

COMPANY OVERVIEW



Our expertise takes 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, we entrust product development to versatile experts who possess 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.

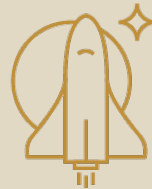
These core values drive everything we do:



Creativity



Integrity



Speed



Taste



Affordability



ABOUT THE FOUNDER



MJ Kinney

Founder & Lead Product Developer



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FareScience was founded and is independently owned by MJ Kinney. MJ specializes in better-for-you product development with a focus on commercial scalability. Her years of experience span the B2B, B2C, and nonprofit sectors throughout the food industry, and her work continuously seeks synergies between ingredient innovations and applications in scalable, novel products. MJ spearheads and actively maintains formulation development, ingredient procurement, and manufacturer selection capabilities for food companies ranging from 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 Sourcing

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



OUR WORK + RESOURCES

Our comprehensive industry experience enables us to serve partners throughout the food ecosystem — from B2B ingredient suppliers and manufacturers to consumer brands and nonprofit organizations. We excel in complex challenges that demand both deep technical expertise and practical, real-world experience. Below are some of the innovative companies we've had the privilege to work with.

Want to see examples of our work? We're happy to share our portfolio upon request.

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



OUR WORK + RESOURCES

Advancing next generation food product development requires learning, innovation, and adaptation. 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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