

An fruit orchard at the shores of Lake Victoria

OUR VALUE PROPOSITION FOR
A FRUIT FARM IN UGANDA



Can't travel? Let exotic fruits take you places

European consumers have a growing interest in new flavours and novelty fruits, some of which they encountered at exotic travel destinations.

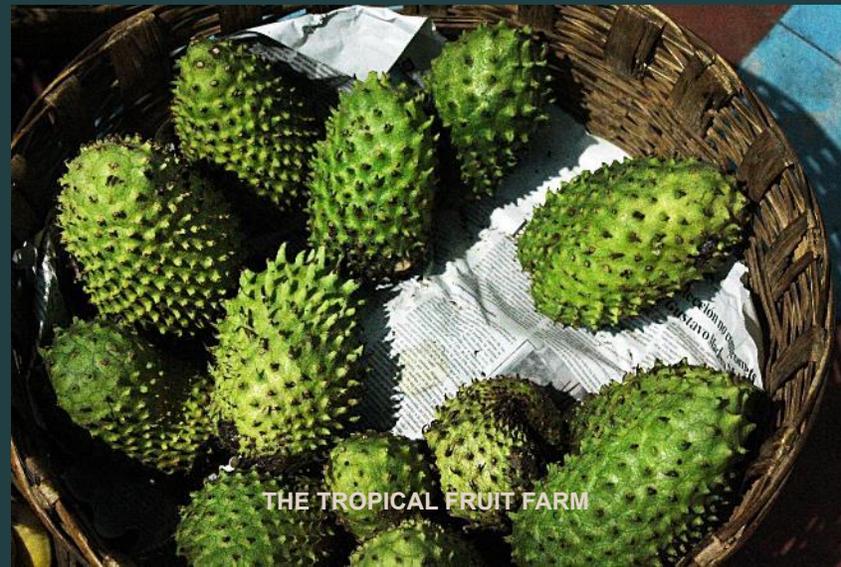
This leads to a higher market value for these newly introduced exotic fruits, with most imports in northern Europe.



Why Uganda?

Currently 58 percent of world tropical fruit production originates in Asia, 25 percent in Latin America and only 16 percent in Africa. However, the proximity to Europe reduces air freight cost from Africa in general, and Uganda in particular, which creates an opportunity for high revenues based on lucrative FOB prices. The shorter distance also increases the freshness of the fruit.

Located on equator with 2 rainy seasons and fertile land, we believe Uganda is a prime location for a plantation producing a range of different fruits.



Unusual tropical fruits

Tropical fruit exports to EU markets are still subject to a few market accepted fruits such as banana, guava, mango, papaya, watermelon, pineapple and starfruit, but unusual exotic fruits experienced a growth of 21% over the past 5 years, and reached a total value of 202 million euros in 2019.

While the main accepted fruits experience a high level of competition (also on a domestic level), these more unusual fruits can't be sourced from Africa, and are currently imported from Asia and Latin America.



What we will do

Our plantation in Uganda will bridge the gap and produce unusual exotic fruits at higher FOB prices than the competition from Latin America and Asia, while still being more attractive for the European importers.

Since 2003, we have grown numerous tropical fruit species in Uganda, not accessible elsewhere in Africa, and have thereby acquired a solid knowledge base.

Some of these fruits are already being sold by the Danish exotic fruit importer; Tasty Coconut, which will handle B2B marketing and sales of the produce in Europe.



Where we are now

We are currently searching for fertile land suitable for a farm near Lake Victoria, and have budgeted for 25 hectares, of which 70-80% of the required capital has been secured.

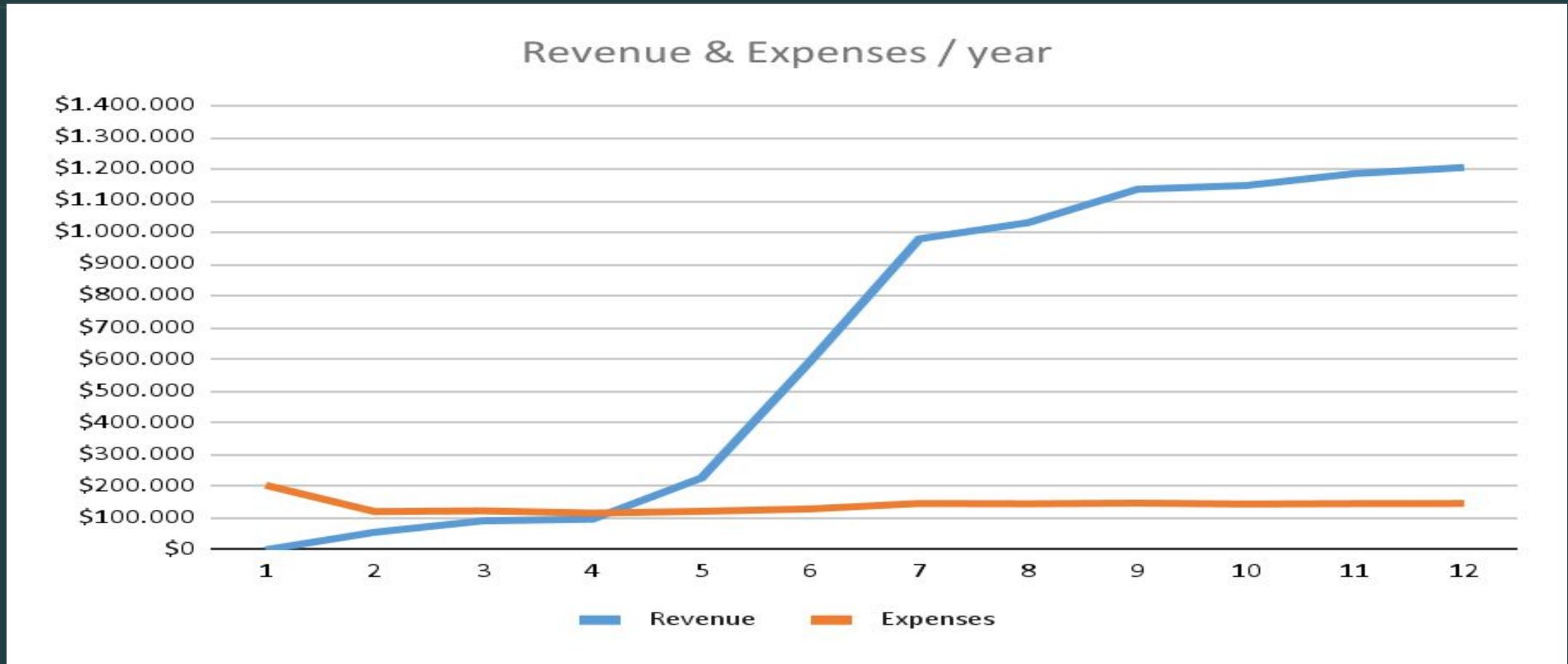
To establish the farm, and operate it until breakeven is obtained, we need estimated 350.000\$, of which 15% has been secured.

We expect a breakeven after 5-6 years, with ROI estimated to be 7-8 years.

A detailed 12-years budget is available upon request.



Revenue & Expenses over a 12 year period



Project team



Søren Jegindø - DK

MSc Biology

Owner of the Tropical Fruit Farm in Uganda. 20 years of working experience from Uganda



Jens Christian Hald - DK

Investor

Farming management experience from Uganda

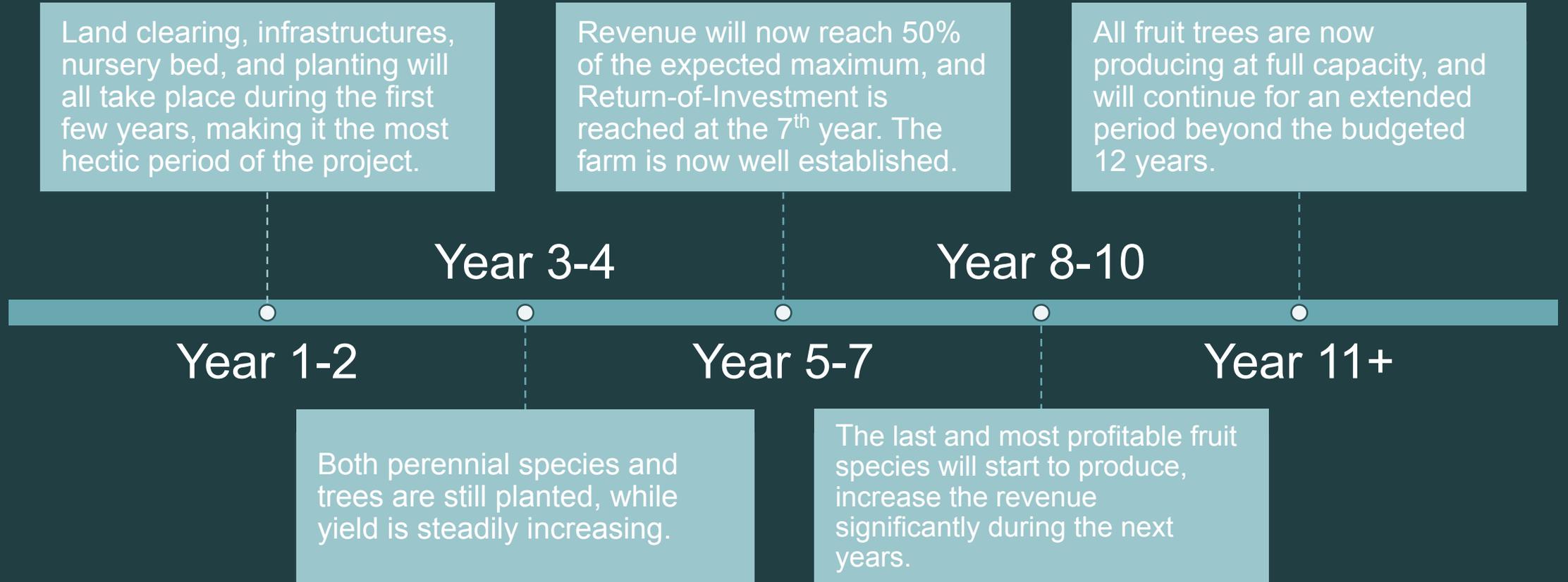


Markus Buczkowski - DE

PolSci. social and environmental responsibility

Several years of working experience in East Africa

Timeline:



Sustainability:

The plantation will source all key inputs from the local community, as well as engage them for employment at the farm.

By introducing new fruits crops, we will contribute to the general food security, and in commercial aspects, strengthen the Uganda export through diversification.

In a growing market, we believe the produce will fill an empty gap, though we are aware of possible competition with producers in South America and Asia. However, when the production is relocated to Uganda, it will build a more energy efficient supply chain through reduced flight costs which minimizes the carbon footprint.



Invest in an African
orchard with us.
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