



One of the poorest regions on the planet, Sub-Saharan Africa suffers from crippling poverty and unemployment. During peak season, farmers only sell up to a third of their harvest; leaving the fruit unsold or left behind to rot.

Mavuno Harvest works with local fruit drying facilities in Uganda and Burkina Faso to purchase the remaining harvest.

Drying fruit opens new markets, creates jobs for the local community, and extends the life and prosperity of the food supply.

Tuesday, August 10, 2021



GROVARA

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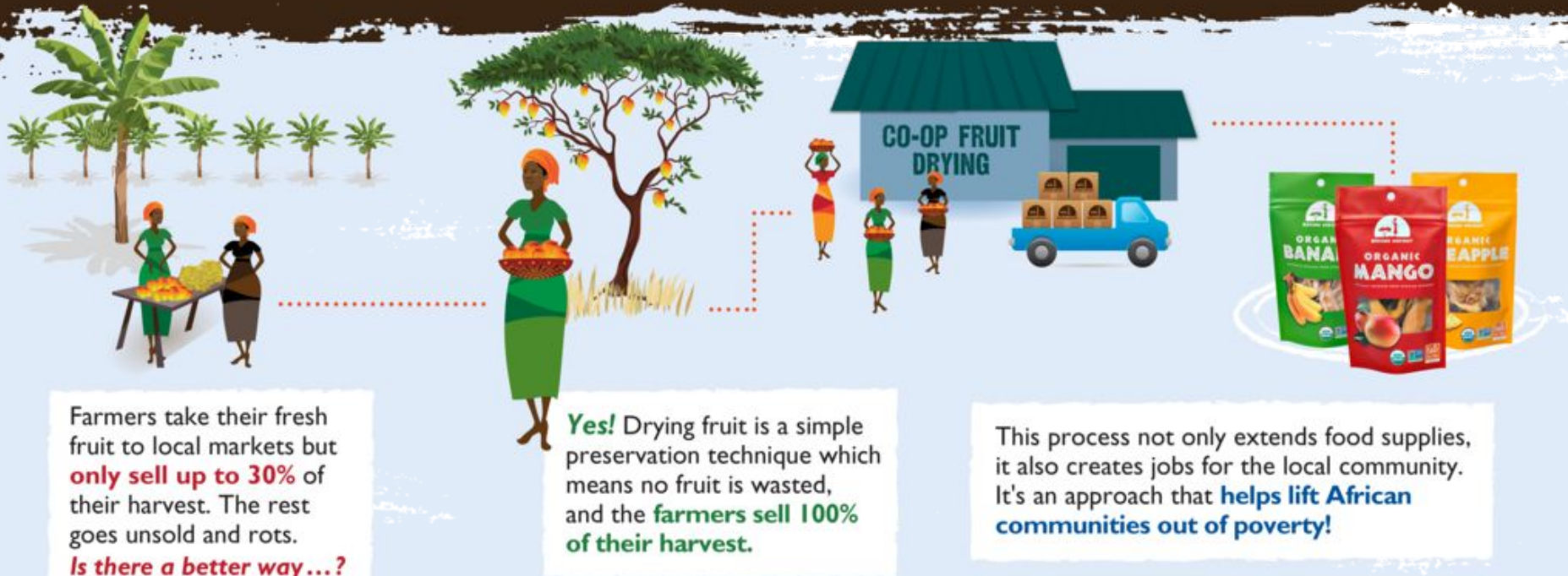
Mavuno Harvest

Ethically Sourced- Practices Direct Trade



MAVUNO HARVEST
HELPS AFRICAN FARMERS
PROSPER

Sub-Saharan Africa is the poorest region on earth, with most people **living on \$2/day or less**. Rural communities are wholly dependent on agriculture for their livelihood.





MAVUNO HARVEST

Inspired by the values learned during service in the Peace Corps, Mavuno Harvest works with small scale rural farmers to bring delicious, organic, all-natural dried fruit and nuts from their land to your home. By opening new markets in the U.S., family farmers are able to sell more fruit and nuts and increase their income sustainably and profitably leading to real economic development.



SPECIFICATIONS

ORGANIC DRIED FRUIT

Size	2 oz
Pack	6
Case Weight	1.1 lb
SRP	\$3.99
Unit Dimensions	7.75" x 4.75" x 2.5"
Case Dimensions	8" x 7.5" x 6"
Cube	.21
Ti x Hi	30 x 12
Pallet	360 cases

ORGANIC CASHEWS

Size	4 oz
Pack	6
Case Weight	1.85 lb
SRP	\$5.99
Unit Dimensions	7.75" x 4.75" x 2.5"
Case Dimensions	8" x 7.5" x 6"
Cube	.21
Ti x Hi	30 x 12
Pallet	360 cases



INGREDIENTS:
ORGANIC DRIED MANGO



INGREDIENTS:
ORGANIC DRIED JACKFRUIT



INGREDIENTS:
ORGANIC DRIED PINEAPPLE



INGREDIENTS:
ORGANIC DRIED PAPAYA



INGREDIENTS:
ORGANIC DRIED BANANA,
MANGO AND PINEAPPLE



INGREDIENTS:
ORGANIC DRIED COCONUT



INGREDIENTS:
ORGANIC DRY ROASTED
WHOLE CASHEWS



INGREDIENTS:
ORGANIC DRY ROASTED
WHOLE CASHEWS, SEA SALT



INGREDIENTS:
ORGANIC DRIED BANANA



Sales Rank	Item Description	Unit UPC Code	Item Code	Shelf Life (months)	UNFI West	UNFI East	KeHE
1	Organic Dried Mango	859750003287	101-2-D	18	38352	161622	254306
2	Organic Dried Jackfruit	859750003331	105-2-D	18	38356	161629	254297
3	Organic Dried Pineapple	859750003294	102-2-D	18	38353	161626	254302
4	Organic Dried Papaya	859750003300	104-2-D	18	38355	161628	254301
5	Organic Dried Tropical Mix	859750003324	106-2-D	18	38357	161630	254298
6	Organic Dried Coconut	859750003485	107-2-D	18	32319	204426	297780
7	Organic Roasted Cashews	859750003751	108.1-4-D	12	22299	226930	320833
8	Organic Roasted Cashews with Sea Salt	859750003768	108.2-4-D	12	22301	226931	320834
9	Organic Dried Banana	859750003317	103-2-D	18	38354	161627	254299

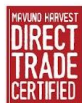
VICE PRESIDENT OF SALES

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MAVUNO HARVEST

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SPECIFICATIONS

ORGANIC CHEWY FRUIT BITES

Size	1.94 oz
Pack	8
Case Weight	1.34 lbs
SRP	\$2.99
Unit Dimensions	6" x 4.5" x 2"
Case Dimensions	8" x 7.5" x 6"
Cube	.21
Ti x Hi	30 x 12
Pallet	360 cases

- NON GMO VEGAN FRUIT SNACKS • A GREAT LUNCHBOX STAPLE •
- 100% PLANT BASED • ZERO GRAMS OF ADDED SUGAR •



INGREDIENTS:
ORGANIC MANGO, ORGANIC COCONUT



INGREDIENTS:
ORGANIC PINEAPPLE, ORGANIC PASSION FRUIT



INGREDIENTS:
ORGANIC BANANA, ORGANIC COCONUT



INGREDIENTS:
ORGANIC MANGO, ORGANIC CHILI



INGREDIENTS:
ORGANIC PINEAPPLE, ORGANIC CINNAMON



INGREDIENTS:
ORGANIC BANANA, ORGANIC COCOA



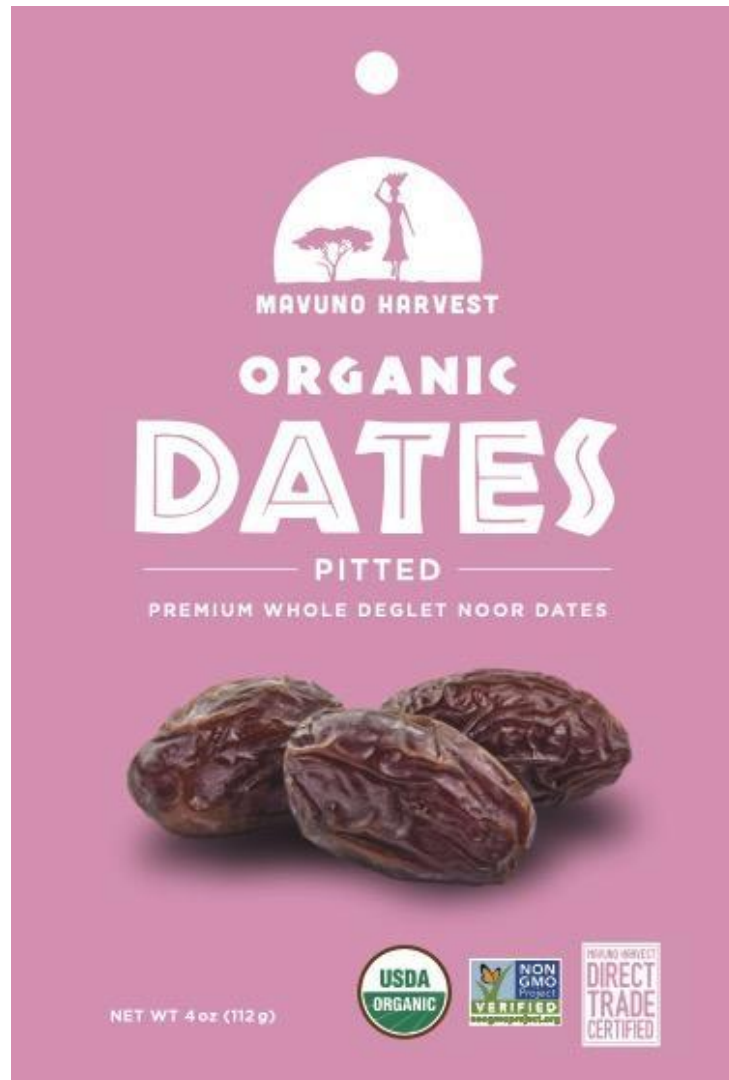
Sales Rank	Item Description	Unit UPC Code	Item Code	Shelf Life (months)	UNFI West	UNFI East	KeHE
1	Organic Mango & Coconut Chewy Fruit Bites	859750003850	201-D	12	38334	241620-4	339784
2	Organic Pineapple & Passionfruit Chewy Fruit Bites	859750003867	202-D	12	38335	241621-2	339783
NEW	Organic Banana & Coconut Chewy Fruit Bites	859750003898	203-D	12	64273	268131-0	376029
NEW	Organic Mango & Chili Chewy Fruit Bites	859750003935	204-D	12	64274	268132-8	376173
NEW	Organic Pineapple & Cinnamon Chewy Fruit Bites	859750003966	205-D	12	64277	268133-6	376030
NEW	Organic Banana & Cocoa Chewy Fruit Bites	859750003980	206-D	12	64278	268134-4	376031

NEW- Organic Chewy Fruit Bites – Reducing Waste

After we finish drying our fruit, we have small pieces of fruit that we cannot use in our 2 oz packaging. To reduce waste, we take those small pieces of dried fruit and grind them into a paste to make our new fruit bite size balls.

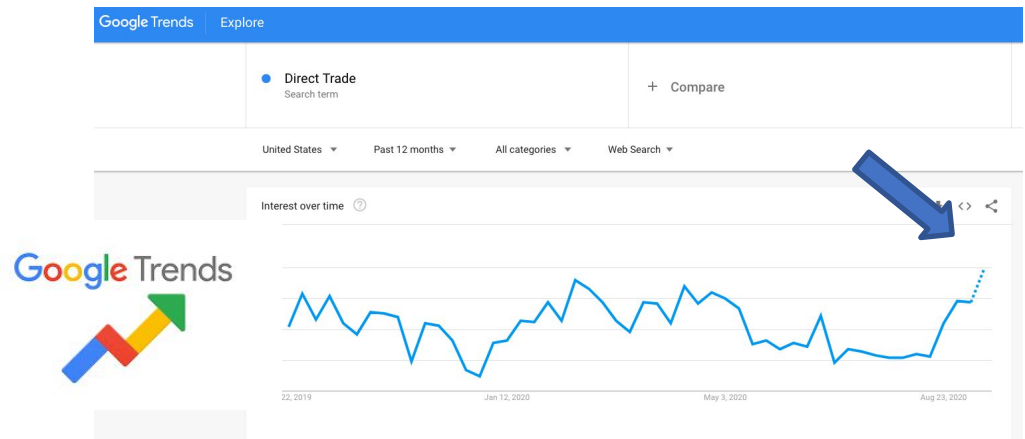


Coming In January 2022



Differentiation Points

- Founded by Returned Peace Corps Volunteer with the intention of reducing waste & increasing job opportunities. We buy the harvests from the farms directly.
- Drying method is baking vs microwave vacuum drying.
- We specifically work with Women-Run Cooperatives in Burkina Faso to purchase our Mangos.
- Coconut are harvested in the jungle (no plantations) and are rich in iron & zinc
- No added sugars in any of our products
- Bites- great candy substitute, just fruit- nothing else. Awesome frozen in the summertime. **-NEW!**



Interest in sustainable, ethical companies is increasing



“Other Dried Fruit” (+21%) is beating Plums/Prunes (15%) Cranberries (15%) and Dates (12%) in Category Growth.

PRODUCT INTELLIGENCE INSIGHTS | FRUIT & VEGETABLE JERKY

Plant-based Snacking

Throughout the pandemic, snacking has remained an important choice for covid weary shoppers. New categories within the SS Jerky & Meat Snacks and SS Chips Pretzels & Snacks shows that innovation continues to proliferate through the snacking aisle. SS Seaweed and SS Veggies are both growing at greater than +30% vs last year.

Subcategory – Regional Grocery	Volume	\$ Growth YoY
SS Fruits Dried	\$91M	+14%
SS Chips Veg & Other Alternative	\$67.2M	+13%
SS Vegetables Dried	\$3.8M	+42%
SS Seaweed Dried	\$3.5M	+55%
SS Plant Based Meat Snacks	\$0.3M	+57%

Product Type – Regional Grocery	Volume	\$ Growth YoY
Fruit Chip – Banana	\$0.9M	+173%
Dried Fruit - Strawberry	\$1.2M	+80%
Sea Vegetable – Nori Sheet	\$1.6M	+59%
Meat Snack – Plant Based	\$0.3M	+57%
Dried Mushroom - Shiitake	\$1.6M	+49%
Sea Vegetable - Snack	\$1.8M	+49%
Dried Fruit - Pineapple	\$1.2M	+40%
Dried Fruit - Blueberry	\$0.8M	+39%
Dried Fruit - Mango	\$3.6M	+33%
Dried Fruit – Raisin/Grape	\$21.2M	+17%
Dried Fruit – Date	\$8.7M	+15%
Veg Chip – Plantain	\$3.2M	+14%



Retail Partners





Mavuno dried fruit had +20% \$ &
% change in total US Food-
Driving Category Growth



Natural Positioning Group

Subcategory	52w \$ Volume	12w % Chg	52w % Chg
Produce Packaged Vegetables	\$7.3M	+312%	+407%
RF Entrees	\$2.6M	+160%	+88%
SS Breadsticks	\$0.9M	+70%	+38%
SS Salsas	\$2.2M	+59%	+52%
SS Plant Based Meat Snacks	\$7.1M	+52%	+42%
SS Pork Rinds & Meat Crisps	\$23.8M	+29%	+22%
SS Rice Cakes Mini	\$20.9M	+28%	+19%
SS Nuts	\$75.7M	+27%	+21%
SS Seeds	\$14.5M	+19%	+11%
SS Fruit Dried	\$101.5M	+19%	+9%

-March 2021- Hartman Group

Nutritional Attribute	Mavuno Harvest	Peeled Snacks	Bare Snacks
100% Organic	Yes	Yes	No
Fair Trade & Direct Trade	Yes	No	No
No sugar added	Yes	Yes	No
Gluten Free	Yes	Yes	Yes
Non GMO verified	Yes	Yes	No

Reasons for Carrying Mavuno Harvest

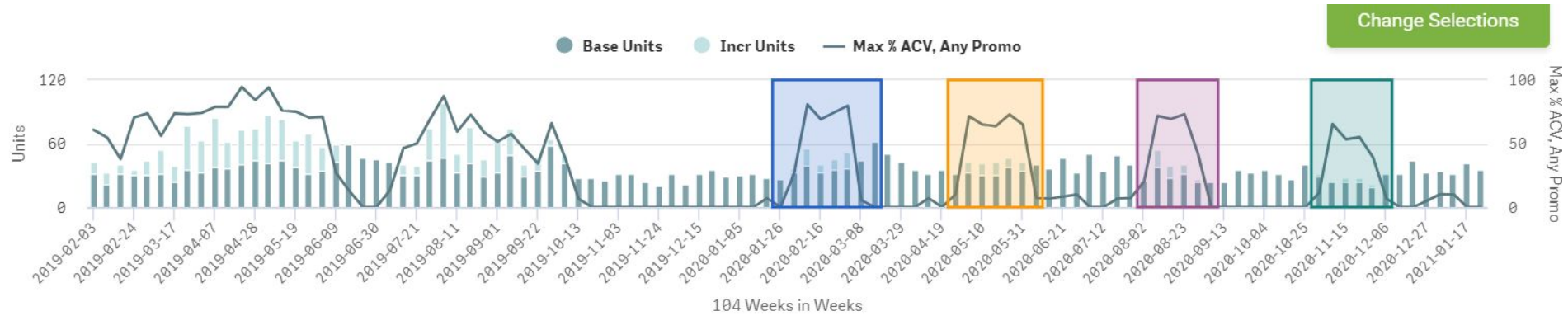
- Will Drive additional sales to mainline items as well as provide a healthy, grab and go healthy snack alternative. Looks great on the shelf
- In ROM Mavuno Harvest is outperforming Peeled, Woodstock, Rind, and Amazi.

Current Mainline Placement	Store Count	Weekly Sales	Case Price	Weekly Turns	Yearly Sales
Mavuno Harvest Organic Dried Mango	163	\$1395	\$13.30	3	72K
Mavuno Harvest Organic Dried Pineapple	163	\$1395	\$13.30	3	72K
Mavuno Harvest Jackfruit	163	\$1395	\$13.30	3	72 K
Mavuno Harvest Papaya	163	\$1162	\$13.30	2.5	60K
Proposed Front End Placement	Store Count	Estimated Yearly Sales	Case Price	Weekly Store Turns	Per store sales
Mavuno Harvest Mango + Coconut	630	145K	\$13.30	8.00	\$2800
Mavuno Harvest Mango + Chili	630	124K	\$13.30	7.00	\$2400
Mavuno Harvest Pineapple Passionfruit	630	124K	\$13.30	7.00	\$2400
Estimated Total Yearly Sales		500K			

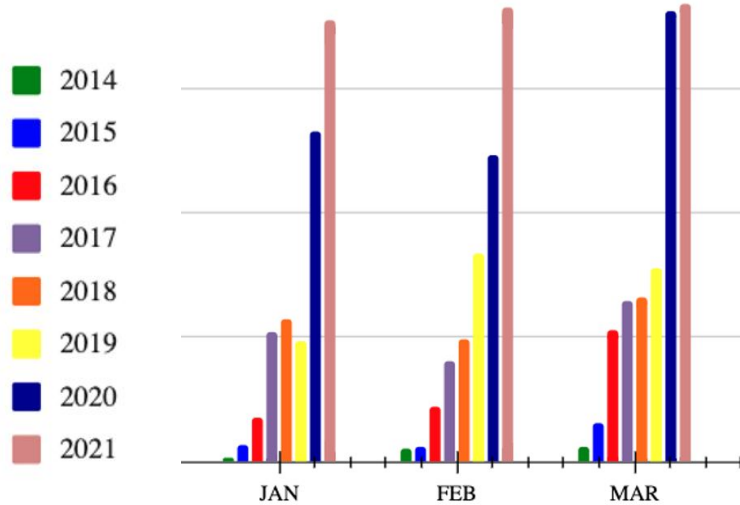
Recommended Mainline Set

1. Mango
2. Pineapple
3. Jackfruit
4. Papaya
5. Coconut
6. Tropical Fruit
7. Banana

Mavuno Harvest Typical Hi/Lo Lift



Company Growth Statistics



Target Market

- Healthy grab and go snacking
- Paleo & Crossfit
- Yoga
- Athlete
- Moms
- Vegan
- Gluten Free
- Organic lifestyle
- Healthy on a budget

Google Analytics on Mavuno Harvest

