

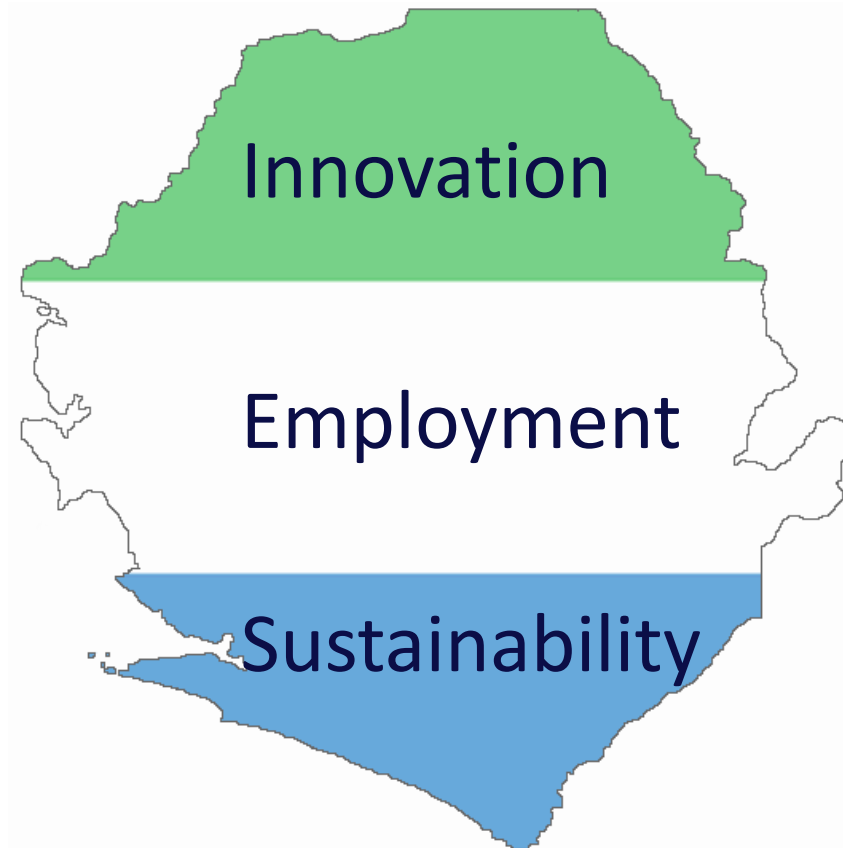
BENNIMIX FOOD CO.LTD

Boosting agriculture, food security,
AND nutrition in Sierra Leone

Sierra Leone Trade Forum

London 25.02.16

Creating self-sufficiency through...



In a nutshell

- Manufacturing experience since 1975
- Only baby food manufacturer in the sub region
- Product with 1 year shelf life
- 100% produced in Sierra Leone



The New Product: SierraMix™

- Produced by experts
- Tried and tested formula
- Meets WHO nutritional standards
- 100% produced in Sierra Leone



The market

To supply large scale feeding programmes

- Ministry of Health and Sanitation
- Ministry of Education
- World Food Programme
- Intl & national NGOs



BFC means... innovation

- Fortification Technology
- Extrusion: a new technology for Sierra Leone
- Swapping rice for sorghum; easily grown, not a staple food
- Long shelf life; resilient to hot temperatures & humidity

BFC means...

Employment



- 60 full time staff to be employed
- Buying from 60,000 farmers' households
- Providing jobs in rural communities
- Developing technical expertise
- Training graduates



The Why?

BFC means...

Sustainability

- Existing and expanding market
-  scale =  unit cost = globally competitive price
- Crops are accessible and easy to grow
- Expanding on existing expertise



Scaling up for the future



- Indigenous production



- Indigenous processing



- Indigenous market

By year 5, BFC Ltd will...

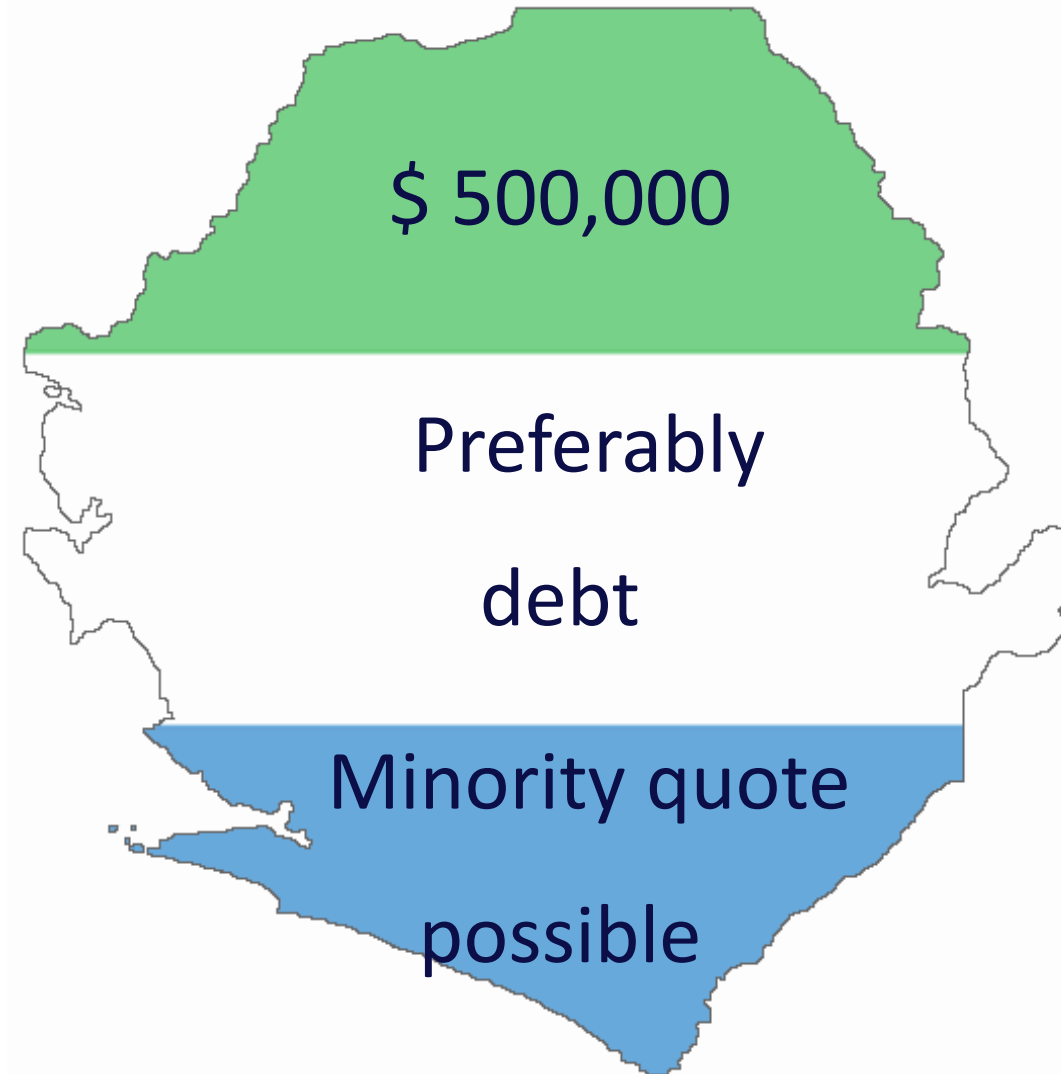
- Employ 60 full time staff in Bo, a rural area
- Provide training in niche technical areas
- Enable graduate work experience
- Work with over 60,000 farmers
- Provide highly nutritious food that suits the west African palate

Help to prevent malnutrition in over
500,000 children

Profit / Loss Account...

- Total Capital Investment Aprox \$2,000,000
- New factory built in BO on 2 Acre land
- Market exists in SL/ Guinea / Lib /Gambia
- Start up production 1000mt/pa in Yr 1 and building up to 4000mt/pa
- Net profit of \$200,000 in Y3 and \$1M in yr 5
- Project profitable and sustainable.

Investment needed



A photograph of a man standing in a field of tall, green, leafy plants. He is wearing a checkered shirt and looking towards the right. The background shows rolling green hills under a bright sky. The text 'Thank you for listening' is overlaid in a large, dark blue font.

**Thank you for
listening**

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