



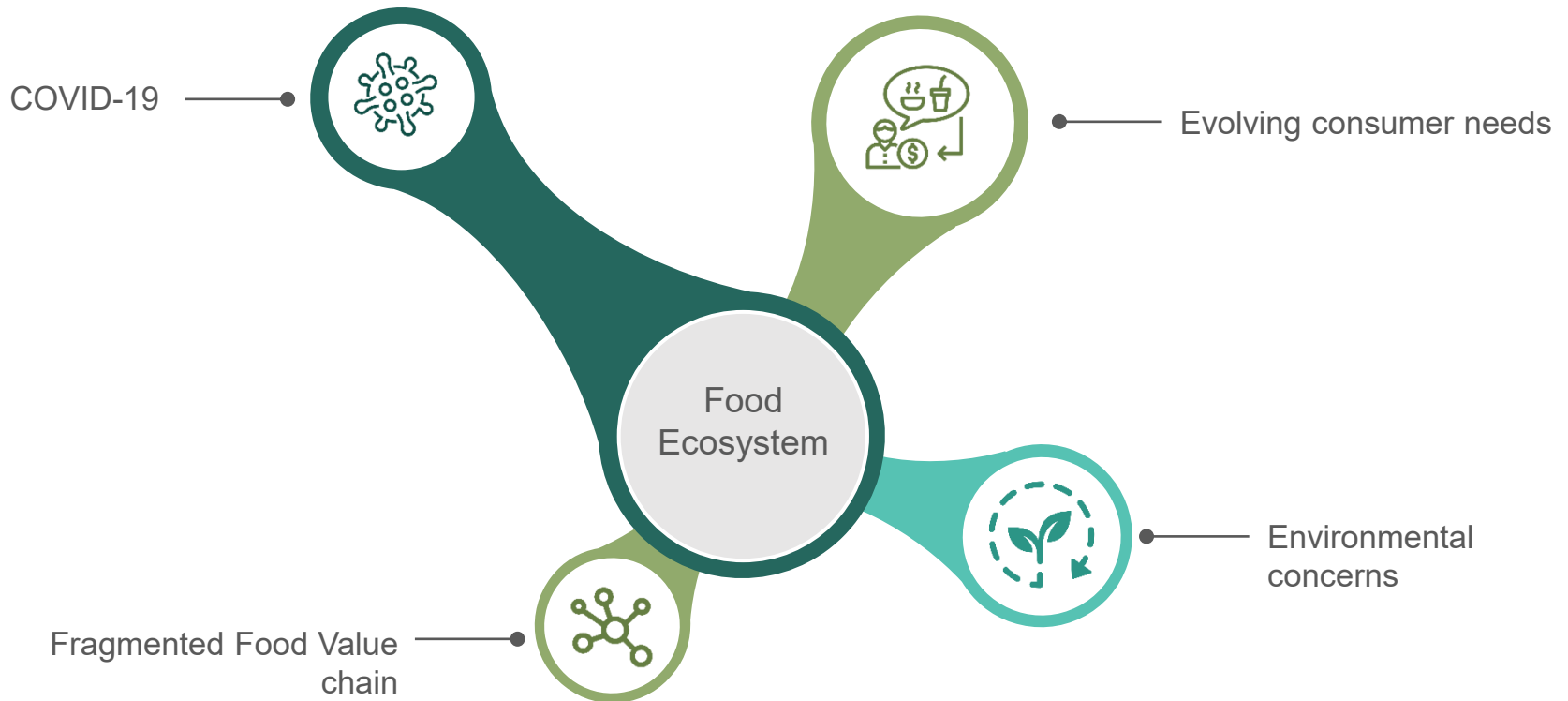
Farm to Fork and Beyond

October 2021

FOOD ECOSYSTEM

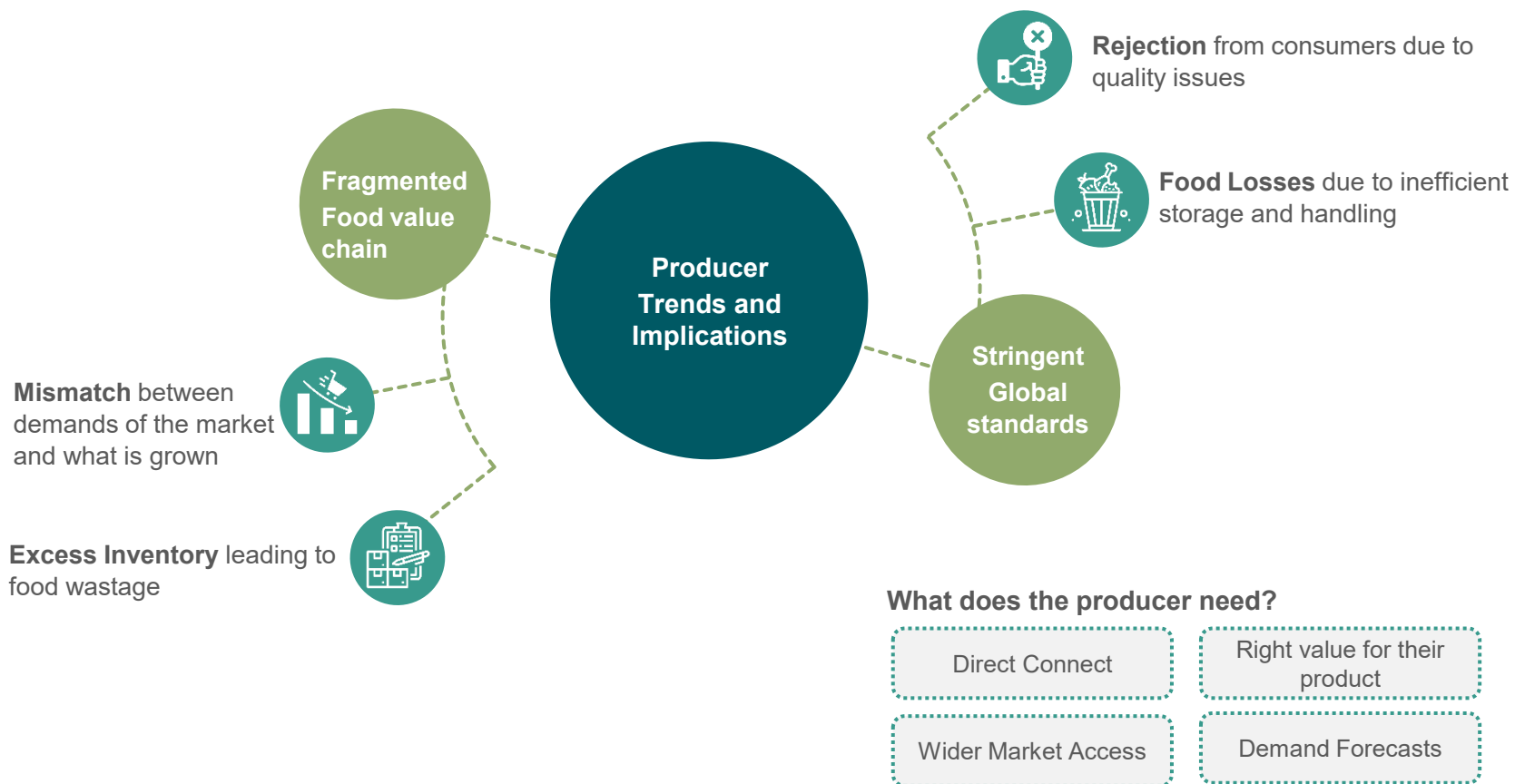
Global Trends

We scanned the food ecosystem from farm to shelf and found the major trends affecting the sector!



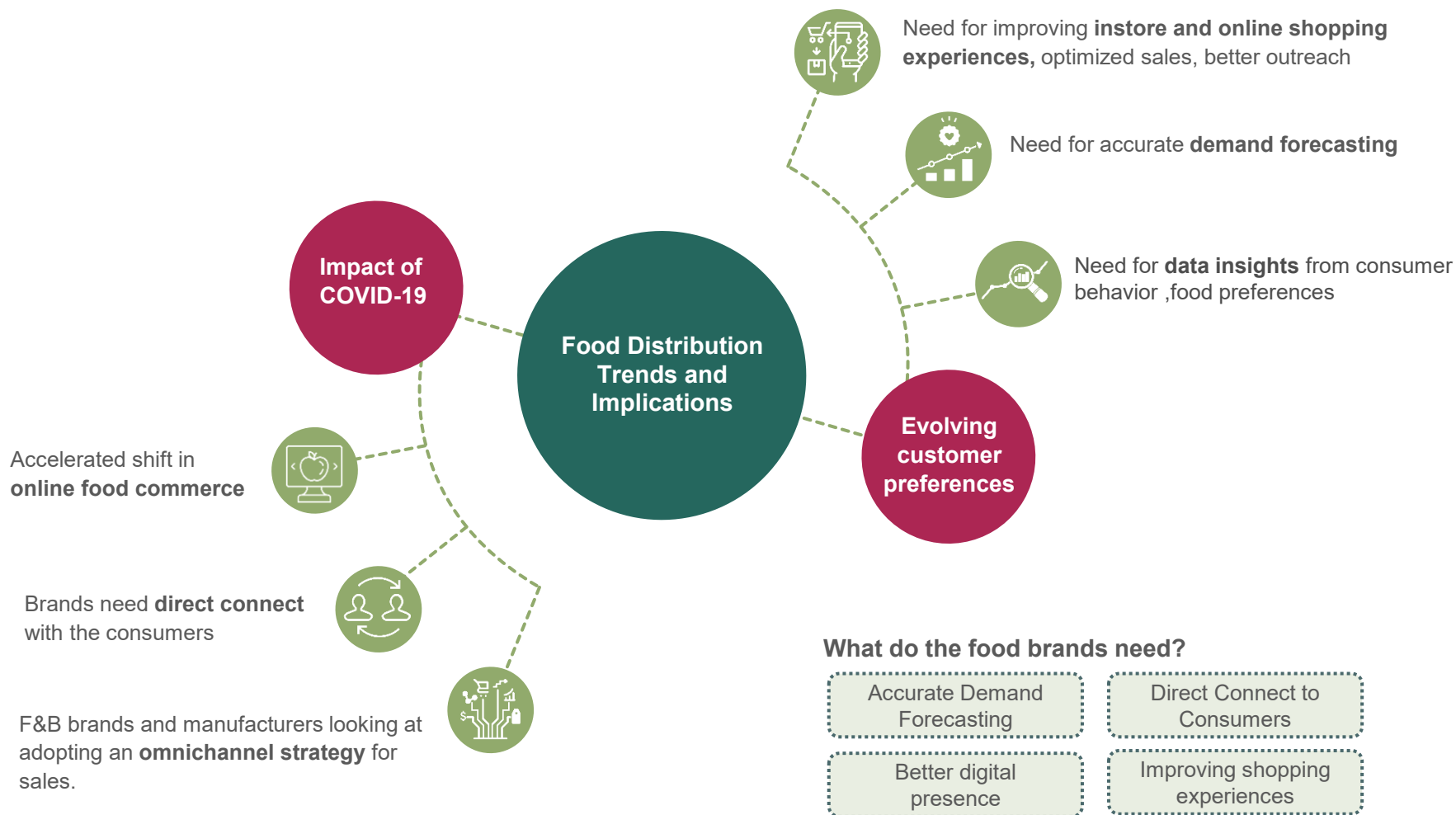
FOOD ECOSYSTEM

Producer Trends and Implications



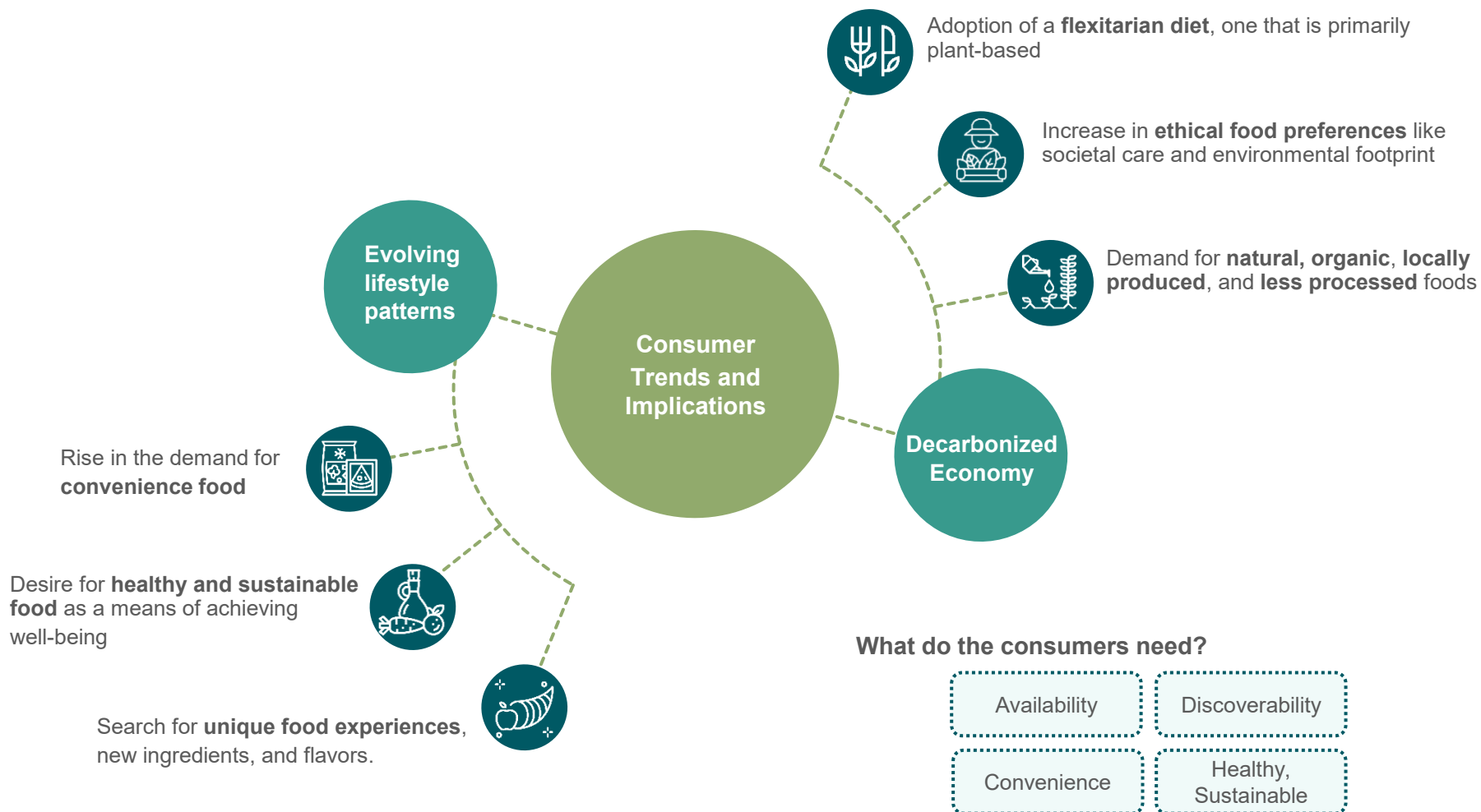
FOOD ECOSYSTEM

Retail & Distribution Trends and Implications



FOOD ECOSYSTEM

Consumer Trends and Implications



https://docs.wbcsd.org/2018/07/FReSH_Consumption_Report.pdf

CUSTOMER VOICE

FOOD ECOSYSTEM

Consumer Food Trends Survey

SecureFood conducted an **online public survey** to understand the current food consumption trends and consumer demands.



60

Interviewees



3

Geographies
India, Singapore, USA



64% Age 20-40

36% Age 40+

What are your key preferences as a consumer?

What new food products have you purchased in the last one year?

Any specific reason to try these new products?

In which formats do you prefer your products?

How was the experience of discovering ordering these products?

FOOD ECOSYSTEM

Customer Voice



Customers are discovering through



Social Media, Communities and Peers



Customers like formats such as



Ready to eat

Semi
cooked

Frozen
foods



Customers need information such as



Ingredients &
Contents

Nutritional
Value

Shelf Life
and Source

Other products that customers are willing to explore:



Baked Snacks

Ancient Grains, Seeds

Super Foods

Alternate Proteins

Speciality Beverages

FOOD ECOSYSTEM

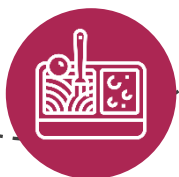
Customer Voice

Convenient to eat in formats like frozen, semi-cooked with a lot of variety

I just go online to search which brands are offering certain products. And then decided to try them out.

High protein and nutritional value, less processing, affordable options, easy to store and cook

Would pay a premium if I really like the taste, ingredients and effort involved in giving me a good unique experience



Convenience

Over 84% consumers prefer Frozen, Semi-Cooked. The above 40 group have a higher preference at 95%.



Healthier Alternatives

Over 40% consumers, majorly younger group, seek natural, healthier alternatives in their diet



Nutritional value and Ingredients

Over 60% consumers look for nutritional value, prefer natural ingredients. They aren't concerned about sources yet.



Social media and peer communities

Over 95% consumers discover products through social media and word of mouth



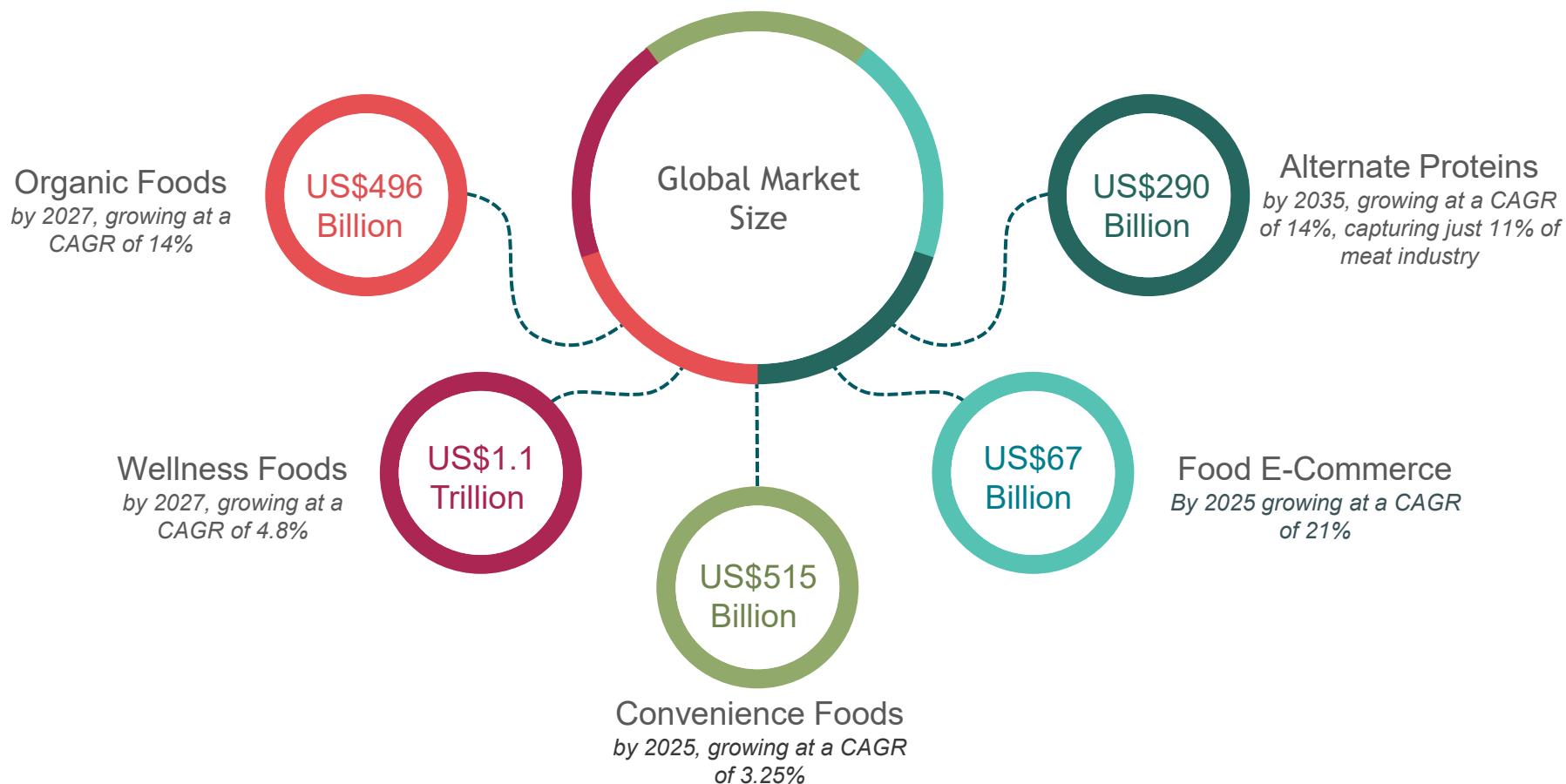
Premium pricing

Over 70% respondents are willing to pay on average 10% premium for healthier, sustainable products

OPPORTUNITIES

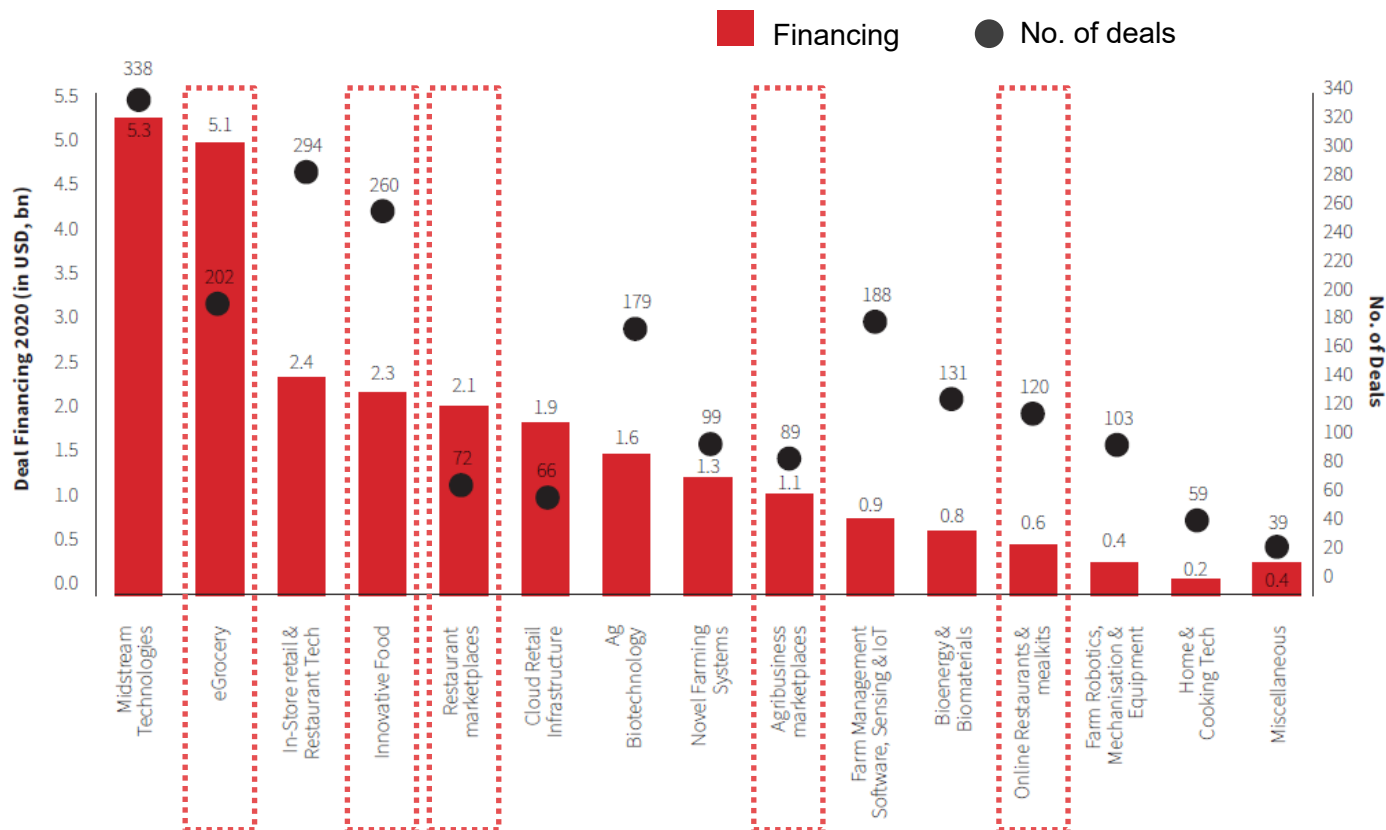
FOOD ECOSYSTEM

Market Opportunities



FOOD ECOSYSTEM

Investments in APAC



743 deals
in 2020

**US\$
11.2 Bn**
Financing
in 2020

*Countries including ASEAN
Australia & New Zealand*

2021 Agfunder AgriFoodTech Investment Report – 2020 Deal Volume and Activity

SUMMARY

Problems and Opportunities



Total Available
Market
over 500 Billion USD
per Annum

Total Serviceable
Market
Approx 200 Billion USD
per annum in Asia alone

Total Obtainable
GMV
over 2 Billion USD per
Annum

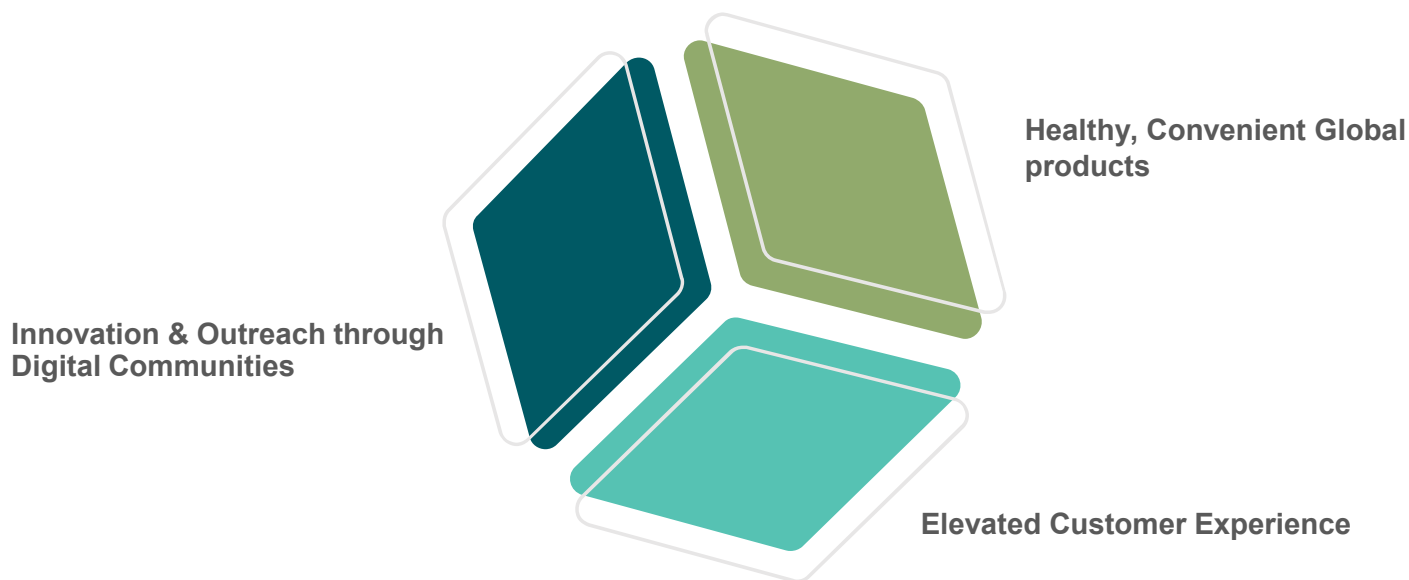
*based on convenience food
alone

OUR SOLUTION

OUR APPROACH

Our Vision is to 'bring good food closer to the consumer'

SecureFood shall create a seamless global platform curating healthy and convenient foods for conscious consumers.



Platform Objectives

Discover and curate healthy, convenient food brands from across the globe

Encourage **co-creation, collaboration** and **community** engagement digitally

Deliver an elevated **customer experience** through integrations, customizations and seamless interactions

Approach

Platform Values



Wellness for the earth, the grower and the consumer is what we stand for. Our actions and products shall always be focused on economic and environmental sustainability, social impact and a better life for everyone.

The platform shall focus on **food as a social experience**, bringing all communities from consumer to producers closer. The social layer will encourage innovation, co-creation and act as a moat against generic marketplaces.

Focus on a seamless customer experience in **discovering, ordering and consuming** the food they need. The user experience and design would be a strategic differentiator to increase stickiness and hence the network effect