

Organization Profile



Legal Name	Nature's Fynd
Headquarters	Chicago, USA
Contact Email:	sales@nauresfynd.com
Phone Number:	708-713-3687
Website:	https://www.naturesfynd.com
LinkedIn:	View on LinkedIn
Facebook:	View on Facebook
Twitter:	View on Twitter
Categories	Agriculture, AgTech, Food and Beverage, Food Processing, Sustainability

Overview

Nature's Fynd was inspired by the discovery of the microbe *Fusarium* strain *flavolapis* in the harsh environment of Yellowstone National Park. Co-founder Mark Kozubal, during his research on extremophiles, discovered this microbe under a research permit supported by the National Science Foundation and NASA. [4] The company focuses on creating sustainable food sources using the remarkable potential of the discovered microbe. Through best-in-class fermentation technology, Nature's Fynd has been able to grow their key ingredient, Fy Protein, without the need for natural sunlight, rain, or soil, forming the basis of its product innovation. [4]

Nature's Fynd's R&D operations are based in Bozeman, Montana, with production in Chicago, historically a center of protein and food production. Their innovation led to the creation of a nutrient-dense protein source that includes all 20 amino acids—an innovation pivotal in developing sustainable food offerings. [4] The organization is driven by a vision to tackle the planet's challenges using scientific curiosity and ingenuity to discover nature-based solutions. They have a fundamental belief in community, curiosity, and a sustainable outlook. [4]

[4]<https://www.naturesfynd.com/origin-story>

About Products and Technologies

Nature's Fynd offers a variety of plant-based, vegan products made using their proprietary Fy Protein. Their product range includes Dairy-Free Fy Yogurts in flavors such as Strawberry, Peach, and Vanilla, as well as meatless Fy Breakfast Patties. These offerings cater to vegan and health-conscious consumers, highlighting benefits such as complete protein content, no cholesterol, and sources free from hormones or pesticides. [0][1][2][3]

Their products are available online, including popular platforms such as Amazon, and are vegan, soy-free, and nut-free. The nutritional profiles support muscle building with essential amino acids and include betaglucans for fiber. [1][2][3]

[0]<https://www.naturesfynd.com/products>

[1]<https://www.naturesfynd.com/products/strawberry-dairy-free-fy-yogurt>

[2]<https://www.naturesfynd.com/products/peach-dairy-free-fy-yogurt>

[3]<https://www.naturesfynd.com/products/vanilla-dairy-free-fy-yogurt>

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Main Product Names

Dairy-Free Fy Yogurt - A vegan, soy-free, and nut-free yogurt with flavors including Strawberry, Peach, and Vanilla. Each variant uses Fy Protein as a key ingredient, offering a creamy texture and nutritious profile.
[0][1][2][3]

Meatless Fy Breakfast Patties - A plant-based breakfast option rich in protein and fiber, made with Fy Protein.
[0]

[0]<https://www.naturesfynd.com/products>

[1]<https://www.naturesfynd.com/products/strawberry-dairy-free-fy-yogurt>

[2]<https://www.naturesfynd.com/products/peach-dairy-free-fy-yogurt>

[3]<https://www.naturesfynd.com/products/vanilla-dairy-free-fy-yogurt>

Leadership team



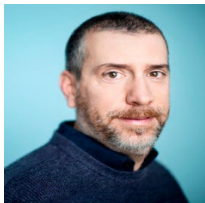
Name: Kwany Lui

Position: Senior Director of Marketing

Location: N/A

LinkedIn: [View on LinkedIn](#)

About: Kwany Lui is the Senior Director of Marketing at Nature?s Fynd.



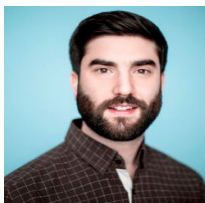
Name: Mark Kozubal

Position: Research Consultant

Location: N/A

LinkedIn: [View on LinkedIn](#)

About: Mark Kozubal is a Research Consultant at Nature?s Fynd. He attended Montana State University, Professional Montana State University, and UC San Diego.



Name: Matthew Strongin

Position: Co-Founder & CFO

Location: N/A

LinkedIn: [View on LinkedIn](#)

About: Matthew Strongin is a Co-Founder and Chief Financial Officer at Nature?s Fynd.

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Name: Thomas Jonas

Position: Co-Founder and CEO

Location: N/A

LinkedIn: [View on LinkedIn](#)

About: Thomas Jonas is a Co-Founder and Chief Executive Officer at Nature's Fynd.



Name: Karuna Rawal

Position: Chief Revenue Officer and Chief Marketing Officer

Location: N/A

LinkedIn: [View on LinkedIn](#)

About: Karuna Rawal serves as the Chief Revenue Officer and Chief Marketing Officer at Nature's Fynd. She attended The Wharton School and Northwestern University - Kellogg School of Management.

Most Recent Patents

Title: RECOMBINANT FUNGAL STRAINS WITH REDUCED LEVELS OF MYCOTOXINS.

Publication Date: 10/06/2022

Publication Number: US20220315881A1

Abstract: Described herein are recombinant edible filamentous fungal strain comprising a genetic modification of a gene in a mycotoxin biosynthesis pathway and methods to produce such recombinant edible filamentous fungal strains. Such recombinant strains comprise reduced levels of mycotoxins. Also described are food materials comprising the recombinant edible filamentous fungal strains described herein, and methods to prepare them.

URL: [US20220315881A1](#)

Title: Food materials comprising filamentous fungal particles and membrane bioreactor design.

Publication Date: 02/01/2021

Publication Number: TW202103564A

Abstract: Methods of production of edible filamentous fungal biomat formulations are provided as standalone protein sources and/or protein ingredients in foodstuffs as well as a one-time use or repeated use self-contained biomat reactor comprising a container with at least one compartment and placed within the compartment(s), a feedstock, a fungal inoculum, a gas-permeable membrane, and optionally a liquid nutrient medium.

URL: [TW202103564A](#)

Title: EDIBLE COMPOSITION WITH FILAMENTOUS FUNGI AND BIOREACTOR SYSTEM FOR THE CULTIVATION THEREOF.

Publication Date: 07/08/2020

Publication Number: EP3675655A1

Abstract: N/A

URL: [EP3675655A1](#)

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Title: Composición comestible con hongos filamentosos y sistema biorreactor para su cultivo.

Publication Date: 06/19/2020

Publication Number: CO2020003413A2

Abstract: Los métodos de producción de formulaciones de biomateria fúngica filamentosa comestible se proporcionan como fuentes de proteínas independientes y/o ingredientes proteicos en productos alimenticios, así como un reactor de biofilm-biomateria autónomo que se usa una sola vez o de uso repetido que comprende un contenedor con al menos un compartimento y se coloca dentro del compartimento(s), una materia prima, un inóculo fúngico, una membrana permeable a los gases y, opcionalmente, un medio nutriente líquido.

URL: [CO2020003413A2](https://doi.org/10.26434/chemrxiv-2020-06-19-2020)

Title: Edible composition with filamentous fungi and bioreactor system for the cultivation thereof.

Publication Date: 04/30/2020

Publication Number: IL272918D0

Abstract: N/A

URL: [IL272918D0](https://doi.org/10.26434/chemrxiv-2020-04-30-2020)

Title: EDIBLE COMPOSITION WITH FILAMENTOUS FUNGI AND BIOREACTOR SYSTEM FOR THE CULTIVATION THEREOF.

Publication Date: 02/27/2020

Publication Number: SG10201911143SA

Abstract: N/A

URL: [SG10201911143SA](https://doi.org/10.26434/chemrxiv-2020-02-27-2020)

Title: FILAMENTOUS FUNGAL BIOMATS, METHODS OF THEIR PRODUCTION AND METHODS OF THEIR USE.

Publication Date: 02/27/2020

Publication Number: SG10201911173UA

Abstract: N/A

URL: [SG10201911173UA](https://doi.org/10.26434/chemrxiv-2020-02-27-2020)

Title: FILAMENTOUS FUNGAL BIOMATS, METHODS OF THEIR PRODUCTION AND METHODS OF THEIR USE.

Publication Date: 02/27/2020

Publication Number: SG10201911184TA

Abstract: N/A

URL: [SG10201911184TA](https://doi.org/10.26434/chemrxiv-2020-02-27-2020)

Title: EDIBLE COMPOSITION WITH FILAMENTOUS FUNGI AND BIOREACTOR SYSTEM FOR THE CULTIVATION THEREOF.

Publication Date: 01/30/2020

Publication Number: SG10201911092WA

Abstract: N/A

URL: [SG10201911092WA](https://doi.org/10.26434/chemrxiv-2020-01-30-2020)

Title: FILAMENTOUS FUNGAL BIOMATS, METHODS OF THEIR PRODUCTION AND METHODS OF THEIR USE.

Publication Date: 01/30/2020

Publication Number: SG10201911169TA

Abstract: N/A

URL: [SG10201911169TA](https://doi.org/10.26434/chemrxiv-2020-01-30-2020)

Most Recent News Articles

Title: Big Foods stake in the future in-house venture-capital funds investments.

Publication Date: 10/10/2024

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Abstract: For Big Food companies looking to gain exposure to new, exciting, potentially faster-growing categories, M&A remains a popular route. But an alternative, especially when it comes to start-up companies, is to make equity investments. And, over the last few years, an increasing number of major food companies have established in-house venture-capital arms to back innovative young companies with bags of potential, with a view to helping them to grow. This is not altruism of course but such investments should, in theory, benefit both parties, enabling so-called Big Food to tap into evolving consumer trends and learn more about how to innovate and do business in a more agile manner. Start-ups benefit from the investing company's vast experience and resources. Here we look at what some of the major companies have done in this area and at some of their key investments. In 2023, General Mills set out a fresh strategy for its corporate investing. The US

URL: <https://www.just-food.com/features/big-foods-stake-in-the-future-in-house-venture-capital-funds/>

Title: Investors would do well and good to support natural CPG brands now.

Publication Date: 25/09/2024

Abstract: The last few years have been rough for emerging food and beverage companies as they try to grow in the consumer packaged goods (CPG) industry. The pandemic disruptions were followed by much higher interest rates. Then tight money prompted many investors to close their wallets to brands seeking new capital. With resources limited, many promising companies were unable to fund growth and instead hunkered down, seeking a path to profitability. Some closed. The irony of this situation is that consumer demand is soaring for the kinds of products many of these early-stage companies produce a strong focus on wellness and environmental sustainability while providing the flavors and experiences that today's eaters want. Given the enormous growth potential of many of these startups, it is time to start investing in emerging CPG brands again. The golden age of food investing was not very long ago. Many of the Chicago, Illinois, regions groundbreaking better-for-people-and-the-planet food

URL: <https://www.newhope.com/investments/time-for-investors-put-money-in-natural-cpg-foods-beverages-personal-care-brands>

Title: Nature's Fynd's fungi-based platform drives category expansion.

Publication Date: 19/09/2024

Abstract: Earlier this year, Nature's Fynd, manufacturer of meat and dairy alternatives, entered the yogurt category with its dairy-free Fy Yogurt made from Fy Protein created through a patented fermentation process. The company showcased Fy Yogurt as a healthier, clean-label option in the growing dairy-free market during the Plant-Based World Expo in New York City last week. Fy protein, which is produced from the fungal microorganism *Fusarium strain flavolapis* found in Yellowstone National Park, serves as Nature's Fynd's macronutrient for its dairy-free yogurt. According to a 2022 safety evaluation report, Fy Protein contains essential amino acids, fiber, fat, carbohydrates, vitamins and minerals. The company grows new protein every three to four days in its 35,000 square foot Chicago facility, which addresses consumers' growing need for more protein and fiber-rich foods, Karuna Rawal, chief marketing officer, Nature's Fynd, told FoodNavigator-USA during the show. Each 5.3 ounce serving of non-dairy yogurt contains 4 grams of fiber,

URL: <https://www.foodnavigator-usa.com/Article/2024/09/19/nature-s-fynd-s-fungi-based-platform-drives-category-expansion>

Title: Plant Based World Expo North America Sees Record Attendance From Buyers.

Publication Date: 18/09/2024

Abstract: Plant Based World Expo North America took place for the fifth time on September 11-12 at the Javits Center in New York City. This year's event saw a record-breaking number of buyers in attendance, representing sectors such as food service, retail, hospitality, and distribution. Of the thousands of visitors at the show, two-thirds had direct purchasing power. Other key industry players also attended, such as senior executives from major companies, product developers, academic researchers, and government officials. An expanded Hosted Buyer Matchmaking Program helped buyers and exhibitors make business connections. The expo saw international participation, featuring exhibitors and products from countries such as Mexico, the UK, Italy, and Brazil. Key industry trends were revealed, including the growing shift towards whole food-based products. There was also an emphasis on single-ingredient and minimal waste products, along with innovations that make plant-based foods more nutrient-dense. A lineup of expert speakers discussed the trends, challenges, and opportunities

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URL: <https://vegconomist.com/fairs-and-events/plant-based-world-expo-north-america-record-attendance-buyers/>

Title: How Cherry Tomatoes and Fungi Could Sustain Space Missions.

Publication Date: 11/09/2024

Abstract: Right now, much of the food sent to space is dehydrated or vacuum-packed, but fresh food might be on the horizon for space explorers. The University of California has genetically engineered a cherry tomato plant that is currently undergoing NASA observation at the Kennedy Space Center in Florida. Within the next year, researchers hope that its seeds will be the first ever to germinate in the International Space Stations Advanced Plant Habitat laboratory, 260 miles above Earth. The hope is that the cherry tomato seeds will produce fruit, and then that fruit will produce more seeds, which will be planted again to produce more fruit. Its going to be a seed-to-a-seed-to-a-seed, which has never been done before in space, said Robert Jinkerson, an associate professor of chemical and environmental engineering at the University of California. RELATED Is Vegan Regenerative Agriculture the Key to Building a Sustainable Future of Food? Why NASA is growing

URL: <https://vegnews.com/cherry-tomatoes-fungi-nasa-space>

Title: Motif FoodWorks is Shutting Down, Days After Settling Impossible Foods Lawsuit.

Publication Date: 09/09/2024

Abstract: Motif FoodWorks, the Boston-based startup known for its Hemami ingredient for meat analogues, is shutting down, days after it settled a long-running IP dispute with Impossible Foods. Last week, Motif FoodWorks announced it had sold off its heme business to Impossible Foods, as part of a settlement of an IP dispute dating back to 2022. Just a few days later, the Boston-based maker of Hemami protein told employees the business was winding down. According to AgFunderNews, which first broke the news, a skeleton staff is staying on to help shut shop. The decision was heavily influenced by the Impossible Foods lawsuit in which both companies agreed to cover their own legal costs as well as the sales and investment declines in the meat analogue category post-2021, when Motif FoodWorks raised a \$226M Series B round, according to one VC manager with knowledge of the situation. Motif FoodWorks, which spun off from Boston-based

URL: <https://www.greenqueen.com.hk/motif-foodworks-shuts-down-impossible-foods-lawsuit-hemami/>

Title: Fourth Annual Bizerkeley Food Festival Draws Thousands and Raises \$2,500 for Animal Sanctuary.

Publication Date: 04/09/2024

Abstract: Northern California's largest vegan food festival, the Bizerkeley Food Festival, returned in full swing this Labor Day weekend, attracting over 5,000 attendees to Martin Luther King Jr. Civic Center Park on Sunday, September 1. The event brought together a vibrant mix of vegan and non-vegan guests to celebrate plant-based living in an atmosphere buzzing with excitement, delicious food, and community spirit. Festival-goers explored an impressive lineup of vendors and nonprofits from across the country, indulging in a variety of mouth-watering vegan bites and creative twists on classic dishes. Over 80 vendors showcased their offerings, including well-known food and beverage brands like Prime Roots, Eclipse Foods, and Natures Fynd, along with local favorites such as All Pau Berkeley, Chef J. Redd, and Cocobreeze. Attendees also discovered unique lifestyle, wellness, art, and apparel brands, creating a holistic celebration of the vegan lifestyle. Erika Hazel, founder of the Bizerkeley Food Festival, said, Every year, my

URL: <https://vegoutmag.com/things-to-do/bizerkeley-food-festival-draws-thousands/>

Title: Veganism Spurring Growth of Precision Fermentation - The Food Institute.

Publication Date: 30/08/2024

Abstract: Could Isaac Asimov's vision of synthetic foods grown in fermentation labs and replacing traditional foods come true? Growing adoption of vegan diets in North America has spurred growth in precision fermentation ingredients, which combine traditional fermentation processes with biotech. Projections from Markets and Markets estimate growth to \$36.3 billion by 2030 at a compound annual growth rate of 44%. Given current market dynamics and technology readiness, a more realistic estimate might be in the range of \$15 billion to \$20 billion by 2030, Constantin Tonagel of trading analysis platform Market Bulls told The Food Institute. Scaling to a point where economical consumer options are widely available may take an additional five to seven years beyond that, depending on technological advancements and market adoption rates. Two trade groups, the Precision Fermentation Alliance and Food Fermentation in Europe, are working to help stakeholders, regulators, and consumers understand how precision fermentation differs from more traditional

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URL: <https://foodinstitute.com/focus/veganism-spurring-growth-of-precision-fermentation/>

Title: Why the Alternative Protein Category Needs a Rebrand.

Publication Date: 21/08/2024

Abstract: With C-suite leaders from iconic brands keynoting sessions, leading workshops and attending networking events, Brandweek is the place to be for marketing innovation and problem-solving. Register to attend September 2326 in Phoenix, Arizona. Beyond Meat, once the darling of the alternative protein category, reported an 18% decline in revenue for 2023, despite heavily discounting prices in the U.S. This sobering downward revenue spiral for Beyond has continued in 2024, a stark contrast to the heyday of astronomical valuations in the plant-based meat industry just a few short years ago. Now, everyone has an opinion on how alternative protein brands should be marketing (or not) in this time of turmoil from the recent well-publicized rebrand by Impossible to Beyond's focus on healthier ingredients with American Heart Association endorsements. As smaller brands run out of funding, marketing experts like Scott Galloway are advising companies to cut prices and staffing while eschewing brand building altogether. Some media

URL: <https://www.adweek.com/brand-marketing/meatless-alternative-protein-category-needs-rebrand/>

Title: Natures Fynd has big plans for its fungi protein ingredient.

Publication Date: 07/08/2024

Abstract: CHICAGO Natures Fynd, a Chicago-based food company formulating meat and dairy alternatives with Fy, a fungi protein, partnered with Chicago chef Stephanie Izard to host a Climate Optimist Brunch July 19. The event took place at Izard's Peruvian restaurant Cabra, where she features Natures Fynd products on the menu, including vegan breakfast patties, cream cheese and yogurt. Izard said she serves a lot of meat at her restaurants in Chicago and Los Angeles. She likes working with Natures Fynd's products because, as she put it, This stuff just tastes good. It does not need to be for a vegan. It's also good for the planet. Grown by fermentation, Fy protein uses a fraction of resources compared to traditional agriculture. The fact helped the company land the No. 1 spot on Forward Foodings FoodTech 500 List this year. The annual award reviews a company's business size score, digital footprint score using algorithms

URL: <https://www.foodbusinessnews.net/articles/26573-natures-fynd-has-big-plans-for-its-fungi-protein-ingredient>

Social Links

<https://www.youtube.com/embed/BEcFmWLYRZw>

<https://www.youtube.com/embed/sodONiWRiE0>

<https://www.instagram.com/naturesfynd/>

<https://www.youtube.com/c/NaturesFynd>

References

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<https://www.naturesfynd.com/products/peach-dairy-free-fy-yogurt>

<https://www.naturesfynd.com/products/vanilla-dairy-free-fy-yogurt>

<https://www.naturesfynd.com/origin-story>

<https://www.naturesfynd.com/contact>