DUCKWEED AS EDIBLE FOOD

Benny Shoham
GreenOnyx CEO
Topics

• Why food might interest the DW community?
• Traditional Consumption
• Attractive components for the Well Fed and Under Fed population
• Challenges

• Addressing the Duckweed Industry challenge
Why food should interest the DW community?

Food is a high profile industry that is **Challenged**

- **Consumer** (Health & Wellness)
- **Governments** (Health Costs, Food Security, Environmental)
- **International agencies** (Food Security, Environmental)
- **Size** ($6 Trillion industry)
Traditional Consumption

DW is consumed for generation and today in Indochina
DW has attractive components for the Well Fed and Under Fed population.
For the **Well Fed** population

“vegetarians have a significantly low heart disease mortality (29%) and overall cancer incidence (18%) than non-vegetarians.”

Cardiovascular Disease Mortality and Cancer Incidence in Vegetarians: A Meta-Analysis and Systematic Review


Leafy greens are full of minerals, are rich in dietary fiber, and disease-fighting phytochemicals.

**DW is a highly nutrition leafy Green-Vegetable**

*A novel source for anti-aging and health promoting phytochemicals*
DW for the **Under Fed** population

**Protein, iron, zinc** and **vitamin A** deficiency are ranked among the WHO **top 10 leading causes of death** through disease in developing countries:

- **Iron deficiency** (most prevalent form of malnutrition worldwide). Affecting **millions of people** and 40-60 percent of children aged 6-24 months in developing countries.

- **Vitamin A** deficiency **affects 140 million preschool children** in 118 countries and more than seven million pregnant women and is **a leading cause of child death**.

- **Zinc deficiency** is linked to a higher risk of diarrhea and pneumonia, **resulting in nearly 800,000 deaths per year**.

**DW is rich in Complete Protein, Iron, Zinc (Vitamin A)**
What are the Challenges?

• Supply side
  • Food grade mass cultivation
  • Cost & Delivery (Integration into the current supply chain)

• Demand Side
  • Promotion & Education (Go-To-Market)
  • Positioning & Image (vs. Waste water treatment, Bio Fuel)
Summary - food should interest the DW industry

A BIG MARKET OPPORTUNITY

The farm-to-table process hasn't changed much over the last 100 years. Innovation in this sector has tremendous market potential.

Bill Gates
The Duckweed industry challenge

My humble thoughts

- Work along verticals and **create a road map for each**
- **Map challenges** and **bottlenecks** for verticals
- Identify **Common** challenge vs. specific ones.
- High profile niche markets (vs. boiling the ocean)

- Different Value proposition
- Different Partners
- $ sources
THANK YOU

Benny Shoham