

OUR ROOTS

Prime Roots founders Kim and Josh have always enjoyed eating meat and the traditions around it. At the same time, they craved an option that didn't carry the same environmental burdens as animal meat that could still provide a truly meaty flavor and texture. Rooted in koji, we're able to replicate the taste and texture of meat without any of the environmental costs of animal proteins.



9KG
OF CO₂ EMISSIONS
AVOIDED

Per kg of Koji-Meat



92%
LESS WATER
USE

Compared to animal protein



91%
LOWER LAND
IMPACT

Compared to animal protein



89%
LESS WATER
EUTROPHICATION

Compared to animal protein

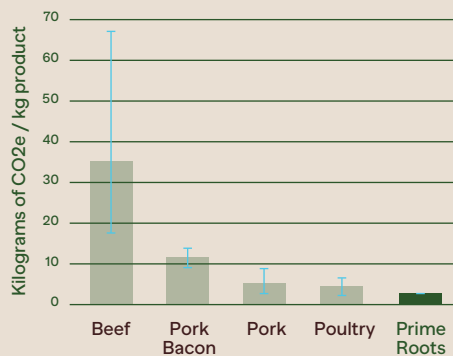
ANALYSIS PERFORMED BY BOUNDLESS IMPACT*



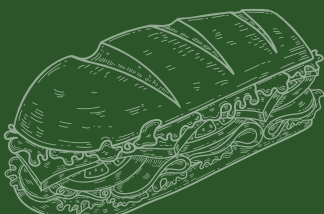
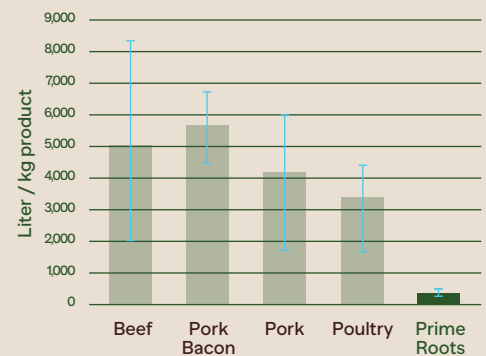
Prime Roots is
B Corp certified

* Analysis using Prime
Roots pork product.

GREENHOUSE GAS FOOTPRINT



WATER FOOTPRINT



**EATING ONE PRIME
ROOTS SANDWICH
SAVES THE EQUIVALENT
OF 4 BATHTUBS'
WORTH OF WATER**

**REPLACING ONE
CONVENTIONAL SANDWICH
EVERY DAY FOR A WEEK WITH A
PRIME ROOTS SANDWICH SAVES
AS MUCH CO₂ AS ELEVEN TREES**



Prime Roots meats use
17X less water than
conventional meat



Prime Roots meats emit
29X less CO₂ than
conventional meat



Prime Roots meats require
9X less land than
conventional meat



Prime Roots meats cause
15X less water eutrophication
than conventional meat