

## COMPANY OVERVIEW



Taking products from humble conceptual beginnings to tangible commercial reality.

FareScience brings a fresh approach to food product development by transforming the path from concept to commercialization. Instead of fragmented teams, product development is entrusted to a versatile expert who possesses comprehensive knowledge of the entire process. By combining scientific rigor with a deep understanding of the food industry ecosystem, FareScience delivers technical excellence efficiently & makes premium food innovation accessible to companies of all sizes.

**These core values drive everything we do:**



**Integrity**



**Creativity**



**Taste**



**Speed**



**Affordability**



## ABOUT THE FOUNDER



### MJ Kinney

Founder & Lead Product Developer



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FareScience was founded in 2016 by MJ Kinney. MJ specializes in better-for-you product development with a lens toward commercial scalability. Her experience spans the B2B, B2C, and nonprofit sectors throughout the food industry, and her work continuously merges ingredient innovations with novel products. For the past decade, MJ has maintained formulation development, ingredient procurement, and manufacturer selection capabilities for food companies ranging from pre-revenue startups to established brands grossing over \$500 million annually.

### Capabilities

- Product Formulation
- Ingredient Sourcing
- Process Development
- Regulatory Compliance (nutrition facts panel, ingredient statement, nutrient claims)
- Pilot & Commercial Production
- Contract Manufacturer Search & Validation

### Areas of Special Interest

- Plant-Based Proteins
- Simple Ingredients
- Free from Select or Top Allergens
- Responsible Environmental Impact (end of life considerations)
- Reduced Sugar & Sodium Content



## WORK + RESOURCES

My comprehensive industry experience enables me to collaborate with and serve partners throughout the food ecosystem — from ingredient suppliers and manufacturers to nonprofits, consumer brands, and private label. I excel in complex challenges that demand deep technical expertise and practical, real-world experience. Below are some of the organizations I've had the privilege of working with.

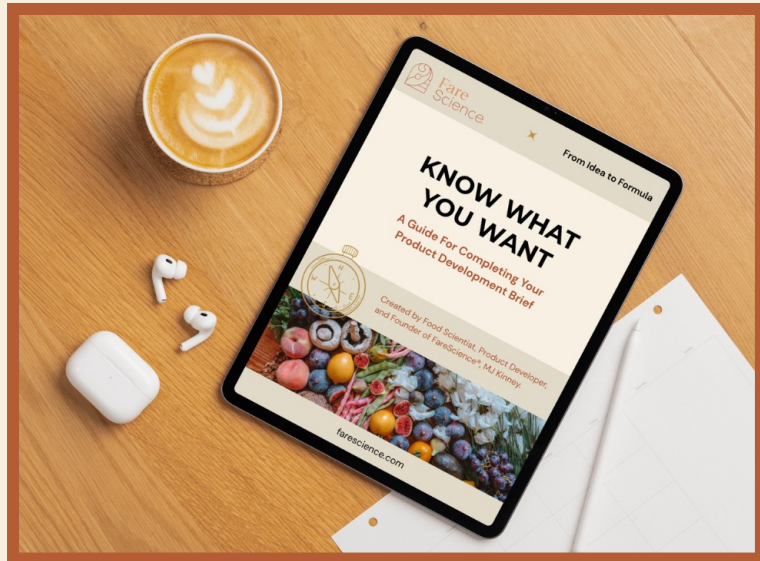
**Want to see examples of my work?** I'm happy to share my portfolio upon request.

**Ready to explore your next food innovation?** [Take my Discovery Questionnaire](#) — This will prepare us for a productive initial call.





Define your product to a standard professionals expect – gain clarity, confidence, and prevent scope changes.



Scan QR code or visit:  
[learn.farescience.com/beforehiring](https://learn.farescience.com/beforehiring)

- **Ready-to-go documentation:** A complete brief you can hand directly to any product developer or manufacturer – little back-and-forth, no missing details.
- **Confidence in every conversation:** Walk into manufacturer and product developer meetings already knowing what they'll ask – and ready with the right answers.
- **Save time and money:** Identify the specifications that matter and communicate them clearly – avoiding scope changes and endless back-and-forth that drains your energy and budget.





## FROM IDEA TO FORMULA: A Founder's Starting Guide in Food Product Development



Scan QR code or visit:  
[learn.farescience.com/formula](https://learn.farescience.com/formula)

Handing over the entirety of your product development to outside experts isn't a strategy — it's a gamble.

Most founders build their business on knowledge they don't actually own. **This course changes that.**

Learn the **foundational steps of food product development** — from defining product parameters to creating commercial-ready formulas.

Build skills that let you engage with the discipline at the heart of your business, clarify your vision, and **save thousands of dollars in the process.**



# WORK + RESOURCES

Advancing next generation food product development requires learning, adaptation, and innovation. FareScience is continuously resourcing and contributing to the conversation of progress. Below, you'll find a selection of publications authored by or featuring FareScience's work.



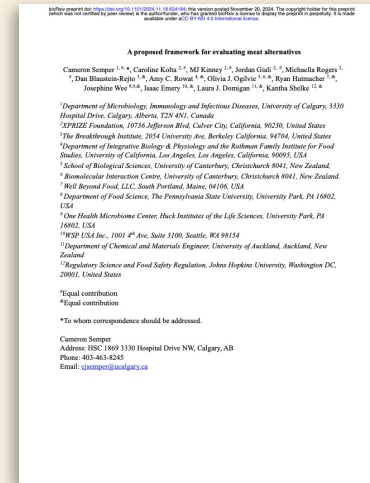
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