



The ODD-looking solution
to food loss

Africa's first online platform reducing food loss
to tackle climate change and feed the future

June 2023





Globally, almost one third of all food produced is lost or wasted



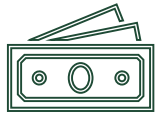
In sub-Saharan Africa, nearly half of fruit and vegetables never make it to market for consumption

The challenge

In sub-Saharan Africa, 50% of fruits and vegetables never reaches the consumer



This has a devastating impact on 3 different levels



ECONOMY

In Sub Saharan Africa, **1% reduction in post harvest loss could save US\$40 million** each year. Kenya alone loses more than US\$1.5 billion annually due to post-harvest losses.



CLIMATE

Food loss and waste **account for 10% of global GHG emissions**. With food loss, huge amounts of natural resources are wasted (land, water, energy etc)



FOOD SECURITY

32% of Kenyans face food insecurity or poor nutrition. Low-income household can spend up to 75% of income on food.

What is imperfect and surplus produce and why does it occur?

Food loss occurs because of many reasons:

- ✓ Considered different due to consumer preferences
- ✓ Aesthetic and qualitative demands
- ✓ Climate impact like rains or droughts
- ✓ Quality and quantity of inputs
- ✓ Lack of skills, resources or capacity
- ✓ Lack of market access or infrastructure
- ✓ Inability to plan according to demand (lack of data)
- ✓ Seasonalities

Etc



The digitally-enabled replicable solution to food loss

farm_{to}feed

Africa's B2B platform for imperfect and surplus produce, in a nutshell:



1.

By buying the full harvest, we aggregate imperfect and surplus produce

Reducing pressure on the environment and increase farmer incomes

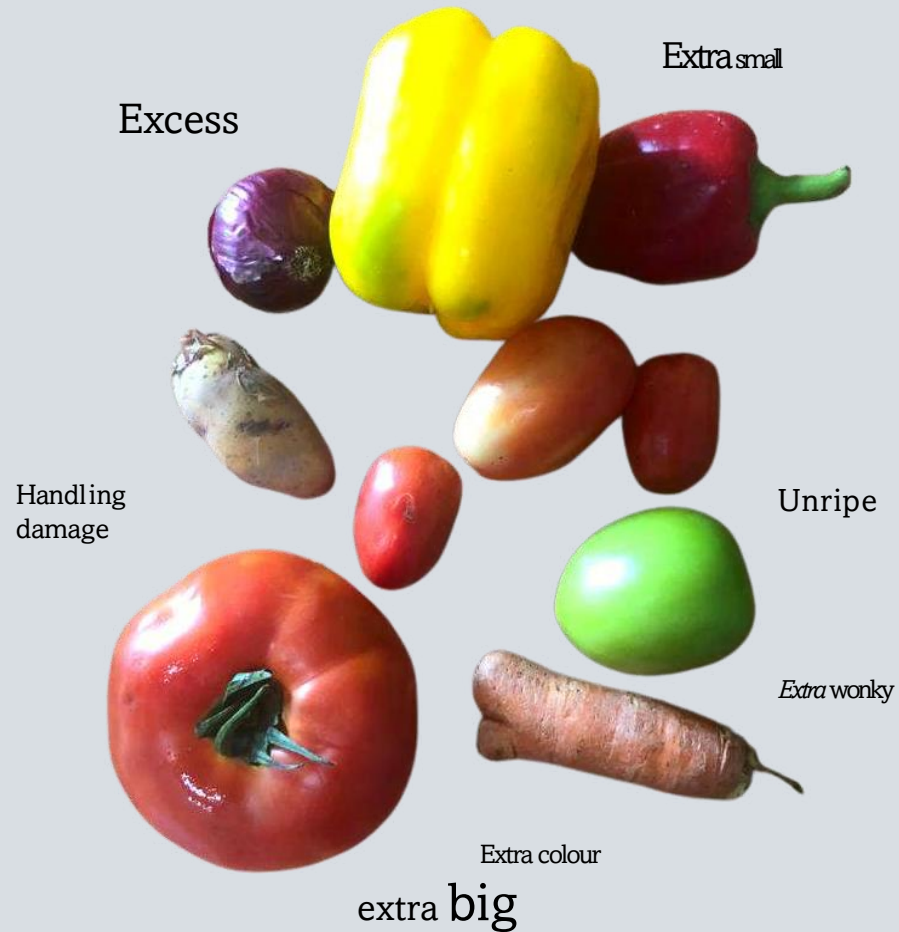


2.

We create a market for the full harvest (one which includes imperfect and surplus produce)

Improving affordability and availability of nutritious food

Making a problem...



... the solution

✓ Tackling climate change

reducing carbon emissions & environmental footprint, making this tangible using the ACE calculator

✓ Improving affordability

odd produce is sold at lower cost to our customers whilst giving value to the farmer

✓ Boosting farmer incomes

giving value to something that did not have value before, thus boosting farmer incomes

Our digital platform enables us to aggregate, optimize, streamline and lower ops costs

Operational flow

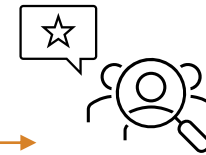
Aggregate full harvest through smallholder supply hub system, commercial farms & partners

Lease-based first mile and outsourced last mile as/when needed

Sort, grade, dispatch: Quality control

Customers order, FtF tracks impact for customers

FtF pays farmers within 72 hours



1
Sourcing: farmer database, data, farmer mapping, produce aggregating

2
Logistics: route optimization, mileage, and tracking of drivers

3
Warehouse: Real time inventory (based on incoming and outgoing)

4
Seamless customer ordering flow: catalogue and impact dashboards

5
Finance: payments to farmers, customer invoicing and reporting



Collecting granular data on the real driver of food loss per location and demographics of farmers

Pioneer in the food loss certification

Quantifying the environmental impact of our intervention

**Keeping food within the human food chain
1st priority when rescuing food losses**



1.

Less food will have to be produced and with this less emissions that are related



2.

Emissions related to the food loss destination (e.g. a landfill) are avoided

**FTF calculates avoided CO2-e emissions
using the ACE calculator**

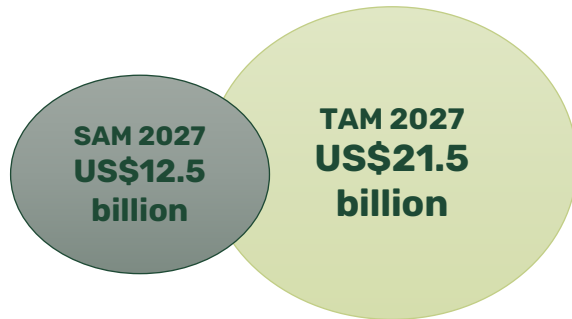
Market opportunity

Food market value and carbon offset market value



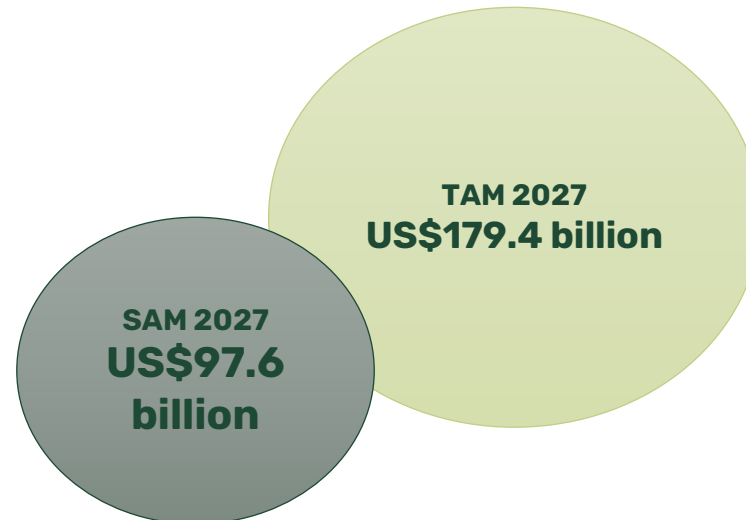
KENYA FOOD MARKET VALUE

Vegetables, convenience foods, fruits & nuts, sauces & spices



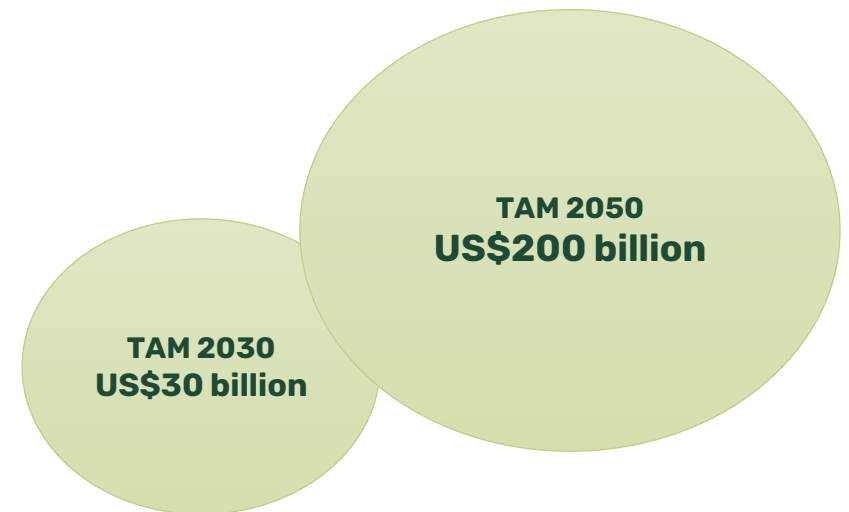
AFRICA FOOD MARKET VALUE

Vegetables, convenience foods, fruits & nuts, sauces & spices



GLOBAL CARBON OFFSET MARKET VALUE

The market for carbon offsets (US\$2 billion in 2021) projected to increase x15 by 2030 and x100 by 2050



Growing to scale, how our platform will evolve

1. End to end solution for farmers:

Focus on the full harvest - G1, 2 and rescue - expanding into semi-processing for "rescue grades":

Focusing on B2B, customer segments:

- Hotels, restaurants, caterers
- Food processors
- Schools/ feeding programs
- Consumer platforms (B2B2C)
- Vendor platforms
- Export

Key milestones

- Revenue US\$40 million by 2027
- Scale farmer network to 300,000 farmers (ie via partners e.g. iShamba/Digifarm)

2. Tech platform to automate operations, processes and build up farmer database:

Collection of farmer data and granular localized data on the drivers of food loss. This will inform future interventions and partners.

Customer segments

- Input & finance service providers (cross selling of credit, seeds, fertilizers, storage, irrigation, transport, insurance, agrovets)
- Ag-tech companies
- Funds / donors / investors
- Farmers

Key milestones

- Scale farmer network (through partners e.g. iShamba / Digifarm/ mshamba)
- Open to new customer segment to allow cross selling and charge commission fee

3. Tracking, verifying and selling carbon avoidance credits

Additional revenue stream will ensure earlier financial sustainability or allow lowering cost of rescue produce.

Customer segments

Buyers on the voluntary market, looking to offset their emissions:

- Private investors, businesses
- Governments Non-governmental organizations
- Individuals
- Brokers

Key milestones

- Reach scale to 100,000 kgs per week

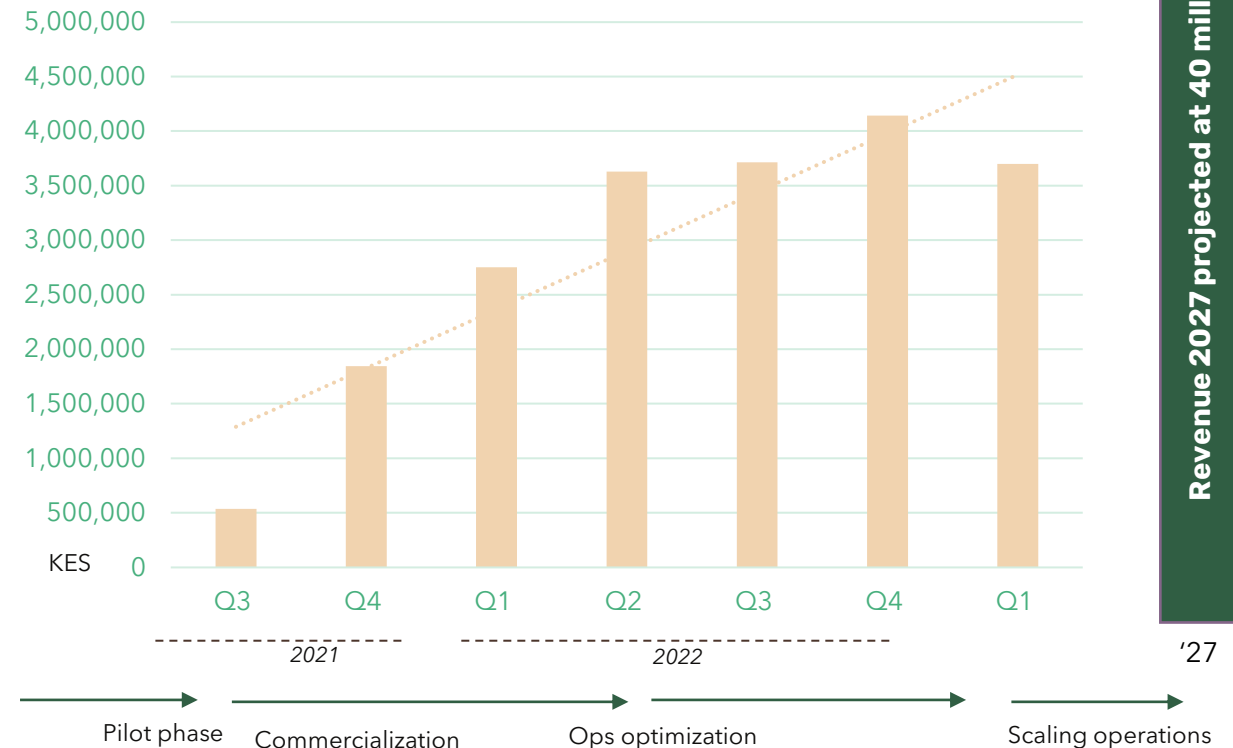
Food loss and waste presents an unique commercial opportunity



Key commercial achievements

1. Annual revenue 2022: **US\$125,000 (KES 14 Million)**
2. **Hitting ~US\$17,000 monthly revenue** October 2022 with a **gross margin of 22%**.
3. Currently delivering **30,000 - 45,000 KGs per month**,
4. **Saving** customers between **20 - 50%** on their produce, increasing their margins
5. **Customer portfolio includes influential food businesses in diverse segments:** food processors, ho-re-ca, schools and feeding programs (ie Kapu, Tushop, Nature Lock, Browns, Art Caffe, Tamarind Group, Pankaj Feeding program)

Quarterly revenue evolution (KES)



Note: Slight Q1 dip is due to school holidays

Key customers

Our customer portfolio includes most influential food businesses in Kenya

1. Food processors



2. Hotels, restaurants, caterers



3. Schools / feeding programs



4. B2B2C platforms



5. Export & semi processing (R&D phase)

Our impact results and the SDGs

Food loss is one of the major drivers of climate change, food insecurity and loss of farmer incomes



PRODUCE RESCUED FROM FARMS

780,000 kgs total of which
650,000 kgs
rescued of vegetables



34 million kgs total of which
23 million kgs
rescued of vegetables



CLIMATE IMPACT, EMISSIONS AVOIDED

861 tons CO2-e
& reduced wastage resources



30,300 tons CO2-e
& reduced wastage resources



FOOD AFFORDABILITY

10.7 million
affordable veg portions delivered



450 million
affordable veg portions delivered



INCOME FOR FARMERS

US\$200,000
to farms



US\$10 million
to farms

IMPACT
TO DATE

IMPACT
BY 2027

A women-led team

Local, regional & international experience: agriculture, logistics and business expansion



Claire van Enk
Managing Director

- Raised in Kenya, Dutch heritage
- Previous experience strategy & operations for different stage companies across East Africa for PriceWaterhouseCoopers.
- Holds masters in engineering & management



Christine Kiraithe Pentinga
Operations

- Kenyan nationality, masters in Logistics, Procurement and Supply Chain Management.
- Supply chain experience across Africa (i.e. DRC and CAR) logistics, procurement, inventory, transport for Médecins Sans Frontières.



Anouk Boertien
Product & Sustainability

- Holds masters in business economics
- Qualified GHG Measurement, Reporting & Verification
- Managed multi-million US\$ redevelopment projects at Schiphol Airport including operations on site as well as stakeholder management.



Zara Benosa
Business Development

- 14 years in Kenya, experience managing large scale development programs with deep understanding of increasing resilience and productivity of smallholder farmers.
- More than 17 years experience in business development, partnership and fundraising

David Nthenge
Warehouse



Stella Mbungu
Sales, Customer Care



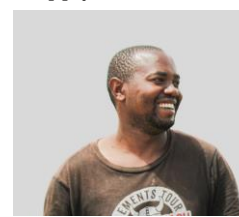
Peter Matheka
Sourcing



Lucy Wainaina
Finance & reporting



David Chege
Supply Hub Lead



Gregoire Dusausoy
Advisor



- 20+ years experience in investment and building ventures / coaching founders across the continent

Our key needs

We are raising US\$1million



TEAM, WORKING CAPITAL, LOGISTICS

50%



DIGITAL PLATFORM

20%



COLD STORAGE AND WAREHOUSE

24%



R&D FOR VALUE ADDED PRODUCTS

6%

US\$200,000 pre-seed invested on a SAFE note by



US\$68,000 committed (grant) to develop Version 1 digital platform



\$27,000 prize money (Women Empowerment Award 2022)



Our partners



Worldwide 1.2 billion tons of food is wasted on farms each year...

Significantly more than is wasted from retail, food service, and households
combined

... enough to feed the world's 870 million undernourished four times over

It's time to transform the food system

Join us

www.farmtofeedkenya.com



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