



THE FRUITS AND VEGETABLES INDUSTRY SERIES



Session 5

11 October 2023

Innovations and technologies to reduce food waste and losses



FRUIT AND VEGETABLES SCHEME





MODERNISING AFRICA'S FARM-TO-MARKET SUPPLY CHAIN

EAST AFRICA FOODS
INTRO DECK

2023





We are building Africa's leading food distributor



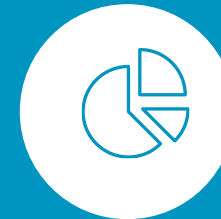
**HUGE
MARKET:
\$100BN**



**ANNUAL
REVENUE:
\$14M**
(Run rate 2023)



**REVENUE
GROWTH:
92%**
(2022)



MARGIN:
28% GROSS
6% EBITDA
(2022)



**RAISING:
SERIES B
\$40M**
(Equity & Debt)



Market Opportunity

Feeding the world's fastest-growing urban population

~95%

Africa's food is sourced from informal retail markets

- Africa's urban population is expected to triple to 1.5bn by 2050
- This is a huge market opportunity, but if it remains underexploited, urban food insecurity is likely to rise from 68+m people affected in 2020 to 210m by 2050¹⁾
- EA Foods is an established early mover in this market, set to contribute to ensuring food security for 100s of millions of underserved urban consumers

Source: UN Habitat
[Study Finds Traditional African Markets as Safe as Supermarkets \(voanews.com\)](http://voanews.com)



\$940B Problem

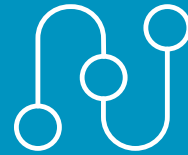
Africa's food supply chain is inefficient and in need of modernisation



45% FOOD WASTE

Lack of market information and linkages

- **33m** farmers vs **2.5m** urban informal retailers



MIDDLEMEN

Informal distribution channels

- Food produce passes 4-5 stages/middlemen between farm (lowering income) and consumers (raising prices)



LACK OF TRACEABILITY

Poor data

- Lower quality / food safety standards



Technology

Efficiently matching supply & demand
using predictive analytics

Business Model:

Integrating the food
supply chain from farm to
market with technology

Efficient farm to market chain

Distance: +1,000km
Lead-time: 36hrs (from 72hrs)
Guaranteed freshness

GM: +30%

Services (Complementary)

Microloans
Insurance (Health, Business)
(via 3rd party providers
plug in our system)

Farmers



Rural Collection Centres

SokoChap



Data enables us to aggregate
and verify produce quality from **10,000+ farmers**
Farmers paid within **24hrs** via **Mobile or Bank**.

Leveraging **software** for fleet
management including fuel and
maintenance tracking

Peri-urban Processing Facilities



Urban Fulfilment Centres



Value to Customer
Consistency (reliability & quality)
Transactional records
Income growth (Services beyond products)

7,000+ Customers

85% Informal Retailers
14% Hotels, Restaurants
1% Corporates, Tenders

Retailers



Our Products





Regional Footprint 2022 - 2025



Serving
20,000+
retailers



Covering
10 cities in
5+ countries
in Africa



200,000+
Tonnes in
annual food
distribution



Sourcing
from
18,000+
farmers



Employing
2,180+
people

2023



Dar es Salaam



Zanzibar



Dodoma

2024 - 2025



Mwanza



Arusha



Kigali



Nairobi



Kampala



Mombasa



Kinshasa



IMPACT:

Efficiency drives our impact across the value chain



FARMERS

7,720 (41% Female)
Target **18k** (47% Female) (2025)

- **Income:** \$4.5m (2023) for produce. Target \$60m (2024)
- **Yields:** target increase of 2-3x (avg) by 2025
- **Gender:** 90% banana farmers are women (2022)



FOOD WASTE

(post-harvest loss)

- Reduction via data-driven economies of scale: from ~**4%** internal PHL to **<1%** in 2025
- Increasing climate resilience of food supply
- Reduction of **37,200 tCO₂e** from food waste (2022-5)



EMPLOYEES

Staff and casual workers:
484* (2023); **2,180** (2025)
**224 FTE, 260 Casuals*

- Improved salaries, working conditions, and training
- Youth employment - from direct and indirect job opportunities



RETAILERS

Customers
8,000+ (2023); **20,000** (2025)

- Deliver higher quality produce with superior shelf life and ensured food safety at competitive prices



Let's grow the future together



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THE FRUITS AND VEGETABLES INDUSTRY SERIES

Thank you



FRUIT AND VEGETABLES SCHEME



The OECD-COLEAD Fruits and Vegetables Industry Series focuses on market access conditions and opportunities for the fruit and vegetable sector, especially for fruit and vegetables producers and exporters from ACP-countries. This activity is supported by the Fit For Market Plus programme, implemented by COLEAD within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.