28 November 2022

Innovations Session N°11

Promoting circular economy and reducing food losses and waste: Successes by SMEs and entrepreneurs

INNOVATIONS SERIES

PAFO

COLEACP

Chowberry

Digital Solution addressing food waste and hunger

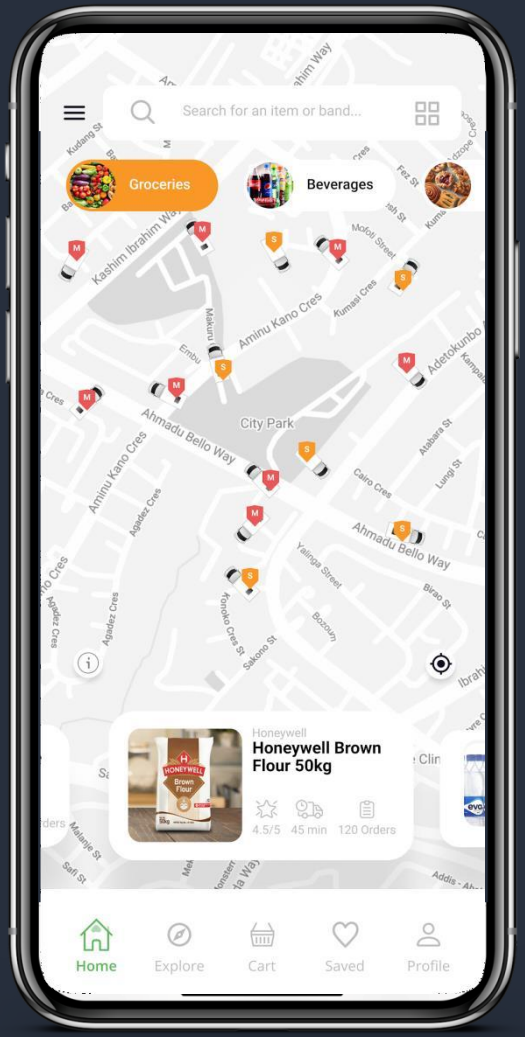
Chowberry

Prepared by Chowberry Inc

Chowberry

EXECUTIVE SUMMARY

Chowberry Incorporated is an organization that improves access to food for persons facing hunger via an app that connects food at risk of wastage to hungry families. Over the past 6 years in Nigeria the technology service has facilitated the distribution of over 1.6 million meals to food insecure person and families facing food poverty including Internally Displaced Persons (IDPs) in camps.



The venture has garnered international recognition such as

- Time Magazine Next Generation Leader - Time Magazine
- Rolex Awards for Enterprise in Applied Technology 2016
- Featured on National Geographic Channel.
- Featured on CNN - CNN.
- BBC Top 10 Innovations of 2018 - BBC
- United Nations International Telecommunication Union (UN ITU) Young Innovator Award
- Quartz Top 30 African Innovations 2017 - Quartz
- Young Convergence Pioneer of World Frontiers Forum at Harvard/MIT

BACKGROUND – Chowberry 1.0

CHOWBERRY APP

Get deeply discounted food from retailers before the end of shelf-life

Download app

CHOWBERRY 1.0 MODEL

Chowberry 1. 0 model entailed connecting non-profits feeding hungry people to discounted food saved from getting wasted due to impending spoilage, end of shelf-life or aesthetic defects.

Revenue generation was from mark-ups on the discounted items to NGO's.

Distribution was handled by NGO or a shipping charge is made to Chowberry to cover delivery.

Chowberry

1.0 Traction..

30k+

Tonnes of food saved from waste

20k+

Registered Users

15+

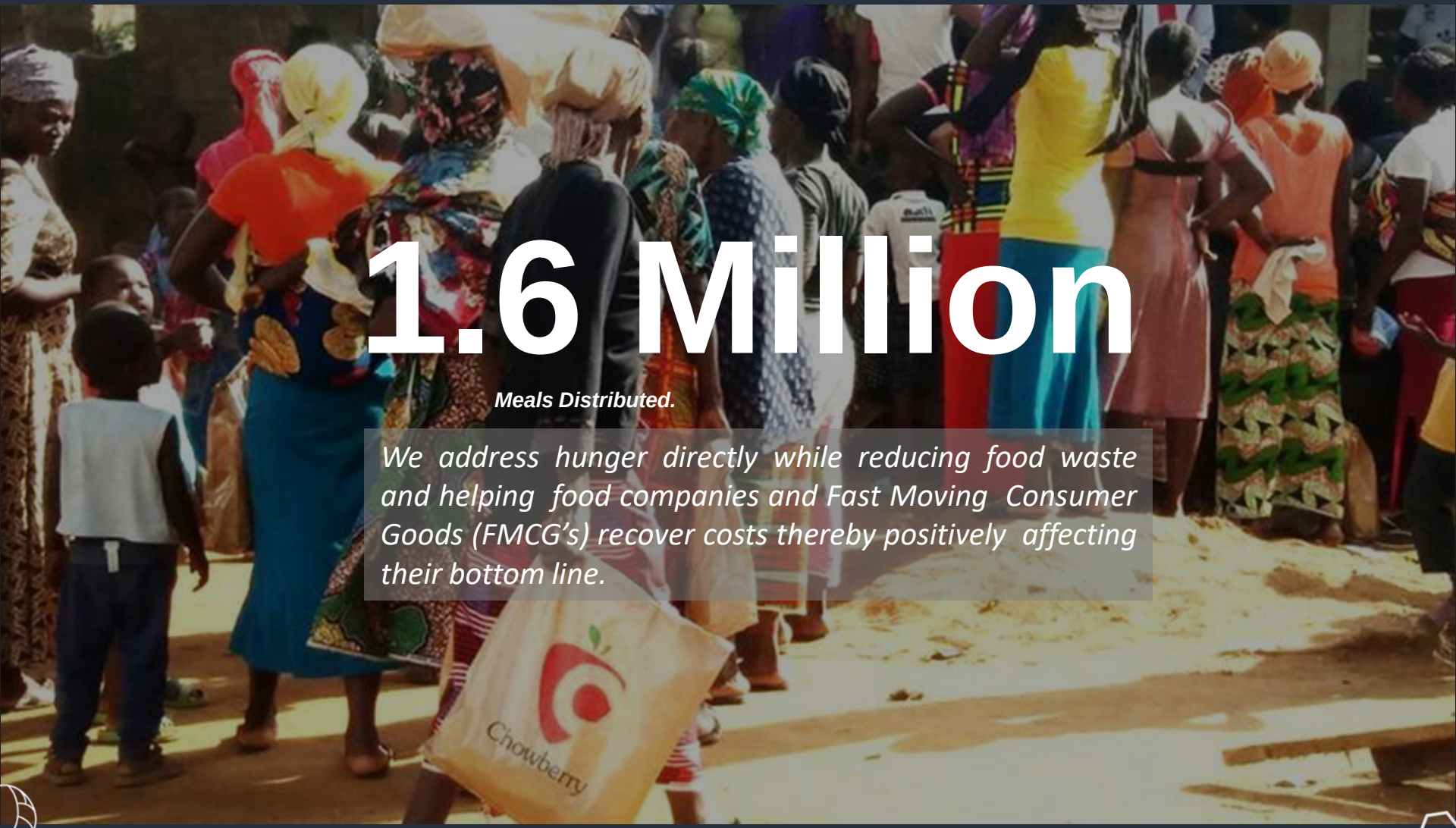
Non-profit partners

105+

Food Ecosystem partners

Chowberry

CHOWBERRY 1.0 IMPACT



1.6 Million

Meals Distributed.

We address hunger directly while reducing food waste and helping food companies and Fast Moving Consumer Goods (FMCG's) recover costs thereby positively affecting their bottom line.

CHOWBERRY 2.0 PIVOT

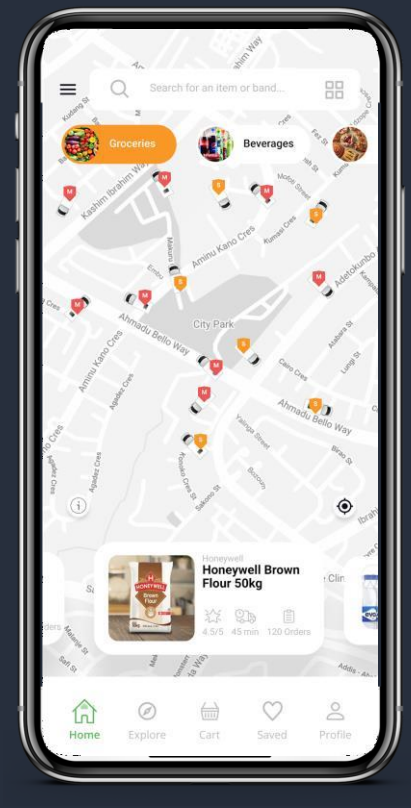
The opportunity to provide the service higher up the chain was discovered working with Fast Moving Consumer Goods (FMCG's) like Honeywell.

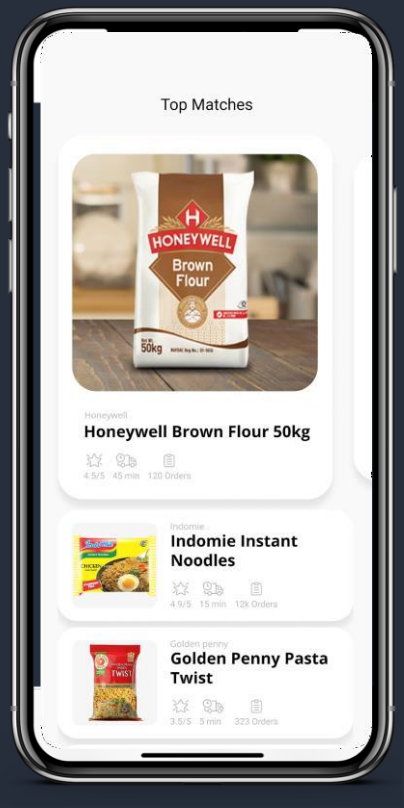
We observed that beyond retailers, food manufacturing companies also had unsold food either wasted or returned to production facilities for destruction or repurposing. This greatly influenced the pivot to the new Model of Chowberry 2.0.

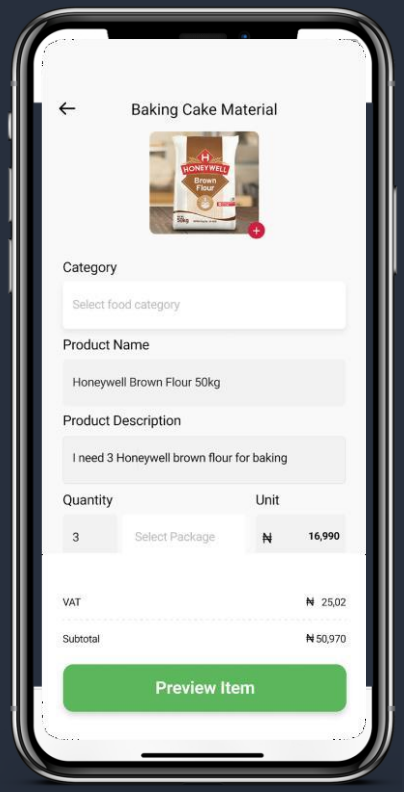
Chowberry 2.0

Chowberry

SOLUTION







B2B/B2C food matching service that connects high volume consumers to suppliers and distributors while creating a secondary market for food at risk of waste or expiration.

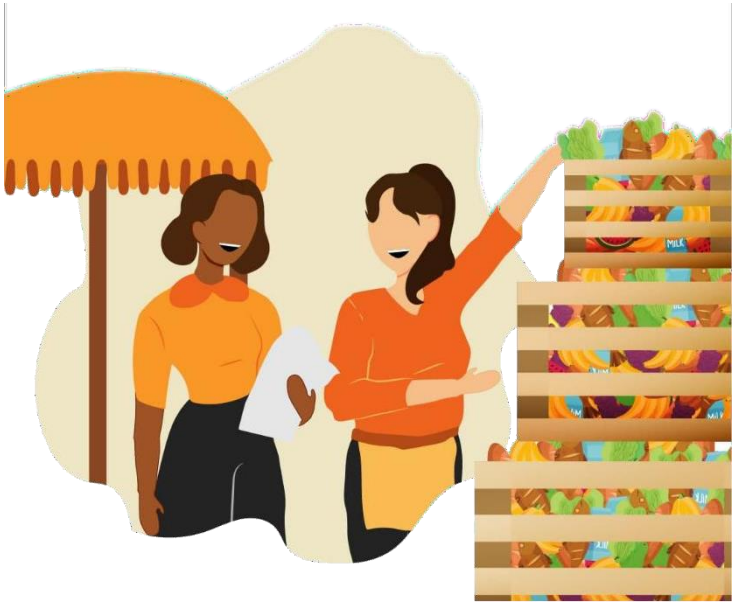
B2B = business to business
B2C = business to customer

MARKET VALIDATION

WHY NOW?

There has been sudden sharp increase in price of food in Nigeria due to the economic situation. With the Chowberry 2.0 solution this would be addressed by the following

1. Flash sales at steep discounts on food from farm produce at risk of spoilage to dry stock from FMCGs and end of day unsold food from food service industries (restaurants, hotels, caterers) etc.
2. Reducing the transference of associated costs caused by a fragmented supply chain to consumers who end up buying food at ridiculously high prices – this reduction will be achieved by one to one or one to many mapping of food producers vendors to food



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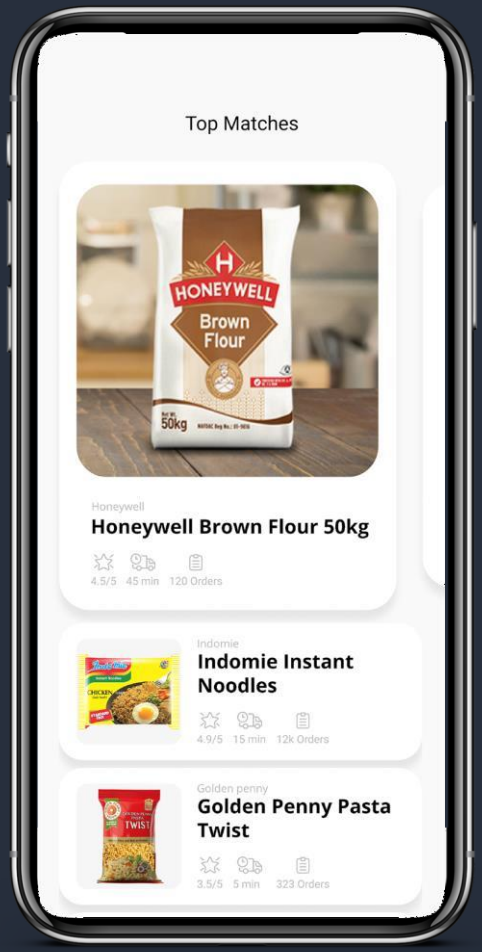
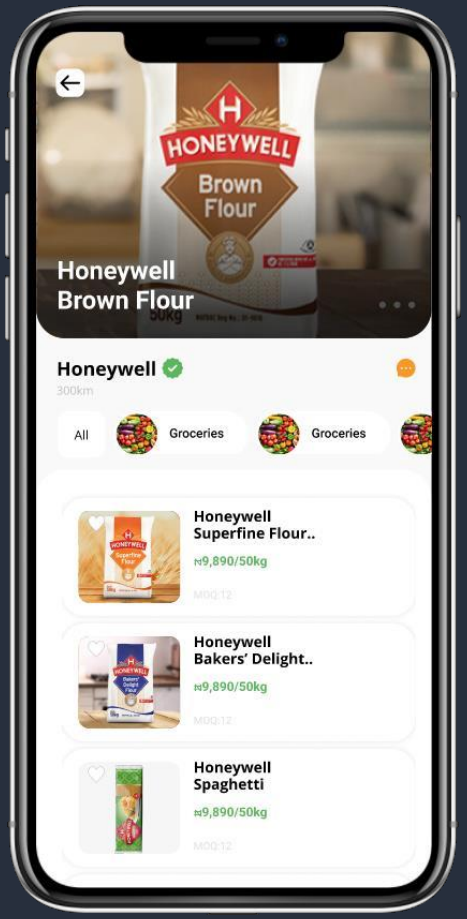
THE PRODUCT – INNOVATION, ARCHITECTURE, INTELLECTUAL PROPERTY (IP)





FEATURES

- Secure customer and beneficiary on-boarding.
- Integrated Mobile Wallet System
- Supplier and Merchant Management Dashboard.
- Automated discount sale algorithm as end of shelf-life approaches.
- Merchant & Food Producer store front.
- Automated location based matching of purchase orders to merchants.
- Multi-Merchant payment settlement

Chowberry

PRESS

CNN

NATIONAL GEOGRAPHIC

BUSINESS INSIDER UK

BBC

YOUNG WORLD one

TIME

https://time.com/collection/next-generation-leaders/4684788/oscar-ekponimo-next-generation-leaders/

QUARTZ

DW Deutsche Welle

https://www.dw.com/en/fighting-food-waste-in-nigeria/av-39473425

Mashable

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PAFO COLEACP

FIT FOR MARKET SPS

The PAFO-COLEACP Innovations Series focuses on innovations and successes of African farmer-led businesses and SMEs. These activities are supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.

Thank you