VeggieVictory

Nigeria's Plant-Based Food Tech Company

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By 2050 every fourth human will be African. Every fifth African will be a Nigerian.

Source: The Guardian, Jan 2022
Current Diets vs Planetary Health Diet

Global

Limited intake
- Red meat
- Starchy vegetables
- Eggs
- Poultry
- Dairy foods

Optional foods

Emphasized foods
- Fish
- Vegetables
- Fruit
- Legumes
- Whole grains
- Nuts

Health boundary

Eat-Lancet Report (Stockholm Resilience Centre)
Sub-Saharan Africa is projected to have the strongest growth rate . . . (OECD/FAO 2021)

The United Nations forecasts demand for meat, milk and eggs in Africa will almost quadruple by 2050, fueled by a ballooning population - expected to double to 2.4 billion - and a growing appetite for high-protein foods driven by rising living standards. (Reuters) https://www.reuters.com/article/us-africa-food-livestock-idUSKBN16K1V3
Impact & Challenges

Africa’s meat market’s totally overwhelmed

**PRICE**
- Food prices have doubled in past 2 years (especially meat)
- Food shortage looming (Ukraine war)
- 50% of meat imported

**HEALTH**
- World’s highest Protein Deficiency
- 60% of population suffers from non communicable diseases
- Substandard quality of meat (especially when imported)

**EARTH**
- Increasing use of growth hormones / antibiotics
- Land resource conflicts (herders / farmers)
- Desertification

World’s highest Protein Deficiency
Consumer Reactions

[YouTube Video]

https://www.youtube.com/watch?v=3w2xYAq_wns
That's What To Do

We develop high-protein, quality plant-based alternatives that work the way we cook and eat meat in Africa.

- 68%!!! PROTEIN (beef only 27%)
- Price parity with beef
- Patented / Market-launched
- Dehydrated and shelf stable
- Clean label (five ingredients)
- 100% Vegan (wheat/soy based)
Animal Product Alternatives

Mintel, Global Food and Drink Trends
Is Nigeria / Africa Plant-Based Ready?

**Where Vegetarianism Is Booming**
Countries with the biggest increase of the vegetarian population

- Nigeria: 1,426,700
- Pakistan: 1,190,600
- Indonesia: 270,600
- Philippines: 238,500
- Germany: 212,000

Source: Statista 2019

**Top 20 Countries for Veganuary 2019 so far...**

1. UK
2. USA
3. INDIA
4. CANADA
5. SOUTH AFRICA
6. AUSTRALIA
7. PHILIPPINES
8. IRELAND
9. SPAIN
10. GERMANY

Source: Veganuary 2019

YESSSS!!!
The Makers

Founders are mission-driven with combined 30 years Veg life

Hakeem Jimo
Founder & CEO
- Ex-Corporate Communication
- German-Nigerian background

Bola Adeyanju
Founder & COO
- Degree in Business Admin
- Passion for food development

Emmanuel Uche
Head of Sales
- 16 years sales experience
- Drive for FMCG in Lagos

Peju Ikuesan
Head of Admin
- Background in Office Operations
- Passionate Community Manager

Ryan Bethencourt
Advisor / Investor
CEO Wild Earth (USA)

Peeyush Garg
Advisor
CEO Daraju Group (Nigeria)