

BUILDING A BUSINESS BASED ON A VEGETARIAN MISSION

A PRESENTATION BY

MARK FERGUSON



In 1977, when a few friends decided to help improve the health of Hawaii's residents by starting a small natural foods store in Wailuku, Maui, no one predicted their success. They offered organic and natural products, and promoted a vegetarian diet. Their unconventional vision of a healthy lifestyle has become a part of the American mainstream. Mark Fergusson, Chief Vegetarian Officer (CEO/CFO) of Down to Earth ALL VEGETARIAN *Organic & Natural* will talk story about the company's history, mission, and journey in becoming Hawaii's only ALL VEGETARIAN food store chain and one of only a few in the nation. He'll discuss why he became a life-long vegetarian, the health and environmental benefits, and its role in protecting the innocent animals.

Mark Fergusson left his native homeland, Australia, in 1991 to join Down to Earth for a dream job come true. His values fit perfectly with Down to Earth's vegetarian mission. He started as CFO, later became CEO and, in 2009, added CVO (Chief Vegetarian Officer) to his job titles. Mark graduated from Macquarie University with a bachelor's degree in economics and he is a fellow of CPA Australia. Mark is a volunteer mediator for Mediation Center of the Pacific. He sits on various boards including the Hawaii Organic Farmers Association and the Vegetarian Society of Hawaii as an advisory director, and actively assists other non-profit organizations.

TUESDAY, AUGUST 14, 7 P.M.
ALA WAI GOLF COURSE CLUBHOUSE
404 KAPAHULU AVE.

(0.2 MI. BEHIND THE WAIKIKI-KAPAHULU LIBRARY -
ACROSS FROM THE CHEVRON STATION)

Maui — Mr. Fergusson will also be speaking on Maui on Thursday, August 16th, at 7 p.m., at Kaunoa Senior Center, 401 Alakapa Pl., in Paia.



Vegetarian Society of Hawaii

Join Us!

For more info call 944-VEGI (8344) or visit VSH.org

**FREE Admission &
Refreshments**

Refreshments courtesy of Down To Earth.