

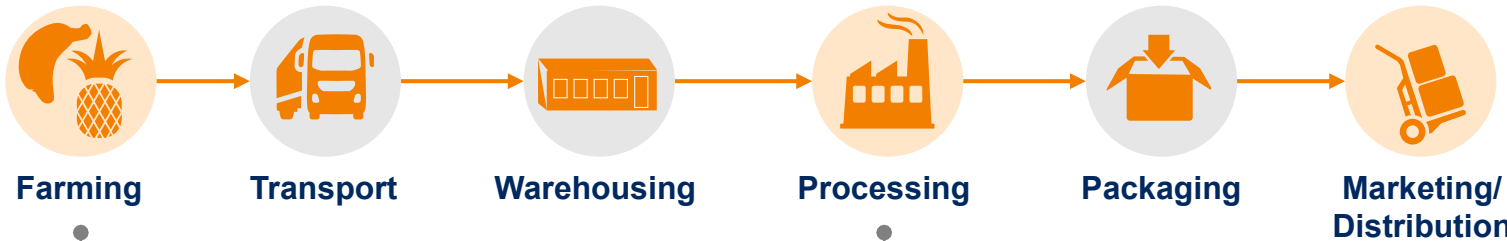


**ReelFruit:**

**Developing the Fruit Value Chain Through Value-Added Processing and Markets**





# ReelFruit aims to tap into the most lucrative sectors of the horticultural value chain to build a globally competitive fruit processing business

## Fruit value chain



### Overview

Nigeria is the largest producer of fresh fruit in SSA, accounting for 22% of production, less than 1% of produce is exported

-  Mango  
775,000 tons/yr
-  Pineapple  
988,000 tons/yr
-  Coconut  
200,000 tons/yr
-  Banana  
2.73m tons/yr

- Nigeria processes less than 5% of all fruit it produces, despite growing demand for processed fruit products
- Local demand for dried fruit as healthy snacks and inputs for Fast Moving Consumer Goods (FMCGs)
- Growing demand for packaged fresh-fruits for airlines & retail
- International demand for dried tropical fruit, In the EU market alone, tropical dried fruit is 1% of total dried fruit imports, worth **\$270MM**

- ReelFruit is building local and export markets for distribution for processed fruit products.
- The company is focused on the following channels:
  - Formal Retail
  - Airlines
  - Schools
  - Hotels
  - Informal Mass Market Channels

# Milestones and Metrics (2013- Date)

## Product growth

- Year 0-5
  - The company launched with 4 SKUs, introducing dried mango and pineapple in 2 sizes in March, 2013

## Year 5 to 10

- The company added 3 new products and increased its SKUs to 11
- Increased Store presence to over 300 locations nationally
- Export sales: US (Amazon), Switzerland, Saudi Arabia, Netherlands

## Key Trade Partners






# By 2021, The company will commence backward integration efforts with a 1.5 ton daily fresh fruit processing capacity factory





## ReelFruit's Proposed Expansion Plans

- The Company will build a fruit processing facility located in the outskirts Lagos, Nigeria
- The processing facility will be capable of dried fruits – such as mango, pineapple, banana, coconut, – all from local agricultural produce – at a rate of 1.5 tones/ day of fresh fruit throughput
- Due to its strategic domestic location, the Company will benefit from reduced logistical (shipping & admin) of raw materials as well as delivery to end consumers, thus being able to give farmers higher prices for their products
- The company will increase it's farmer network to over 300 farmers

## Factory highlights

-  The factory's daily production output will be roughly **1ton** of dried fruit daily, using 6tons of fresh fruit daily
-  The factory will process mango, pineapple, coconut, banana and plantains
-  The location is ideal given the road networks linking to the rest of the country

## Benefits

-  Greater control of supply chain- direct buying and building out growers
-  Improve gross margin by 50%
-  Give ReelFruit the capacity to handle demand from local FMCGs
-  Allow for flexibility to develop a wider range of products for mass market

# Social Impact

## Our Model Introduces Female Farmers To High-Value Mango Farming



- ReelFruit has a 14-Acre Mango Farm in Anturu, Kaduna, with 6500 stands of Keitt and Kent Mangoes (**funded by IDH Sustainable Trade**)
  - ReelFruit supplies Farmers with Seedlings, Inputs, Training and Technical support in the production of improved Mango varieties via standardised management practices. Upon harvest ReelFruit will be a guaranteed market for the mangoes, with a profit-share reward system
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- Beneficiaries: 45 Women, aged between 18 -50 years with an average annual income of N75000 (\$205)
  - They are mostly mothers with an average of 3 children per woman.
  - 300% increase in farmer incomes leading to improved quality of life and standard of living. Increased potential of income through profit sharing of mango sales.
  - **Impact to date:**
    - Monthly Stipend of \$30 as salaries
    - Global Gap Training on Mango Farming
    - Intercropping of short-term crops with guaranteed market access to augment incomes

# Thank You!

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