



Source of Wellness

Foods (S.O.W)

Source of Wellness Foods (S.O.W.) is the marketing brand of Exodus Trust International. At Exodus Trust we S.O.W. within our farming communities the seeds to meet the increasing demands of the African and International markets.



Problem worth solving



Many African countries import tens of millions in processed foods each year. However, a large percentage of small scale farmers produce an abundance of fruits and vegetables that spoil before and after reaching market.

The lack of value added food processing in Africa limits food security in domestic markets and promotes a negative balance of trade internationally. In Sierra Leone, the Ministry of Trade spends near 200M on imported foods to meet consumer demand. In 2016 AGOA reported US exports from Sierra Leone at 30M which consisted mainly of mineral mining.

Local manufacturers like Exodus Trust (Sierra Leone) gain market shares when government limits the import of processed foods that are produced locally to meet consumer demand. In addition, the local economy receives a boost when the wheels of production are positioned to hire local workers and build the capacity of small scale farm holders to meet the global demand for





Spoiled before reaching markets



Our Solution

SOURCE OF WELLNESS FOODS (S.O.W)

We at Exodus Trust supply our village farmers with the best seeds to produce quality fruits for our processing facility.

We pay a fee greater than the local market for the harvest thus bringing value-added vegetable and juice concentrates to a growing health food market.





Target Market



At Exodus we organize our small scale farmers into an empowered coop with the objective of enhancing three business lines:

1. Bring valuable resources (quality seeds and natural fertilizers) and technology (solar panel water wells) to help smallholder farmers grow and harvest crops more






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1. Bring valuable resources (quality seeds and natural fertilizers) and technology (solar panel water wells) to help smallholder farmers grow and harvest crops more efficiently.
2. Logistics and supply chain support to navigate the “last mile” that brings smallholder farms closer to the value added benefit of food production.
3. Food processing and packaging facility that prepares and brands quality products for distribution in the international and domestic market.



Market \$19.8M

-  Fruit Juices Imports
-  Tomato Products
-  Poultry

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Competitive Advantage

S.O.W. MOBILE PROCESSING FACILITY FOR VILLAGE EXTRACT

- **We bring the processing plant to our village partners and process on site.**
- **Reduced hauling and transportation cost as farmers bring their harvest to a village location for processing.**
- **Decreased spoilage, damage, and waste with limited hauling from rural farms to urban processing centers and markets.**
- **Processed waste deposited at village compost site and converted into natural fertilizer for better quality and crop production.**



**Our competitive advantage comes in
the ability to assist in building the
capacity of local farm groups.**

1. Establish a farmer's cooperative where farmers can earn more by collectively sourcing bulk supplies to our processing facility.
2. Supply our farmers with the best seed for producing quality fruits for processing and export – when applicable.
3. Introduce good practice tools to better assist farmers in increasing their yield.
4. Reduce transportation cost and spoilage by bringing our mobile processing plant to the farm village for fruit processing.
5. Bring the advantage of composting into the village farming cycle. We recycle the various fruit waste from our processing. Working with village partner we create compost sites and train farmers to incorporate composting for greater crop production.
6. In the end producing a natural fertilizer in the village with little to no cost.

Mobile Food Processing



Sales Channels

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1. Our Associated traders represent all 14 districts in Sierra Leone. We provide our members with S.O.W. finished products for their district markets.
 2. We provide international manufacturers with tomato, mango and pineapple juice concentrate to meet their growing demand.
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Marketing Activities

Tropical fruits – Sierra Leone's real diamonds are not hidden in the ground; they're hanging in the trees!

As millions of people around the world look for healthier and organic foods, fruits are growing in demand both locally and globally.

Apart from the millions of fruits consumed on the African continent, many of us do not notice the huge volumes of bananas, pineapples, mangoes and several other tropical fruit varieties that are shipped to Europe, the Middle East and USA every week!

Africa has a unique advantage to profit from this very lucrative market for tropical fruits which grow abundantly from the African soil.

Why is the market potential for tropical fruits huge for Africa?

1. Africa has a strong geographic advantage

More than 70 percent of fruits consumed on earth come from the tropics, which is why they're called 'tropical fruits'.

Many African countries are located in the tropics – a continent that enjoys all-year-round sunlight and has a perfect climate for fruits to thrive and grow abundantly.

As a result, Africa remains one of the world's largest producers of some of the most popular fruits on the planet – citrus, pineapples, bananas and many others.

Despite Africa's huge potential to produce fruits for the world, a lot of fruits grown in many African countries are consumed locally.

Because fruits are highly perishable (spoil very quickly) and many farmers have little access to good storage facilities, Africa currently exports less than 5 percent of the fruits it produces every year.

However, there are signs of positive changes, each year more African entrepreneurs see the opportunity to solve their own problems. They as well as non-Africans are looking toward Africa as the next bastion for economic growth and development. Countries like Nigeria, Ethiopia, and Rwanda are showing showing signs of this growth and in some instances led by young entrepreneurs from within.



2. A growing demand for healthier and organic foods

Due to the revelations by modern science about the health benefits of eating fruits and vegetables, millions of people around the world (especially in developed countries) now include some form of fruit in their daily diets.

Apart from their rich nutrient, mineral and vitamin content, fruits are now known to lower blood pressure; reduce the risk of heart disease, stroke, and probably some cancers; and help to lower the risk of eye and digestive system problems.

The growing consciousness in Western countries to adopt fruit-rich diets is one of the major drivers of the growing demand for tropical fruits which are abundant in Africa. As a result, countries like Ghana, South Africa, Ivory Coast and Kenya earn millions of dollars every year from fruit exports to Europe, the Middle East and USA.

According to the World Health Organisation, millions of people around the world still die prematurely from diseases associated with low fruit consumption. While this is sad, it signals a promising and lucrative growth in the demand for African tropical fruits now and in the future as more people add fruits to their diets.



3. A rapidly growing fruit juice industry

Nigeria alone imports orange concentrates worth over US \$140 million for local fruit juice production. The global market for fruit and vegetable juices is growing fast and is forecast to exceed 70 billion liters by the year 2017. This rapid growth is driven by:

- A rising preference by customers for healthy drinks (like fruit juices) over soft drinks (such as carbonated drinks – like Coke and Pepsi).
- A rising demand for organic, super fruit and 100 percent natural fruit juices without any sweeteners and preservatives.

As more manufacturers shop for fruits to produce more juice to serve the growing demand,

- Africa will become a huge supplier due to the abundance of fruits that grow on the continent.
- The added demand from fruit juice manufacturers is allowing farmers across Africa to process their harvested fruits into less perishable concentrates thereby reducing spoilage and earning them more money.



Exodus Trust and our local partner
Rashidatu Trading have established a
Trader's Coop Group.

Exodus/Rashidatu Traders' Association
has over 100 small scale traders
distributing foods in all 14 districts of
Sierra Leone.

Meet the fruits our Sierra Leone Farmers' Coop will Harvest for S.O.W.!

Now that we know why the market potential for African tropical fruits is huge and growing, it's time to meet some of the top-selling exotic fruits that have achieved worldwide celebrity status for their taste, high nutritional content and value.

Here they are...

#1 – Pineapples



#2 – Mangoes



#3 – Bananas



#4 – Citrus



Revenue Streams

- Importation & sale of bulk Rice, Sugar, cooking oil, flour, and powder milk to meet the demands of domestic markets.
- Regional sale of process tomato products - many African nations like Nigeria imports millions in tomato paste.
- Juice & vegetable concentrate for export - a growing demand from juice manufacturers in North America and Europe.
- Local sales of chicken eggs and chicken parts - in great demand as a protein source within domestic markets.



Major Costs

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- Land Purchase
 - Commodity Imports
 - Chicken farm build out
 - Fruit processing plant build out
 - Plant Staff
 - Vehicles
 - licenses and permits
 - Taxes
 - Raw Fruit Purchases
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Capital Investment

500K

- Assistance in Chicken Farm and Plant Build Out
 - Assistance in Juice Plant Build Out
 - Assistance in Commodity Imports
 - Assistance in Storage Warehouse Build Out
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Milestones

Date	Milestone
<i>September 15, 2017</i>	Land Preparation

Team and Key Roles



Dr. Biko Sankofa
Managing Director

Managing Director



Nanatu Scott
Cooperate Secretary

Cooperate Secretary



Manuel Palacio
Director of Operations

Director of Operations





Dr. Linval Brown
Chief Financial Officer

Chief Financial Officer



Wendell Scott
Executive Director

Executive Director



Partners and Resources



Rashidatu Trading and Investments Ltd. (Sierra Leone)

Established trade and commerce organization vested in mineral extract, precious mineral mining, agriculture & fishery, and commodity imports





Sierra Leone Ministry of Trade & Industry

Joint venture with private sector partners like Exodus Trust to block certain food imports with proven, increase of domestic manufacturing.

ComPeak Technologies (Jamaica W.I.)

Provide engineering and alternative energy solutions to meet the energy demands of emerging countries and economies.





Zephyr Investments LLC - Washington DC

Exodus Trust Intl. and Zephyr Investments have Joint ventured to market and export S.O.W. juice concentrates to international manufacturers.

Commerce and Mortgage Bank (SL) PLC

Our partnering institution, serving as Exodus Trust (SL) fiduciary checkpoint between our importers, traders, and buyers.

