



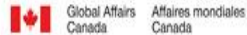
# World Pulses Day

*#LovePulses* for healthy diets and planet

## Farmfresh

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## Overview

- Farmfresh started operating in May 2015
- A brand of locally made pre-cooked beans aimed at Rwandan middle class consumers
- Farmfresh provides value addition to a Rwandan product and is unlocking regional trade to a staple crop grown by smallholder farmers
- Currently sells to supermarkets and schools across Rwanda and also exports to Kenya
- Farmfresh works directly with Rwandan smallholder farmers
- Products are processed in the Kigali Special Economic Zone



# Social and Environmental Impact



- Increase in income to Rwandan Smallholder Farmers (+26%)- mostly grown by women
- Halving Charcoal Use
  - Ugandan Study
  - 288kg charcoal/year dry beans
  - 144kg/year processed beans
- Reducing Greenhouse Gas Emission Household smoke and associated health concerns
- Reducing Forest Degradation (Rwanda study-324 trees per school per year)



# Production Process

- **100% Made in Rwanda:**

- Local Sourcing: Beans are purchased from cooperatives across Rwanda
- Local Processing: Beans are cleaned of impurity and cooked under steam and packaged
- S-Mark: Rwanda Standard Board Quality Certification Mark

- **100% Natural:**

- We only add water and salt, no additives or preservative
- One year shelf life & No need for refrigeration
- Cooked under steam in environmentally friendly biodegradable food pouches





**Nutritious and  
Affordable  
Solutions for  
Schools**



# Schools

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- **Beans Consumption:**
  - 3MT per month for average 300 students' schools
  - Served lunch and dinner
- **High Cooking Costs & Time Consuming:**
  - Expensive energy Source
  - 3-4 hours prep time



# Farmfresh High Iron Beans



- **Convenience:**
  - Already cooked just need warming up (5min)
  - No water needed
- **Cost:**
  - 5 to 10% cheaper than dry beans
  - Predictable prices
- **Nutrition:**
  - More Iron and Zinc than Mixed Beans
  - Improving concentration, cognitive ability and fight anemia
- **Environment:**
  - Reduction in fuelwood usage
  - Reduction in carbon emission





# Market Opportunity

- **Total Market Size:**
  - 3000 Schools in Rwanda
  - 3.4 million school's enrollment
- **Target:**
  - 500 Schools in 5 years: 1000MT per month
- **Scaling up operations:**
  - New Equipment
  - New Packaging
- **Products:**
  - Pouches of 5, 10 and 25kg
  - 1kg: 484 RWF (VAT Excluded)
- **COVID 19:**
  - School closure across Regions



# Impact

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- **Increase in Nutrition:** Higher level of Iron and Zinc than common beans
- **Affordability:** Schools to purchase at lower cost than dry beans when cooking costs included
- **Environment:** Reduction in carbon emission
- **Income:** Higher income for smallholder farmers
- **Jobs:** Generating employment and economic activities

# Thank you!

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