

18 NOVEMBER 2021

Innovations Session N°7
Innovations in the African
agroprocessing sector:
the key role of SMEs and
businesses



INNOVATIONS
SERIES





EXOTIC EPZ LTD.

RECEPTION





PRODUCE OF KENYA



EXOTIC EPZ LTD

Macadamia Nuts



+200,000 SHFs



Land Degradation

GLOBAL MACADAMIA MARKET



MARKET DRIVER

Health benefits of macadamia.



MARKET DRIVER

Increasing demand for macadamia in the cosmetics industry.



FORECAST

The market is expected to grow at a CAGR (Compound Annual Growth Rate)

GROWING DEMAND OF MACADAMIA NUTS IN THE MARKET



MACADAMIA NUTS

HAVE MORE MONOUNSATURATED
FATTY ACIDS THAN ANY OTHER NUT
AND HAVE THE PERFECT OMEGA 3
TO OMEGA 6 RATIO,
WHICH FIGHTS
INFLAMMATION



Business Model

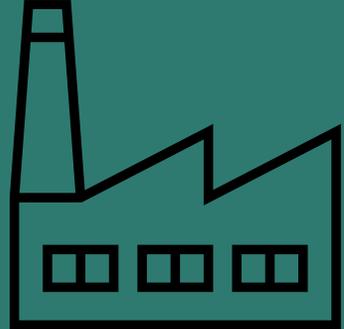
+ 7,000 smallholder farmers



Raw material sourcing



Processing



Two containers a month



USA, Europe, China

Kernel Exportation



SOCIO ECONOMIC IMPACT



Socio Economic Empowerment of Small Holder Farmers



Environmental impact



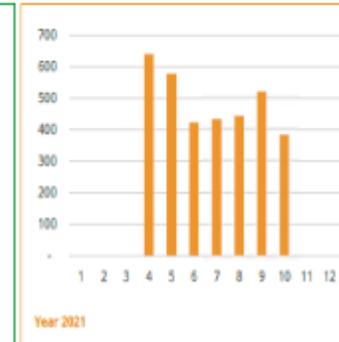
 Clean energy consumed (kWh)



29,449
kWh
energy consumed
this year

29,449
kWh
energy consumed
in total

 CO2 reduced (kg)



3,416
kg
reduced
this year

3,416
kg
reduced
in total

 Your cost savings (USD)



4,249
USD
saved
this year

4,249
USD
saved
in total

GROWTH STRATEGY

BUYERS

- Expand buyer universe – USA, Spain, Japan, Germany, Canada, China, Belgium

FARMERS & LAND RESTORATION

- Increase direct sourcing from Small holder farmers to + 10,000
- Invest in macadamia nut farming – 187,500 trees

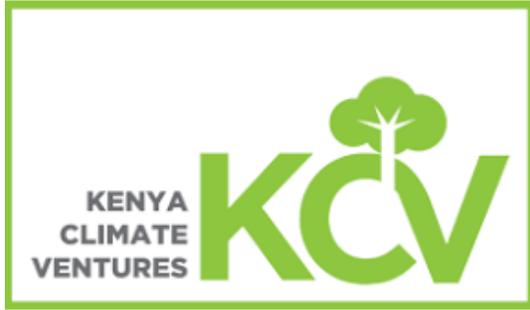
PRODUCT

- Diversify products to roasted macadamia nuts, premium organic macadamia nuts and oils

PROCESSING CAPACITY

- Investing in own factory & farm





Contacts



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Thank you

