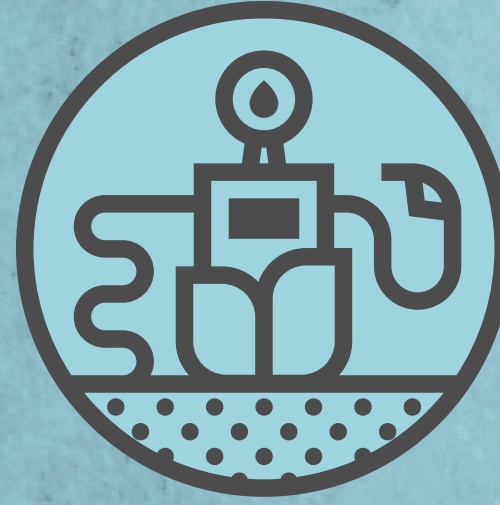
# OUR GOAL



**INCREASING  
FUEL EFFICENCY**



**ELECTRIC  
VEHICLES**



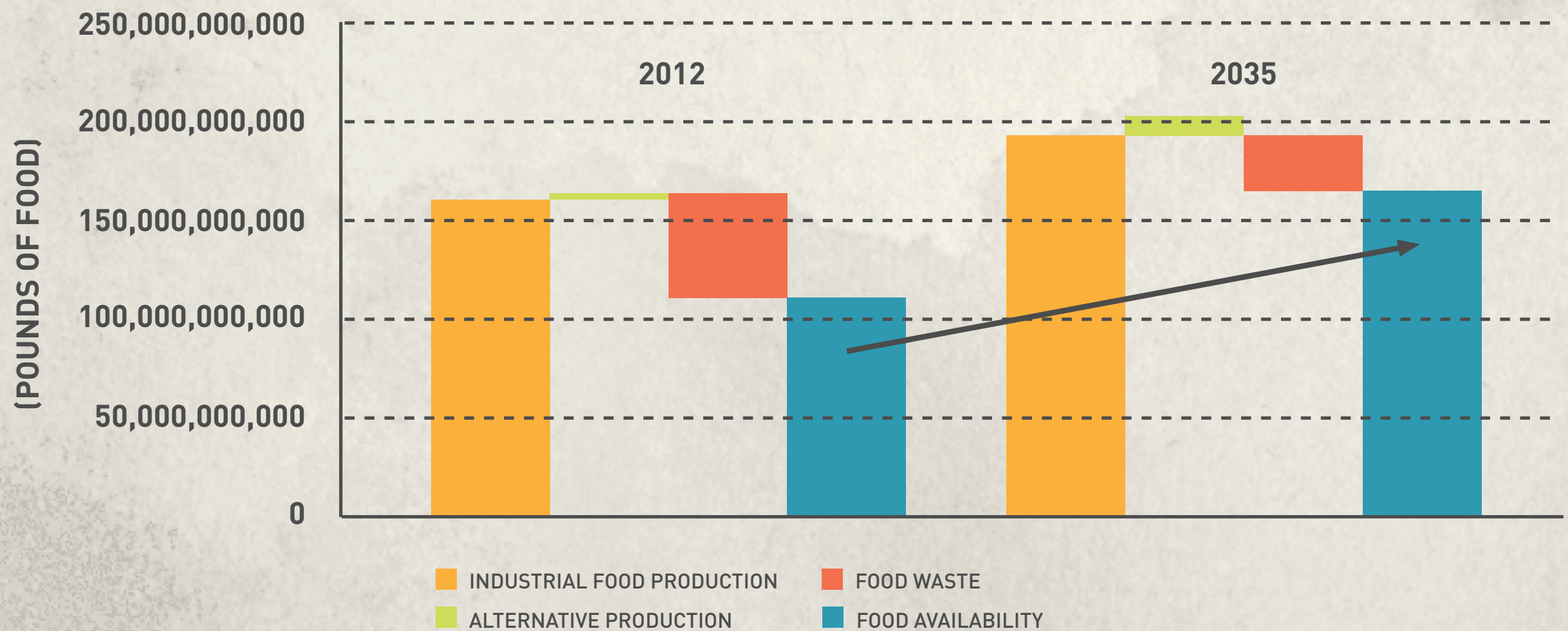
**ADVANCED  
BIOFUELS**



**NATURAL  
GAS**



# INCREASE DOMESTIC FOOD AVAILABILITY BY 50%



SOURCE: USDA/ NRDC



# OUR GOAL



**REDUCE FOOD  
WASTE**



**ALTERNATIVE  
FARMING METHODS**



**INCREASE FOOD  
SYSTEM EFFICIENCY &  
PRODUCTIVITY**



# OUR FOCUS

FOSTERING CHANGE IN  
TWO PRIMARY WAYS...



## RAISING AWARENESS

BY LAUNCHING A COMPREHENSIVE PUBLIC EDUCATION CAMPAIGN ON PRECARIOUS STATE OF FOOD AND FUEL SYSTEMS, SUSTAINABLE AMERICA INTENDS TO COMMUNICATE POSSIBLE SOLUTIONS AND MOTIVATE POSITIVE BEHAVIOR CHANGES FOR SUSTAINABLE LIFESTYLES.



## SUPPORTING ENTREPRENEURS

SUSTAINABLE AMERICA FOUNDATION WILL SUPPORT NEW ENTREPRENEURS AND INVESTORS IN SUSTAINABLE FOOD AND ENERGY INNOVATIONS. CREATING JOBS, HUMAN AND FINANCIAL CAPITAL THROUGHOUT THESE NEW INDUSTRIES.



# OUR FOCUS

A CLOSER LOOK AT  
OUR INITIATIVES



## INITIATIVE 1:

### **PUBLIC EDUCATION CAMPAIGN TO RAISE AWARENESS OF FOOD AND FUEL SUSTAINABILITY ISSUES**

THE PUBLIC IS LARGELY UNAWARE OF THE MAGNITUDE OF THIS PROBLEM. THERE IS A LACK OF COMMUNICATION REGARDING THE LINKAGES IN TWO UNSUSTAINABLE SYSTEMS. SIMPLE AND COMPELLING MESSAGING WITH REALISTIC SOLUTIONS CAN LEAD TO CHANGE IN BEHAVIOR.

### **WHY SUSTAINABLE AMERICA?**

- \* REFRESHING AND UNBIASED VOICE TO DIALOGUE WILL DRAW NEW SUPPORTERS TO SUSTAINABILITY ISSUES IN AMERICA
- \* INTERACTIVE, WEB-BASED PLATFORM WILL LEVERAGE ANALYTICAL CAPABILITIES IN FOOD AND FUEL INDUSTRIES
- \* UNDERSTANDING OF FOOD AND FUEL MARKETS WILL ENSURE THAT VIABLE SOLUTIONS ARE PROPOSED TO CONSUMERS



# OUR FOCUS

A CLOSER LOOK AT  
OUR INITIATIVES



## INITIATIVE 2:

### **SUPPORT ENTREPRENEURS DEVELOPING SUSTAINABLE ALTERNATIVES**

MARKET-DRIVEN SOLUTIONS WILL RESULT IN THE HIGHEST DEGREE OF INNOVATION AND THE GREATEST IMPACT ON OUR SUSTAINABILITY. HOWEVER THESE EFFORTS LACK ACCESS TO THE TALENT AND ADVISORY SUPPORTS NEEDED TO GROW THEIR BUSINESSES AND THE FINANCIAL CAPITAL FOR DEVELOPMENT OF SUSTAINABLE ALTERNATIVES.

### **WHY SUSTAINABLE AMERICA?**

- \*WELL-PLACED TO WORK ON THIS CHALLENGE GIVEN EXISTING RELATIONSHIPS AND CAPABILITIES IN BUSINESS AND FINANCE.
- \*PERSONAL EXPERIENCE STARTING NONPROFITS AND FOR-PROFITS; DEEP EXPERTISE ON HOW THESE MARKETS FUNCTION.
- \*WILLINGNESS TO INVEST IN EARLY-STAGE, HIGH-RISK VENTURES IN A WAY THAT OTHER NONPROFITS AND VENTURE CAPITALISTS HAVE NOT OR CANNOT.





**SUSTAINABLE**

— A M E R I C A —

**FOOD FOR THOUGHT. FUEL FOR CHANGE..**

**OUR FUTURE IS A  
SUSTAINABLE  
AMERICA**

[WWW.SUSTAINABLEAMERICA.ORG](http://WWW.SUSTAINABLEAMERICA.ORG)