

Future Food **Shark Pitch**

— Investor Portfolio

September 2021





Context

A high-performing food system is essential for humanity's long-term prosperity, but the current food system is not fit for purpose and is generating USD 12 trillion per year in hidden environmental, health and social costs. Scaling and redirecting investment into a sustainable food system would address these failings and improve outcomes for health and nutrition, economic recovery and prosperity, climate and nature. Successful transformation would:

- **Help limit global warming to less than 1.5°C** by reversing deforestation and degradation of carbon-rich ecosystems and restoring natural resilience. This would help limit biodiversity loss and protect the natural assets that USD 44 trillion of global GDP depends on;
- **Significantly reduce the disease burden** from undernutrition, unhealthy diets and over-consumption; and
- **Increase agricultural productivity and create millions of decent rural jobs**, boosting incomes for the bottom 20% of the rural population. This would help build financial resilience and directly tackle drivers of poverty and hunger.

The Future Food Shark Pitch Event

Hosted on 20 and 21 September alongside the UN Food Systems Summit 2021 and Climate Week, the Future Food Shark Pitch is organised by Partnerships for Forests, the Blended Finance Taskforce, World Business Council for Sustainable Development (WBCSD), the Food and Land Use Coalition, and SYSTEMIQ and is funded by the UK Foreign, Commonwealth & Development Office. For more information, please see the last pages of this investor portfolio.

The Future Food Shark Pitch aims to **scale finance for regenerative business models and agricultural SMEs that can sustain forests and improve sustainable land- and ocean-use**, securing improved rural livelihoods and delivering on development and climate goals. It brings together:

- **Global and regionally focused investors** in South East Asia, East and West Africa, and Latin America;
- **14 high-impact entrepreneurs with pioneering sustainable food solutions** ready for commercial investment, encompassing a variety of business models, including agroforestry, aquaculture, and food innovations; and
- **Leading accelerators and providers of catalytic capital**, focused on scaling, de-risking and training high-impact businesses.

This will help **create a pipeline of investable projects** to lead the way forward for food system transformation and provide proofs of concept for regenerative, sustainable business models. It will also **allow entrepreneurs and investors to share intelligence and experiences** in order to help these small businesses best pitch their ideas in the future and to enable investors to develop a deeper understanding of the financial opportunities emerging across the food sector.

Ahead of the event, all the businesses received training on how to design and deliver their pitch. And at each event, one sustainable business will be chosen as the winner by the panel of investors.

Partners



Image credits

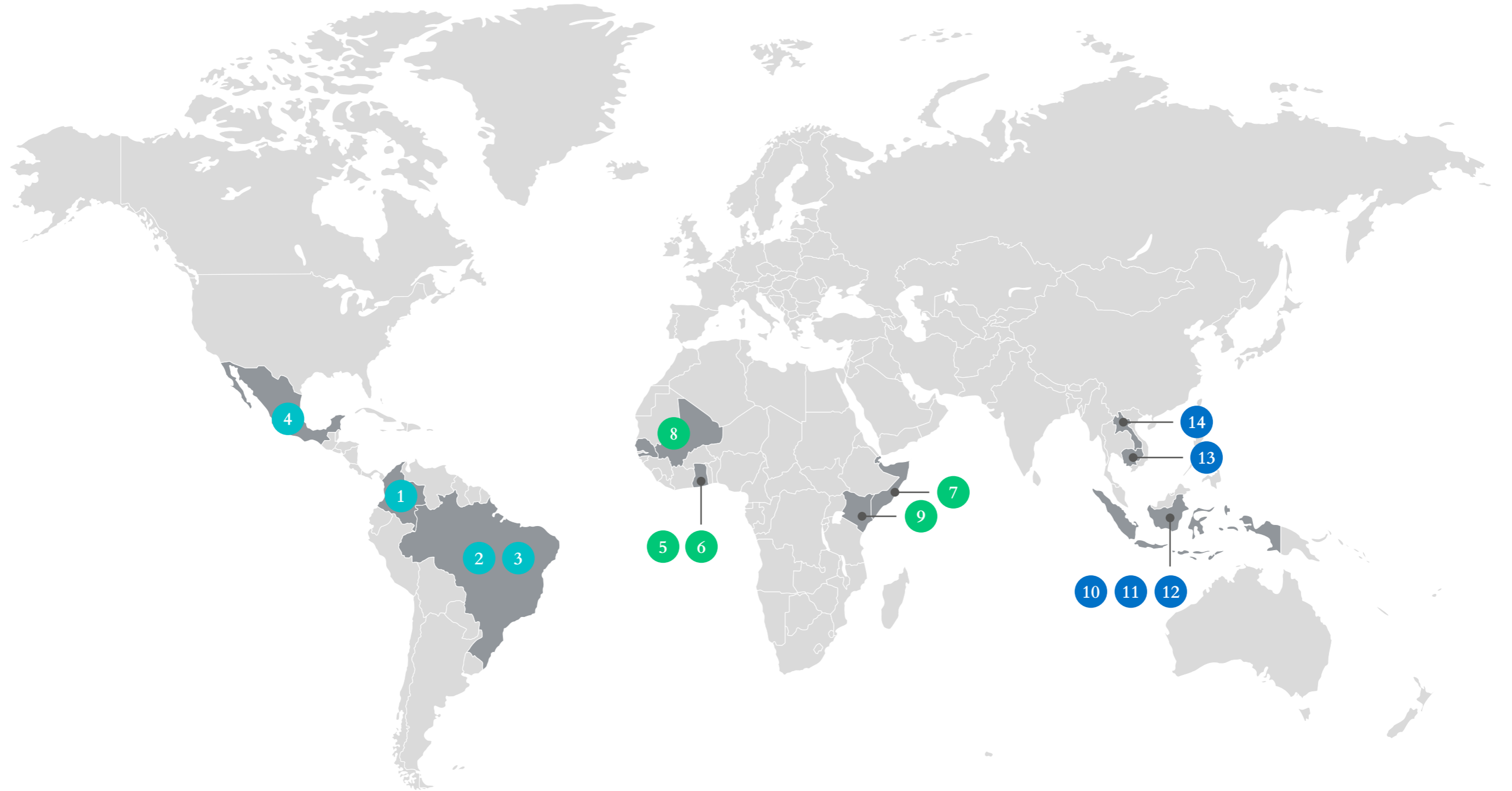
Front cover: Farmer ploughing fields in South Africa.

Inside front cover: Fish farm in Indonesia.

This Investor Portfolio

This portfolio showcases the carefully selected businesses before the event. It demonstrates the diversity of emerging ideas and the great investment potential of the sustainable food sector around the world.

Please note, the companies' funding asks and fundraising histories are confidential.



Business index

● Latin America

- 1. **Ecoflora** | Bio-based innovation | Blue colourant (page 6)
- 2. **COOPAVAM** | Agroforestry | Brazil nuts (page 8)
- 3. **Producing Right** | Sustainable agriculture | Technological platform (page 10)
- 4. **SmartFish** | Sustainable fishing and aquaculture | Fish and seafood (page 12)

● Africa

- 5. **Form International** | Agroforestry | Forest management (page 14)
- 6. **Tilaa** | Sustainable agriculture | Honey and cashew (page 16)
- 7. **Sentosa Marines** | Aquaculture | Sea cucumbers (page 18)
- 8. **Yolélé Foods** | Agribusiness | African food (page 20)
- 9. **Toothpick Company** | Bio-based innovation | Bioherbicide (page 22)

● South East Asia

- 10. **Forestwise** | Agroforestry | Illipe nuts (page 24)
- 11. **Aliet Green** | Agroforestry | Coconut sugar (page 26)
- 12. **Burgreens** | Farm-to-table | Plant-based food chain (page 28)
- 13. **IBIS Rice Conservation** | Sustainable agriculture | Rice (page 30)
- 14. **Slow Forest Coffee** | Agroforestry | Coffee (page 32)

E C O F L O R A

● Colombia, USA, Italy, Germany | Bio-based innovation | Blue colourant

Ecoflora explores Colombia's biodiversity to develop natural ingredients for diverse applications in food, cosmetics and other areas. Jagua Blue, our core product, is the first edible natural blue colourant with broad applications.

Challenge

Stopping deforestation in the eastern zone of Antioquia department, Colombia, which has very important and diverse ecosystems. However, it is one of the most deforested departments in Colombia, with the highest deforestation rate among non-Amazonian departments. This increasing trend, especially since 2015, is linked to cattle ranching, wood extraction and lack of options for sustainable income.

History

Founded in 1998, Ecoflora SAS is a triple impact, bio-based technology company which, in the rainforests of Colombia, invented "the missing holy grail" that the food industry was looking for: the world's first natural and acid-stable blue food colourant. Jagua Blue is instrumental in responding to the global trend of moving from synthetic dyes to naturals. As a primary colour, it offers options beyond blues, including natural greens, purples, caramel and black. After approval in Colombia and Russia, Ecoflora's natural blue colourant derived from the jagua fruit will progressively enter the global food and cosmetics natural colour markets following regulatory clearances, which are in advanced stages of development in multiple countries around the world.

Mission

To sustainably exploit biodiversity resources – obtained from plantations, communities and rural owners – and use local knowledge to develop technological solutions for different industries.

Vision

In 2030 Ecoflora Cares will be recognised as a leading company in the development of innovative natural products, adding high value to different industries by sustainably exploiting biodiversity.

Market Opportunity

The market gap

Natural food colourants are globally outpacing the growth of synthetic additives due to increasing consumer demand for clean-label food products. The natural food colours sector, led by North America and Europe, is expected to continue dominating the food colouring market and reach USD 2.2bn in 2023. The current opportunity shows a market value of approximately USD 1.3bn, where natural blue participates with 20.9%, creating a potential for Jagua Blue of USD 271.7m.

Addressing the market gap

Through our patented blue colour technology (already protected in all major markets), we can create the world's first edible, safe, pH- and temperature-stable, natural and environmentally conscious blue colourant: Jagua Blue. Jagua Blue resolves the missing primary colour problem in the global natural colour industry and presents a new array of natural colour possibilities with superior capabilities.

Sustainable competitive advantage

Ecoflora is organically structured to provide a favourable and ethical product to the surrounding environment since jagua fruit production provides income to rural and ethnic communities. We source the jagua fruits from GPS-tracked trees, guaranteeing traceability of the supply chain and fulfilment of Ethical BioTrade standards in order to promote sustainable use of Colombian biodiversity. In addition to our sustainable sourcing strategy, US- and EU-approved patents along with standardised trade secrets support the technological capabilities of Ecoflora. In July 2018, Ecoflora secured a license and distribution agreement with a top-three global colour house covering the Americas.

Impact

Nature

Ecoflora creates value from biodiversity through the sustainable use of non-timber resources located in high biodiversity hotspots in Colombia. We are working on two specific initiatives involving new plantations of 10 and 26 ha, which are expected to begin operating in 2023. Additionally, a 103-ha plantation is being established with the support of Partnerships for Forests and another 4,222 ha of land is under sustainable management. We planted 49,990 jagua seedlings in 103 ha and 46% of the plantations were silvopastoral systems.

People

102 beneficiaries signed conservation agreements in 2020 when the 103-ha plantation was established, and the Payments for Ecosystem Services (PES) scheme has proved a strong economic incentive for 72 beneficiaries in protecting jagua trees during 2020 and 2021.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



COOPAVAM

● **Brazil, Amazon rainforest | Agroforestry | Brazil nuts**

COOPAVAM is a smallholder agroforestry cooperative that processes sustainable Brazil nuts (for kernels and oil) collected by indigenous communities in the Amazon rainforest.

Challenge

Guaranteeing and expanding income based on sustainable practices for indigenous communities living in and near the Amazon rainforest. At the same time, preventing these communities from succumbing to the rising pressure of large agribusinesses, illegal logging and mining.

History

At its foundation in 2008, COOPAVAM received funds from the Banco da Amazonia to set up a processing plant. We have built strong relationships with six indigenous tribes for the supply of forest nuts, and with business partners including Natura, The Body Shop, Avon and Carrefour Brazil. Since 2020 we export products to Swiss fair-trade food company Gebana.

Mission

Our core mission is to preserve the Amazon rainforest while generating income and contributing to the socioeconomic development of all communities involved.

Vision

In 2030, COOPAVAM aims to be the global reference cooperative for sustainable use of Amazon rainforest products, processing 2,000 tons of Brazil nuts in shell per year and conserving over 1.5 million ha of tropical rainforest.

Market Opportunity

The market gap

There is a growing demand for non-timber forest products – including natural, healthy, fair-trade, organic and traceable food products – from the Brazilian Amazon rainforest on the international market. The global market for health and wellness foods is expected to grow at a compound annual growth rate of 6% over 2020–2027. The nut is native to the Amazon, yet Brazil only accounts for 6% of global exports (Bolivia dominates with a market share of 52%).

Addressing the market gap

We source organic and traceable food and cosmetics products from the Amazon rainforest by partnering with indigenous communities. Those communities are working on strengthening the processing plant and are in the process of obtaining more specific certifications (e.g., FLOCERT). This will expand their purchasing and processing capacity.

Sustainable competitive advantage

COOPAVAM is the only project in the Brazilian Amazon where smallholder farmers and indigenous communities work together in a long-term relationship under mutually supportive fair-trade conditions. This is secured by double certification comprising organic and fair-trade practices.

Impact

Nature

COOPAVAM protects 7,200 ha of private, protected Amazon agricultural frontier reserve that is under a lot of logging pressure, and 1.5 million ha of indigenous Amazon rainforest reserves are maintained and preserved through the supply chain.

People

Generation of jobs and fair loans for 66 families of smallholder farmers and 400 families from 6 indigenous groups, with a USD 1.8m impact in income generated since 2008. COOPAVAM is female led and has a predominance of female associates (over 55%), plant workers (over 70%), board of directors (50%) and fiscal board members (66%).

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

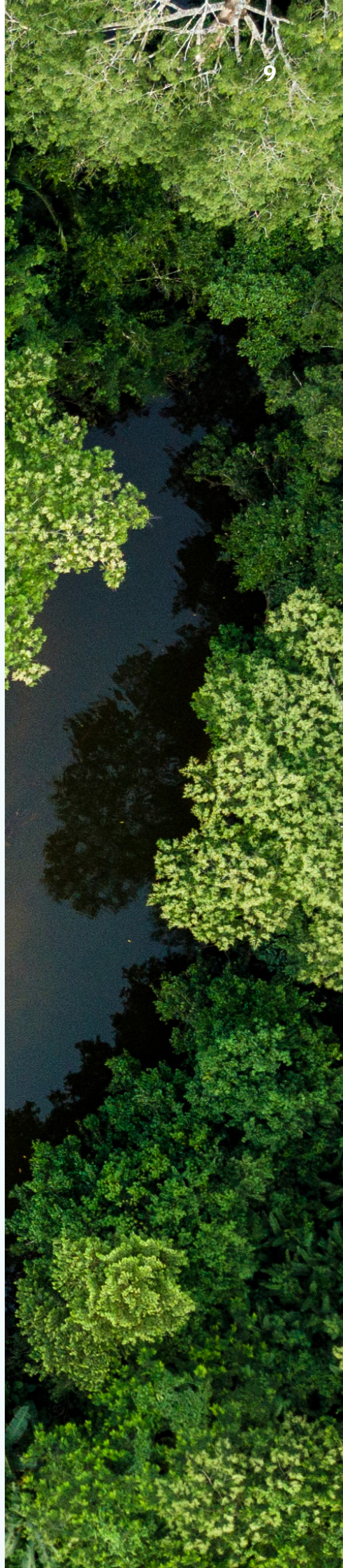
Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



PRODUCING RIGHT

● **Brazil** | Sustainable agriculture | Technological platform

Producing Right is an agri-tech company that structures sustainable agricultural chains, with a strong track record in technical assistance for farmers.

Challenge

Overcoming environmental restrictions and meeting international standards. It has become more urgent for Brazilian companies to have the instruments capable of providing socio-environmental transparency for the supply chain and financial mechanisms to support sustainable production methods. Over the past 15 years environmental restrictions have been imposed on the agriculture sector, in part as a result of criticism in relation to the management of natural resources by Brazilian agribusinesses. This market has two main barriers: (i) access and convincing the farmer that sustainability is not an obstacle to the growth of their business and (ii) mobilisation of the resources needed by companies/investors to support farmers in their transition to a more sustainable agriculture.

History

Producing Right began as a non-governmental organisation committed to helping rural producers. From diagnosing farm problems to implementing solutions, every step was monitored ensuring transparency and trust for the client base. The project began to spread and prove that conscious agribusiness was possible. In 2019 Producing Right transformed into a for-profit company. Our tools combine the best of technology with the essence of fieldwork, aiming to bring producers, companies, investors and society closer together, thus promoting transformation to sustainability in the agribusiness chains. To date, a total of 2,400 actors have joined the platform through partnerships established with independent producers and companies such as Unilever, Bayer, PMI and ADM.

Mission

Transforming agribusiness chains by bringing together producers, companies and investors committed to the proper, sustainable management of natural resources and a respect for society.

Vision

To become the primary hub for sustainable agricultural business, adding value to natural assets.

Market Opportunity

The market gap

There is a gap in matchmaking between farmers who want to produce sustainably and industry seeking products from responsible suppliers (366 companies representing USD 4.8 trillion in market capitalisation committed to shift to sustainably sourced products) as well as investors willing to finance green agriculture at a lower overall cost. Since environmental and natural conservation factors represent a significant cost to the farmer, this expense should be diluted over the entire supply chain and financing agents.

Addressing the market gap

Producing Right has developed a cloud-based platform, PPC, which aggregates social and environmental information collected locally and remotely and makes it possible to connect farmers, companies, investors and consumers. As well as creating a network for stakeholders, the platform also provides trust and transparency for its users. Currently, PPC monitors more than 16 million acres daily and is expected to reach 25 million acres in 5 years.

Sustainable competitive advantage

We have a database with more than 16 million acres of farmland, allowing a wide variety of commercial arrangements to be formed. Our platform enables direct contact and farmer confidence, thus reducing the origination cost of establishing commercial partnerships. Detailed information on each property is provided, increasing the ability for customising relationships. Our producers are committed to sustainability, which reduces the risk to business operations. We offer reliability of the socio-environmental analysis of each farm through field information.

Impact

Nature

Rural properties monitored by Producing Right have a direct impact on the planet, with over 7.4 million acres of protected native vegetation; 8.6 million acres of area cultivated with good practices; 1.5 billion tons of CO2 prevented from being released into the atmosphere; and 50% average reduction in the occurrence of fires when compared with neighbouring farms.

People

Nearly 20,000 people work in rural properties under good health and safety conditions. Through commercial partnerships in the southern region of Brazil, Producing Right has also expanded its support to family farmers. In 2021 and 2022 more than 5,000 smallholders will be supported by the company and engaged in the Producing Right platform.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



SMARTFISH

● **Mexico** | Sustainable fishing and aquaculture | Fish and seafood

SmartFish helps fishers to earn more by fishing less, thus breaking the negative cycle of overexploitation and poverty, and improving the quality of life of communities and the health of the Mexican seas.

Challenge

We're facing a systemic problem throughout the entire value chain. Supply chains are long and lack transparency. Artisanal fishing communities add little value to their catch, resulting in a negative cycle of low income for the fishers, more fishing, overexploitation of the species and damage to the marine ecosystems. The outcome is overexploited oceans and poor communities. On the other hand, the demand for high-quality, sustainable and Fairtrade-certified seafood continues to increase. Yet supply is still limited, largely because of the difficulty in narrowing the gap between artisanal production and what differentiated markets are looking for.

History

Formed in 2015, SmartFish piloted sales in retail stores in 2016 and 2017, and in 2018 it opened its first store. That same week the company made its first export to the US. Sales saw an increase during the pandemic and capital was received from the Multiplier sustainable seafood fund in October 2020. This year SmartFish sold over 50 tons of sustainably caught seafood and opened two more stores. Sales in May 2021 were seven times greater than in February 2020. In August 2021 we began selling to a large hotel chain (Iberostar).

Mission

To use Mexico's fishing resources sustainably and for the benefit of all actors in the value chain.

Vision

SmartFish aims to boost national supply and demand for environmentally sustainable and socially responsible artisanal fishing products.

Market Opportunity

The market gap

There has been a 150% increase in demand for certified sustainable seafood since 2010, with a market value exceeding USD 4.8bn in 2019, demonstrating that conscientious consumers increasingly demand sustainable, traceable seafood.

Addressing the market gap

SmartFish sells wild-caught seafood by artisanal cooperatives, rewarding fishers for seafood that is independently verified as socially and environmentally sustainable. We recoup costs by differentiating and selling our product both in the rapidly expanding US sustainable seafood market and the Mexican market.

Sustainable competitive advantage

SmartFish is the only company in Mexico exclusively buying and distributing verifiably sustainable seafood and the only certified B-corporation selling sustainable seafood in Latin America. Our philanthropically funded, non-profit partner SmartFish AC incubates worthy cooperatives to market readiness, ensuring a steady pipeline of sustainable seafood from artisanal fisheries.

Impact

Nature

SmartFish reduces overfishing and eliminates bycatch of wildlife including sea turtles. In 2020, we bought over 50 tons of sustainably caught seafood from smallholder fishers. Our providers catch more resilient target fish and operate in more resilient fishing locations. We only work with cooperatives that capture certified sustainable seafood.

People

SmartFish takes the novel step of directly incentivising fishers to fish more sustainably. Currently, 600 fishers are connected, with the plan to increase to 1,100 by end of year. We ensure that >50% of the market price goes to the cooperatives, fishers see 40% (and up to 100%) increases in prices, and new employment is created for women. Our triple bottom line: fishers can earn more catching less, avoiding overfishing and bycatch; their female relatives earn new wages in processing; and SmartFish makes a margin to scale this success.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



FORM INTERNATIONAL

● **Ghana and global** | Agroforestry | Forest management and services

Develops and manages (agro) forestry investment and forest landscape restoration projects in tropical regions and delivers a range of related technical and financial advisory services to clients worldwide.

Challenge

Increasing awareness and funding for sustainable forestry. Forests are vital ecosystems that provide many social and environmental services, such as climate regulation, food security, biodiversity protection, habitats, livelihoods and health benefits. Yet deforestation and forest degradation are continuing at alarming rates, contributing to the continuous decline in biodiversity and environmental services, and exacerbating climate change. Hence the role of forests in capturing and storing carbon and mitigating climate change is of ever-growing importance. Nature Climate Solutions (NCS) are understood as crucial in delivering up to one-third of the required emissions reductions under the Paris Agreement, yet they receive less than 3% of climate finance.

History

Form International was founded in 1992, advising the global forestry and timber trade sectors on the practical implementation of sustainable management of natural forests, forest certification, timber trade and reforestation. To date, we have completed more than 250 projects and assignments, supported over 2.5 million ha of forest with sustainable management and certification, reforested 20,000 ha and raised >USD 75m to successfully restore 30,000 ha of forest landscapes and create two sustainable agroforestry businesses in Africa. Form International developed a successful and scalable model for forest landscape restoration combining multiple business cases, including timber, agriculture and carbon credits, ecological restoration and community fire protection.

Mission

The preservation and restoration of well-functioning forested landscapes, which is essential for life on this planet.

Vision

To bridge the gap between international ambitions and finance for sustainable forestry and landscape management and actual implementation, by providing innovative and sustainable solutions and projects for forests and people and helping to turn impact capital into trees and restored landscapes.

Market Opportunity

The market gap

There is a growing demand for high-quality forest projects that deliver carbon offsets with community and biodiversity co-benefits and a willingness by corporations to pay a fair price. Supply of these projects is lagging behind due to: (i) the complex nature of forest landscape projects with regard to project design and implementation, lack of sound business cases, long lead times, geographical dispersion of initiatives, complex regulation and other complexities; (ii) an immature industry with limited professional experience; (iii) (pre-)funding not being deployed at the scale needed.

Addressing the market gap

We will set up a revolving fund and technical assistance (TA) facility that bridges the gap between forest landscape projects and businesses and investors who seek to invest in and buy quality forest carbon credits. Form International will prefinance and provide hands-on support to bring new projects to market and generate revenue through a percentage on carbon credit sales and repayment of development capital.

Sustainable competitive advantage

We address market shortages of projects by creating new projects and upgrading existing projects. With unique experience on restoration projects with scalable concepts and solutions (e.g., the Form Ghana forest plantation management company), Form International offers forest landscape projects a complete package of development, prefinance, TA and sales – other market players often provide just one of these. We work in the long term rather than short transactional relations and partner with the Forest Stewardship Council to access a worldwide network of projects, investors and clients.

Impact

Nature

By 2030 we will develop and support over 30 projects in tropical Africa, Latin America and Asia to conserve and restore at least 2 million ha of forest landscapes, while generating over 30 million tCO2 emission reductions and removals. Biodiversity in the landscapes is conserved, restored and enhanced.

People

Form International aims to generate 7,500 jobs and impact 30,000 people by improving their livelihoods.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

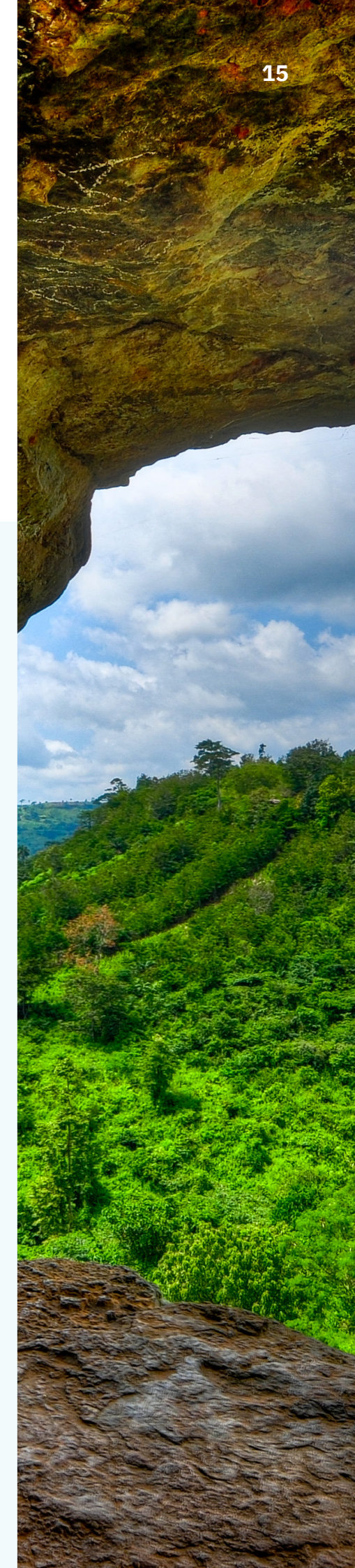
Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



T I L A A

● Ghana | Sustainable agriculture | Honey and cashew

Tilaa produces a variety of sustainable food and feed products from integrated beekeeping and cashew cultivation. This venture also creates new livelihoods for poor rural women, removing them from work activities that contribute to climate change. Products are certified by Ghanaian food and drugs regulators.

Challenge

Reaching the over 2 million unemployed rural women in northern Ghana and changing their traditional, climate-polluting livelihoods. These women make a living by burning bush for bushmeat and cutting down trees to make charcoal, as well as overgrazing land with their animals. This contributes to desertification and climate change, further perpetuating low agriculture in the region. Tilaa seeks to change this dynamic by creating new business models that provide environmentally sustainable employment through beekeeping and cashew cultivation.

History

The company was established in 2015 and has since created 500 sustainable jobs and conserved and reclaimed 200 ha of land. In 2020, it sold USD 95k of products and raised USD 120k in grants and equity.

Mission

Tilaa seeks to create sustainable rural jobs that conserve the ecosystem and reclaim degraded lands.

Vision

We aim to be the leading producer and supplier of bee and cashew products in sub-Saharan Africa.

Market Opportunity

The market gap

Ghana has some of the best climatic conditions for beekeeping but imports more than 600 tons of honey per month, with 60% of Ghana's honey consumption coming from foreign markets. This demand has been growing, but local production has not kept up. Further, Ghana is well placed to supply the increasing demand for organic honey in the EU, where Ghana is an accredited exporter but has yet to enter the market. There is also strong demand for honey from Turkey, with Ghana having been unable to meet the demand from Turkish companies.

Addressing the market gap

Tilaa trains smallholder beekeepers in best practices for integrated beekeeping and cashew plantation to meet international standards, then signs an off-take agreement with them. We aim to recruit and train 1,000 women and distribute 2,000 concrete beehives and expect to produce 90 tons of honey every year, worth USD 1.08m, alongside production of beeswax, bee jelly, cashew nuts and animal feed from cashew leaves.

Sustainable competitive advantage

Tilaa produces mono-organic bee products. This means they contain nutritional elements only from cashew plants, providing a differentiated product. Furthermore, Tilaa's large network of producers means we can produce in large quantities. The products are certified by industry regulators for local consumption and export.

Impact

Nature

Tilaa conserves and reclaims degraded lands in Ghana, helping to preserve ecosystems and sequester carbon.

People

We have created 500 direct and 1,000 indirect sustainable jobs for poor rural women in Ghana.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



SENTOSA MARINES

● **Somalia and Djibouti** | Aquaculture | Sea cucumbers

We are seeking to establish and operate an aquaculture and sustainable fisheries project in the Somalia/Djibouti border region, using a conservation model that prioritises local communities.

Challenge

Shifting the focus from overfishing and reef destruction to sustainable fishing and aquaculture practices that offer secure employment. The rich marine ecosystem of Somalia and Djibouti is declining, and agriculture is becoming more vulnerable. In this area, fishing – which has been presented as an alternative livelihood option – has increased pressure on declining and threatened fish stocks. In particular, overfishing of sea cucumbers, a high-value export species, has worsened already-high poverty levels since few formal employment options exist for locals. Meanwhile, reef destruction and marine pollution pose significant environmental risks to traditional fish nesting areas.

History

Sentosa Marines was incorporated in Australia in 2018. Land concessions for the project were awarded by the local and regional government that year. In 2020, the company registered in Somaliland as a foreign investor (agriculture and aquaculture categories). The pilot project business plan and financial statements were finalised a few months later and the public-private-partnership agreement was concluded with the Somaliland government in 2021, followed by the registration of the NGO-affiliate Somaliland Social Impact. We have established high-level links with the government of Djibouti, the Federal Government of Somalia and the regional intergovernmental body for the Horn of Africa (Intergovernmental Authority on Development (IGAD)).

Mission

To accelerate Somalia's transition to the blue economy by delivering sustainable and economically viable sea cucumber cultivation and farming, creating new revenue streams for local stakeholders with solid returns for socially and environmentally conscious investors.

Vision

Sentosa Marines aims to develop sustainable fisheries and aquaculture through social enterprise and environmental conservation, reducing exploitation and threats to extinction of sea cucumber species by farming multiple species in a way that benefits both local communities and the marine environment.

Market Opportunity

The market gap

There is no reliable and scalable supply of sustainably produced premium sea cucumbers (*Holothuria scabra*) to serve the lucrative and growing markets in China (e.g., Fujian and Dalian), as well as large importers from Taiwan and Singapore. A valuable market opportunity also exists to supply seaweed for the growing global food and pharmaceutical markets, as well as the increasing demand for the live and frozen crustaceans export market. Locally abundant crustaceans (mud crabs, lobsters, blue swimmer crabs and shrimp) and red "cottonii" seaweed (*Kappaphycus alvarezii*) remain unexploited, due to poor links with credible off-takers, both regionally and globally.

Addressing the market gap

We will develop and operate multi-species hatchery and nursery facilities, invest in cold-chain storage and promote seaweed farming and live exports of crustaceans, in conjunction with local communities as well as their network of established off-takers (regionally and internationally). We give local communities juvenile sea cucumbers and buy them back upon maturity.

Sustainable competitive advantage

There is no local competition in the region, and Sentosa Marines has a high level of government support. Operations are well suited to the extensive shallow coastal lagoons along the Red Sea; the pilot site is a natural habitat for all the targeted species and we return 15% of all sea-cucumber juveniles back to the wild. Sea farms operate with low running costs and simple production methods with negligible adverse environmental impacts. We have contacts with established buyers and importers; our in-house technical lead, Mr Haifeng Wang, has experience of key markets – Hong Kong, Guangdong, Fujian, Shanghai and Hangzhou. Future expansion into Djibouti offers significant commercial advantages, including access to the international banking system.

Impact

Nature

For the pilot stage, we will protect the concession areas: the 10 sq km along the Red Sea coastline, and the seven islands in the Zeila region, all of which are nesting grounds for sea cucumbers, migratory fish and seabirds. We will also conserve the coral reef through mangrove and seagrass planting.

People

We propose to work with women and youth from at least 200 households in the Somalia and Djibouti border regions, during the pilot. We anticipate 100 of these will work on a full-time basis and a further 100 on a seasonal basis. This creates new sources of income, strengthens food security and mitigates climate change, while alleviating pressure on fisheries and marine biodiversity.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

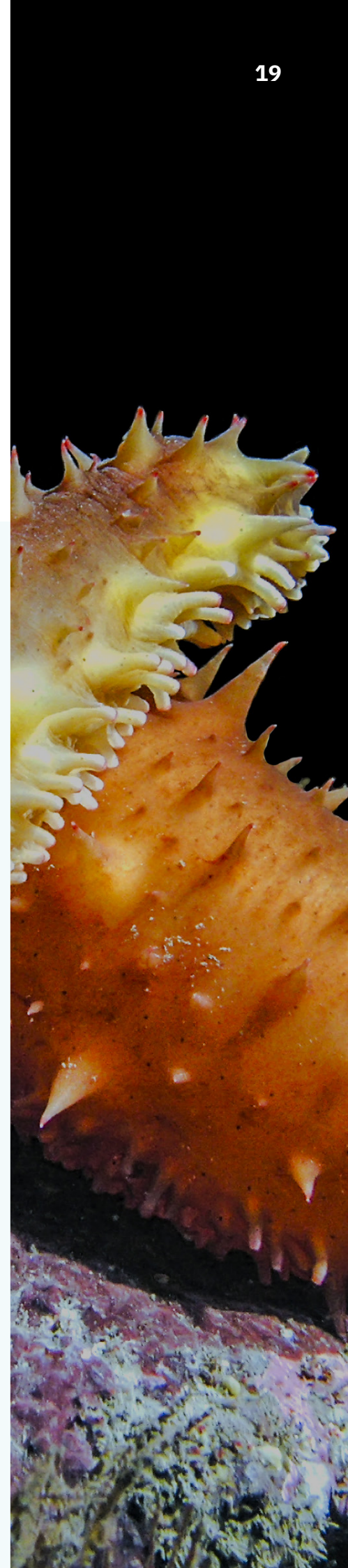
Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



YOLÉLÉ FOODS

● USA, Mali and Senegal | Agribusiness | African food

Yolélé brings delicious and nutritious African foods to a global audience with a compelling, aspirational brand focused around the ancient West African grain fonio. People buy Yolélé products to enjoy tastes of Africa and in doing so they support smallholder farmers growing climate-resilient crops in regenerative systems.

Challenge

Overcoming accessibility issues to local and global markets for West African products. People living in rural West Africa have few opportunities to generate and grow their incomes. This creates pressure for youth migration to overcrowded cities, perilous ocean crossing to Europe, and even a turn to violent extremism. Part of this lack of opportunity stems from a lack of access to markets. Yolélé seeks to overcome this, connecting subsistence farmers with local and global markets for crops that only they can supply.

History

Yolélé started selling fonio grain at a single Whole Foods Market store in Harlem, New York City, in 2017 and has enjoyed triple-digit growth every year since. Now Yolélé fonio is sold in 2,000 stores across the US, with fonio chips being launched at leading New York City retailers. Yolélé also operates a strong direct-to-consumer channel. Yolélé has set up a joint venture, West African Ancient Grains, with local agri-processing partners to develop a new fonio processing factory in Mali to meet the ever-growing demand. Over the last few years, we have also benefited from significant media attention, featuring in *The New York Times*, *The Wall Street Journal* and *Food & Wine*, and on Bloomberg, Reuters and more.

Mission

To create economic opportunity for smallholder farming communities; to support biodiverse, regenerative and resilient food systems; and to share Africa's ingredients and cuisines with the world.

Vision

To regenerate and regreen the Sahel. Yolélé is creating a market for traditional crops grown under resilient farming systems to foster a more biodiverse, drought-tolerant landscape across West Africa.

Market Opportunity

The market gap

African foods are the subject of intense curiosity in Europe and North America. There is no other brand that delivers African tastes in a way that appeals to curious non-African audiences, and to wealthy African diaspora communities. This market is tiny today, but multiple mainstream US media reports in the past 18 months have identified West African food in particular as a hot trend.

Addressing the market gap

Yolélé creates products that deliver African tastes and African ingredients in a way that appeals to our target audiences. We sell those products to customers via retailers, restaurants and direct. We also sell ingredients in bulk to food manufacturers.

Sustainable competitive advantage

Yolélé is the only chef-driven African food brand with a founder that the media finds interesting. It is the only brand tied directly to a scalable agri-processing supply chain that can fully trace its social and environmental impact. With the new facility in Mali, Yolélé will also have a major quality and price advantage over all other fonio suppliers.

Impact

Nature

Every ton of fonio sold equates to 2 ha of land under multi-crop cultivation that includes nitrogen-fixing cover crops. Yolélé expects to sell 1,500 tons of fonio next year (equating to 3,000 ha of multi-crop land) and 3,000 tons in 2023 (6,000 ha of multi-crop land), growing similarly over the next few years.

People

Every ton of fonio provides around USD 500 of income to people living in extreme poverty on under USD 2 per day. Selling 1,500 tons of fonio next year will distribute USD 750k to around 6,000 women, adding USD 125 to their annual income, an increase of over 16% above typical income.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



TOOTHPICK COMPANY

● Kenya and wider Africa | Bio-based innovation | Bioherbicide

We use biology to fight biology in one of the biggest battles against weeds globally. Our bioherbicide innovation utilises a local plant disease to effectively kill Striga (witchweed), Africa's worst pest threat to food security.

Challenge

Eliminating Striga so agricultural output increases. Striga is a leading pest barrier for smallholder farmers in sub-Saharan Africa, who already sit below the poverty line. Striga is found on 40 million small-scale farms and reduces crop yield by 20–100%. Removing Striga as a barrier will improve crop yield, allow farmers to feed their families, increase surplus harvest for income (providing funds for health, education, improved agricultural inputs and diversified crops to include more nutritious foods), and provide village-level economic drivers based on local inoculum production jobs (vs importing chemical solutions). Women make up 85% of maize labour in Kenya, so Striga is a gendered problem.

History

Utilising an untapped bioherbicide innovation from Montana State University, we began R&D in Kenya in 2007. Proof-of-concept trials in 2014-2015 showed a 42–56% increase in crop yield in paired plot trials on 500 farms. A Kenya social enterprise was formed in 2018 with support from Welthungerhilfe and the German Environmental Foundation (DBU). After five years of regulatory processes, our product, Kichawi Kill, was approved for commercial use in March 2021. Toothpick Company has received many awards, including the Bill & Melinda Gates Foundation Grand Challenges Explorations 2013; UN Best Small Business, Good Food for All Winner 2021; UNDP Cultiv@te 2021; MacArthur Foundation Bold Solutions Network, Top 100 in 2020.

Mission

To create and implement a biological solution to the problem of Striga, the worst pest threat to food security in Africa.

Vision

Globally, we envision a shift in pest management, mobilising safer, more effective technology through biocontrol.

Market Opportunity

The market gap

In a USD 34bn herbicide industry, Kichawi Kill is one of the first biological products to be commercialised globally. The leading competitor, Imazapyr-resistant maize (StrigAway, with less than 4% of the Kenyan market), must be applied with gloves due to toxicity, can harm other crops in proximity or rotation, and has a low germination rate. Weeding is too late – Striga causes pre-emergent crop damage – so we have been recommending agronomic solutions (fertiliser, Striga-resistant seeds). However, neither of these solutions depletes the soil's Striga seed bank (100,000+ seeds every season). Our Kichawi Kill is host-specific (only harming Striga, with no indication of host-jumping), non-toxic, has good ROI for farmers, addresses soil's Striga seed bank and puts the farmer first (soil persistence indicates long-term reduced product use).

Addressing the market gap

Our fresh inoculum is manufactured by trained Village Inoculum Producers (VIPs) and delivered to farmers (100–125 farmers/VIP), driving the economy at the village level and providing jobs. Increasing the number of VIPs each season allows us to reach scale with 850 VIPs in 2025. We currently have a promising alternative coated-seed distribution channel in field trials (2024 release).

Sustainable competitive advantage

We have a strong team working on high-tech innovation. However, they recognise the breaking point for many innovations happens in the last mile to the farmer. Through the social enterprise village-level production system paired with local partners, the safe and effective Kichawi Kill successfully restores crop yield, improves food security, supports the local economy and restores productive land.

Impact

Nature

The Food and Agriculture Organization estimates that Striga causes an annual crop loss across Africa of USD 7bn. Kichawi Kill is a locally sourced solution that allows farmers to restore their farm using a natural, safe and effective method. Synthetic chemical pesticides were developed in the 1900s and have established a dominant position in agricultural production. Continued use of synthetic pesticides comes with a range of concerns: (i) non-target exposure and environmental run-off negatively impacts humans/animals, soils and water; (ii) synthetic pesticides contribute to greenhouse gas emissions through manufacturing and distribution; (iii) weeds are increasingly resistant to the herbicides (e.g., glyphosate now has over two dozen weeds resistant to it).

People

Striga impacts over 300 million people across Africa. As women make up 85% of maize labour in Kenya, this parasitic weed predominantly affects women's lives. The solution was designed by female agronomists and capitalises on gendered skills (i.e., preparing rice for the field inoculum). Currently, 60% of the VIPs are women and half of Toothpick Company's shareholders are women. As the company grows and develops, we are seeking partnerships with organisations to offer financing to female farmers to address the inequity in access to finance, land ownership and decision-making related to farm inputs for female farmers.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



FORESTWISE

● **Indonesia** | Agroforestry | Illipe nuts

Forestwise produces and promotes unique, high-quality organic and Fairtrade-certified ingredients harvested from the rainforest by local communities for the food and cosmetics industries.

Challenge

Combating deforestation and changing perceptions about palm oil. In the past 50 years, more than 50% of Borneo's original rainforest has been lost to deforestation. One of the main drivers for this is conversion into monoculture plantations to produce products such as palm oil. This deforestation and unsustainable farming is causing severe issues, such as biodiversity loss, forest fires, soil degradation, floods and droughts, and it does not provide the local communities with well-paid, decent jobs. Palm oil is a popular ingredient in the food and cosmetics industries as it is cheap, easy to use and available in huge quantities, but forest destruction and environmental and social damage are not calculated into the price.

History

Forestwise was founded in 2018 in the Netherlands with a full subsidiary company and factory in Indonesia. We successfully introduced organic and Fair for Life certified illipe butter to the global market and we currently sell this product to companies in four continents. This has resulted in strategic alliances with firms such as Lush, IMCD, DKSH and Premier Specialties. By buying illipe nuts from over 700 families, we increased their annual income by 16% and supported the protection of an area of over 200,000 ha – comparable to the size of Luxembourg.

Mission

Forestwise's mission is to stop deforestation by producing and promoting unique non-timber forest products that are sustainably harvested from the natural rainforest by local communities.

Vision

To make the rainforest more economically viable by increasing its value and stop it being converted into plantations.

Market Opportunity

The market gap

Sustainability of supply chains is becoming more and more important in all industries. However, it remains a big challenge for industries to move away from monoculture plantations and the idea that monoculture farming systems can be sustainable. We believe the only future-proof farming systems are either natural forests or regenerative agroforests/agriculture, inspired by nature. There is a gap in the market for high-quality, certified ingredients that are produced in this way and available at scale.

Addressing the market gap

The environmental and social sustainability of our products is traceable and verifiable. Forestwise supports communities to sustainably harvest raw materials from the rainforest and process these locally into valuable ingredients. This provides decent job opportunities and a direct incentive to protect the rainforest. Forestwise is a reliable business partner who has proven to consistently supply high-quality ingredients that meet international industry standards.

Sustainable competitive advantage

Our local presence allows us to work closely with the communities and to guarantee the sustainability of the products. Long-standing relationships with the communities that live near the rainforest have allowed us to form mutually beneficial forest-protection agreements. In return for protecting the rainforest, we offer special benefits to the communities such as providing electricity. Forestwise are the only supplier in the world to offer Fairtrade- and organic-certified ingredients for a number of products, and we provide a high level of traceability and transparency throughout the supply chain.

Impact

Nature

The illipe nuts are sourced from an area of over 210,000 ha. We have forest protection agreements in place with four villages, covering a total forest area of 26,634 ha and sequestering nearly 3 million tons of CO2. This year, the target is to double the protected forest area through illipe nut harvesting. For sugar production we aim to protect at least 2,500 ha for each forest production unit (a small factory located in the remote villages in the forest) and sequester over 275,000 tons of CO2. This way, each 250g sugar sachet purchased will help to conserve 290 sq m of forest.

People

Forestwise have contracted 740 families for the collection of illipe nuts and increased their annual income by 16%, reaching an estimated 2,500 beneficiaries, both men and women. The factory has created 20 full-time jobs. For each forest sugar production unit, we can provide full-time jobs for 125 farmers and 10 factory workers. We also provide electricity for 200 households with the kinetic power plant.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

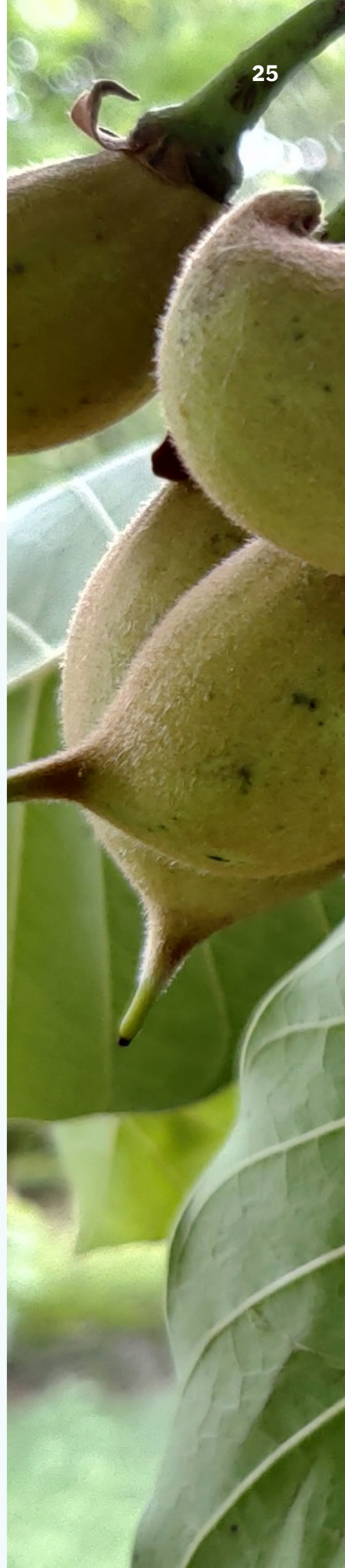
Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



ALIET GREEN

● **Indonesia** | Agroforestry | Coconut sugar

Aliet Green is a women-led social enterprise that produces and trades organic coconut sugar from Yogyakarta, Indonesia, with a focus on employing female farmers.

Challenge

Sourcing trustworthy and traceable organic coconut sugar with high ethical values and of consistent quality. Coconut sugar is not formally tracked in the national and international trade flow database, which holds back recognition and formalisation in domestic markets.

History

Lastiana Yuliandari founded the company in 2009 with the aim to drive rural economies in a sustainable way. Today, we have a strong international presence in the food ingredients sector by processing and trading certified organic coconut sugar to high-end markets. Aliet Green collaborates with over 1,000 individual small-scale producers of which 90% are women, and pioneers in major certifications (e.g., Fairtrade, BRC Global Standard for Food Safety and gluten free).

Mission

To be a trustworthy and innovative female social enterprise that produces high-quality food ingredients and acts responsibly and with integrity.

Vision

Aliet Green will provide high-quality products and services that exceed the expectations of our customers, while ensuring a safe and supportive working environment for people and producers by contributing to local communities and caring for the natural habitat.

Market Opportunity

The market gap

Coconut sugar provides a healthier alternative to traditional sugar. It has been used for centuries in South East Asia and is becoming increasingly popular internationally due to demand for alternative sweeteners by diabetics, people with heart disease and other chronic illnesses. Driven by this demand, the international market size is set to grow by USD 253m between 2019–2023. In addition, growing demand for bio-based cosmetics is anticipated to open new avenues for coconut sugar market growth over the next eight years. Most farmers in Indonesia already produce the sugar using traditional, organic methods without agrichemicals. However, smallholders sell locally and are unable to profit from premium prices for organic products on the international market.

Addressing the market gap

Aliet Green sources raw materials from over 1,000 mostly female smallholders. At the facility, the raw materials are processed by well-trained employees (60% women) and sold to international markets. Farmers receive an additional 10% per kg when selling the products to Aliet Green in contrast to selling to local markets.

Sustainable competitive advantage

Our Green Warriors work with smallholders and support them with prefinance, certifications and technical assistance. This creates strong traceable sourcing and sustainable work for smallholders. We have an innovative processing facility; diverse product capabilities (e.g., gluten-free production, dedicated allergen management processing and packaging); unique customisable grain size for the food industry; blockchain technology for organic coconut products; and fair trade and wages for producers and employees. We are the only company with US FSMA certification along with BRCGS issue 8 to support export to the United States.

Impact

Nature

Aliet Green has a positive impact on nature in three ways: (i) dynamic agroforestry sustaining 400 ha of Indonesian forest; (ii) enhancing the eco-efficiency and climate resilience of production systems due to sustainable practices such as intercropping and water retention methods; (iii) sustainable land and water governance, increasing local knowledge on rain-fed agriculture irrigation systems.

People

We source from over 1,000 small-scale producers of whom 90% are women. The farmers receive a Fairtrade Premium fund of 5% of total sales from the clients, which is invested in community projects such as waste management.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



BURGREENS

● **Indonesia** | Farm-to-table | Plant-based food chain

Burgreens is Indonesia's leading plant-based food chain with a farm-to-table concept. Through 15 outlets, the company serves delicious Western and Asian dishes made from organic and natural ingredients, which are mostly sourced directly from local farmers and food artisans.

Challenge

Accelerating the shift from animal-based to plant-based diets. This will reduce greenhouse gas emissions, water use and land use and improve consumers' health.

History

Founded in 2013 by a young couple advocating a healthy and sustainable diet, Burgreens grew within eight years from one outlet run by two people to 15 outlets with 200+ team members, and acquired more than 10,000 loyal customers. The company is fast growing with sales doubling every year (except for 2020), with a stable 15% EBITDA. As of 2020, the company generated yearly revenue of USD 1.7m. Burgreens has been awarded top healthy food restaurant in Indonesia by Trip Advisor, Yahoo! and Zomato. The founder, Helga Angelina Tjahjadi, was listed in Forbes' 30 under 30 Asia in 2016.

Mission

Our mission is to democratise healthy and sustainable foods by making delicious plant-based foods accessible, affordable and satisfying for the Asian palate – while empowering local farmers through our operations.

Vision

To be the number-one plant-based food chain in the Asia-Pacific.

Market Opportunity

The market gap

Plant-based options in the market are focusing on the Western palate and are sold at high prices, which makes the shift to plant-based diets relatively slow in Indonesia and South East Asia.

Addressing the market gap

Burgreens can make delicious plant-based food sourced from local farmers affordable and accessible through multiple strategic restaurant locations optimised for delivery and quick dine-ins.

Sustainable competitive advantage

We have deep market insights into South East Asia; a strong R&D team with nutrition, food tech and culinary understanding of the Asian palate; a solid network with local farms and food producers, which enables us to source high-quality ingredients at affordable prices; and strong endorsement from influencers and key opinion leaders.

Impact

Nature

In 2020, we saved 1,100 sq km from land use for meat production, 1.1 million kg CO2e and 491 million litres of water by providing plant-based meals as an alternative to animal-based meals. In addition, 1 million plastic bags and cutlery items were prevented from going to landfill.

People

Burgreens impacts 600+ farmers through direct trade, has generated 224 jobs (of which nearly half the employees are women) and we've educated more than 12,000 people on healthy and sustainable eating. We have a gender balance policy to ensure women are at least 50% represented on the investor board and at all levels of management (board of directors, mid-management and supervisory level).

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

Available upon request

Plan and impact with funds

Available upon request



IBIS RICE CONSERVATION

● Cambodia | Sustainable agriculture | Rice

IBIS Rice works with farmers living within Cambodia's most critical habitats to produce the finest quality wildlife-friendly and organic jasmine rice. The forests and wetlands of northern Cambodia and the Tonle Sap region are of exceptional importance for biodiversity conservation. They support more than 50 species of global conservation concern, including six critically endangered birds, among them giant and white-shouldered ibises. Taken together, four protected areas in this region cover more than 300,000 ha of forest and wetland that also support more than 20,000 people.

Challenge

Bringing stability to farmers who face unpredictable weather conditions and giving them direct access to markets. Climate change has resulted in increasingly unpredictable rainfall patterns. Local communities are extremely vulnerable to these changes as they rely on rain for rice-field irrigation and lack access to good quality seeds that are tolerant of rainfall variability. Due to unsustainable farming practices, many fields also have poor ability to retain water in the soil. The people living in this region are among the poorest in Cambodia and depend on the forest and land resources of the parks for their livelihoods. The main cash crop is rain-fed rice, but farmers have limited access to markets and opportunities to sell are inconsistent: purchasing power remains with intermediaries.

History

The IBIS approach was conceived by the Wildlife Conservation Society (WCS) in 2009 in response to a unique set of conservation and community development challenges. Since then, the approach has been carefully piloted and studied. In 2015 WCS sought business expertise to bring the model to scale and profit to expand and deepen the conservation and livelihood impacts. In 2017, IBIS Rice Conservation Co., Ltd was incorporated to take the business forward after increasing international demand for our products. Now IBIS Rice Conservation supplies B2C and B2B in Cambodia, Singapore, Hong Kong, Germany and Canada, with projected sales of around USD 1m in 2021, while working with 37 communities across 7 wildlife sanctuaries.

Mission

IBIS Rice Conservation's mission is to grow great-tasting rice that protects endangered species, preserves vulnerable forests and supports wildlife-friendly farmers so that we can save Earth's most precious resources.

Vision

Our vision is a world where people, wildlife and nature can coexist and thrive.

Market Opportunity

The market gap

A new type of consumer is rapidly emerging that is looking beyond "free from" and demanding choices that deliver quality and net-positive results. There are few food brands that can truly deliver on this. According to the Soil Association's 2020 Organic Market Report, the market for organic food and drink in the UK reached a record GBP 2.45bn in 2019, representing an annual growth of 4.5% with a 12% growth during the pandemic. Awareness of the relationship between our food choices and the climate crisis and mass extinction are ever increasing as can be seen in the explosion of plant-based products and diets. Consumers with purchasing power are looking to participate in solutions with brands they can trust to deliver quality and impact.

Addressing the market gap

IBIS Rice is a food brand built around a conservation challenge and a unique opportunity. We bring conservation and community impact through the finest organic and wildlife-friendly rice products. Through our range of grains, snacks, cereals and now beers, we are offering consumers a means to be sustainable in a healthy and delicious way. We currently sell in Germany, Canada, USA, Cambodia, Hong Kong and Singapore and are launching UK sales in October. Right now, demand for IBIS Rice significantly outweighs supply.

Sustainable competitive advantage

We are a company that has a completely integrated approach, with teams on the ground working with farmers alongside our conservation partners. The business model is leveraging forest financing mechanisms to bring the solution to scale. We control the product and story, from purchasing from our forest farmers' homes to getting the products on-shelf.

Impact

Nature

IBIS Rice Conservation is safeguarding 500,000 ha of forest by working with farmers who commit to a strict set of conservation compliance requirements in return for receiving approximately 70% above market price for their paddy and year-round support in production, natural resource management and climate resilience. We have stabilised the last populations of five critically endangered bird species, including the giant ibis, as well as the habitats of a further 50 endangered species including the Asian elephant and leopard cat. Estimates based on REDD+ methodologies predict IBIS Rice Conservation will save 2,248,610 tCO2e through reduced deforestation rates across seven wildlife sanctuaries over the next 15 years.

People

We work with 1,800 forest-farming households across 37 communities and pay on average 70% above market price for the rice. A recent impact evaluation looking at the well-being of families participating in IBIS Rice Conservation saw a significant improvement. IBIS Rice Conservation has over 20 female farmer committee leaders and a comprehensive women's economic empowerment strategy from farm through the business to executive level.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



SLOW FOREST COFFEE

● Laos and Europe | Agroforestry | Coffee

Slow Forest Coffee produces vertically integrated, regenerative forest- and community-based coffee with full transparency, control and value capture of the entire coffee value chain. Slow doesn't just sell coffee, we sell stories and net-zero transitions through coffee.

Challenge

Solving the root causes of some of the many issues affecting the world of coffee, primarily: destructive coffee value chains forcing deforestation across the globe and a lack of fair market access for smallholders, which hinders their chance of decent livelihoods. The environmental cost of 1 kg of traditional coffee is around 4 kg CO2e and the process takes unfair advantage of farmers and the land they are forced to deforest to make a living. We believe an honest and direct approach to sustainability is needed, and an examination of casual claims by coffee vendors. We help companies really lean into climate change, not just talk about how to treat the symptoms.

History

In 2018, Slow set out to disrupt the destructive, unequal conventional food system. We have been challenging the status quo and paving the way for a regenerative land-use system: (i) in 2020, with Danish hotels Brøchner and smallholders Teng, Jon and Bounyang, we signed a first, exclusive, organic, fair-trade, speciality coffee agreement between smallholders and end-market buyers. Many similar deals have followed since; (ii) in 2021, we arranged a financial security contract for all our Slow community smallholders by signing a volume agreement for all unsold high-end coffee to international trader Volcafe; (iii) in July 2021, we made an unparalleled breakthrough of a 7-year, USD-8m contract with Coor Denmark to convert plantations into biodiverse agroforests. Today, we're opening in Germany, we just closed debt-finance to scale and are conducting a feasibility assessment on the next coffee + carbon product.

Mission

Slow's mission is to go beyond sustainability and regreen the tropical belt.

Vision

We strive for a future of truly sustainable, intelligently reassembled food system value chains, which aligns the interests of nature and human beings to provide healthy and balanced production and consumption.

Market Opportunity

The market gap

Increasing concern about climate change, biodiversity loss and deforestation means ever-increasing numbers of businesses focusing on the 2030 climate-target initiatives. The top 10 global coffee producers emitted 21 million tCO2 in 2017 due to deforestation. Besides simple carbon offsetting, the path for many businesses is difficult, leading them to prioritise sustainable products in their purchasing decisions. Coffee is ideal because it's already a consumption item in all businesses and has an attractive cost:impact ratio that leads to a significant positive footprint. Coffee is trendy and relatable too, making it ideal as a medium to communicate the responsible choices a company is making. However, as coffee is a major driver of deforestation and biodiversity loss when not grown and sourced responsibly, it is a true impact item.

Addressing the market gap

Slow Forest Coffee bridges the gap between the dire need for sustainability and the reality required to make an impact through existing products. Far beyond plain coffee, Slow has two main approaches: we regenerate agroforests with large enterprise clients using long-term contracts to finance purchasing and convert monocultural coffee plantations into biodiverse agroforests. With SMEs, we create community-based solutions that connect clients with smallholder farmers peer-to-peer, preserving forests and improving livelihoods.

Sustainable competitive advantage

Slow's integrated value chain means we have people on the ground at each step from growing the coffee to marketing and selling it to end-users. With our expertise in agroforestry, biodiversity and coffee, as well as capital access, the Slow regenerative conversion model is nearly impossible for the market to replicate. It also unlocks the lost value in traditional value chains, allowing us to deliver excellent coffee with unparalleled sustainability added value at reasonable cost.

Impact

Nature

For 100 tons of coffee sold, we regenerate 100 ha of biodiverse agroforest that removes, rather than emits, greenhouse gases. This applies to monocultural conversions into regenerative agroforestry, where our agroforestry manuals specify several strata of tree and plant coverage to aim for Bird Friendly certification. Our solution is scalable in Laos where we currently operate and other regions. With our smallholders, Slow preserves 700+ ha of agroforest, putting an end to deforestation and rolling out individual plans for the plots to increase canopy cover and species diversity.

People

The sad reality of the coffee industry is that the majority of the world's smallholders suffer untenable conditions. We have true partnerships with our smallholder communities based around the cooperative we formed together, and we focus on improved, stabilised and diversified incomes for all smallholders. We enforce quotas for gender and ethnicity, offer training and equipment, and health-care emergency funds. But more importantly, we upskill the community with value-adding activities, producing stories and client content, for example. At 150+ families, many lives are greatly improved. Our model is scalable in Laos and other regions.

ASK TO POTENTIAL FUNDERS

Funding ask

Available upon request

Fundraising history

Available upon request

Plan and impact with funds

Available upon request

Project partners

Available upon request



The Future Food Shark Pitch 2021 is organised by a group of partners including Partnerships for Forests, the Blended Finance Taskforce, the World Business Council for Sustainable Development, the Food and Land Use Coalition and SYSTEMIQ.



Partnerships for Forests catalyses investments in which the private sector, public sector and communities can achieve shared value from sustainable forests and sustainable land use. We do this by creating market-ready “Forest Partnerships” that offer an attractive balance of risks and benefits. The programme also supports demand-side measures that strengthen demand for environmentally friendly commodities, and activities to create the right enabling conditions for sustainable investment. The eight-year scheme is funded by the Foreign, Commonwealth & Development Office and the Department for Business, Energy & Industrial Strategy. It currently operates in Central, East and West Africa, South East Asia and Latin America.



The Blended Finance Taskforce was established to help mobilise large-scale capital for the UN Sustainable Development Goals. Launched by the Business & Sustainable Development Commission in 2017, the Taskforce identified key barriers to the effective use of blended finance and called for action from leaders in the investment and development finance community in its flagship report “Better Finance, Better World”. The Taskforce is now implementing an ambitious Action Programme to increase mainstream private investment for high-impact sectors, with a focus on emerging markets. It is supported by a steering committee of more than 35 experienced practitioners and experts that brings together leaders from finance, business, development and policy. We work with private-sector champions across the investment community, including pension funds, sovereign wealth funds, insurers, asset managers, project developers, foundations and think tanks. The Taskforce gains deep expertise from the public-sector institutions that have shaped the blended finance market, including development banks and aid agencies. All this is done in close collaboration with existing initiatives, notably those led by the Organisation for Economic Co-operation and Development, the Multilateral Development Banks/Development Finance Institutions’ working groups, the World Economic Forum, the New Climate Economy, the GIIN, the THK Forum on Sustainable Development and many others, to make sure efforts are complementary and coordinated.



The World Business Council for Sustainable Development (WBCSD) is a global, CEO-led organisation of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies. Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD 8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, the WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues. Together, we are the leading voice of business for sustainability: united by our vision of a world where more than 9 billion people are all living well and within planetary boundaries, by 2050.



The Food and Land Use Coalition (FOLU) is a community of organisations and individuals committed to the urgent need to transform the way we produce and consume food and use our land for people, nature and climate. We support science-based solutions and help build a shared understanding of the challenges and opportunities to unlock collective, ambitious action. We build on the work of the Food, Agriculture, Biodiversity, Land Use and Energy Consortium teams, which operate in more than 20 countries. Our strength comes from a growing community of country platforms, core partners, FOLU ambassadors and funders, connecting those who share our mission: to ensure food and land-use systems play their full role in delivering on the Sustainable Development Goals and the Paris Agreement to ensure the future prosperity of all people and to protect and restore our planet’s vital ecosystems. Food and land-use systems involve every factor in the ways land is used and food is produced, stored, packed, processed, traded, distributed, marketed, consumed and disposed of. We bring together the public and private sectors, the research community and civil society to harness expertise and enable systems-thinking approaches. We are committed to the urgent need for food and land-use transformation to create a healthier planet and healthier people. Get involved today if you have something to bring to the table.



SYSTEMIQ is an innovative, pragmatic, optimistic company with purpose at its heart. We catalyse positive disruptions in economic systems that will speed the achievement of the UN Global Goals and the Paris Agreement. Everything we do drives change faster. We build coalitions with the influence and ambition to set a new course for global industry. We incubate new ventures with the potential to benefit people and the planet. We mobilise large-scale capital for climate action and the Sustainable Development Goals. And we evolve new sustainable business models that will outperform the old. From helping to turn the tide of ocean plastics to creating businesses that safeguard Indonesia’s rainforest, SYSTEMIQ is reshaping the connections between economic and natural systems. We address the world’s biggest challenges with new solutions that benefit business, society and the planet. And they are in reach now.

