



Nutridense Agro Processing PLC

OATS FOR ALL

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The problems

Malnutrition

- ❖ Malnutrition still affects more than 5.4 million Ethiopian children under the age of 5
- ❖ As of May 2023, 22.8 million people in Ethiopia lacked sufficient food for consumption.
(<https://www.unicef.org/ethiopia/every-child-nutrition>)
- ❖ Level of health problem such as diabetics, cholesterol is rising
- ❖ Lack of healthy and nutritious food for wellness
- ❖ Lack of easy cooking food for elderly people



Our innovative solution: transform oats from weed to food ; process nutritious oats locally; package and distribute it at an affordable price



Field day : Farmers growing oats experience sharing with EIAR how to access improved oats seed and see the difference improved oats richer in nutrients and other variety



- Our products are oatmeal and breakfast cereal
- Oatmeal Imported 300 ETB/kg
- Nutridense **160 ETB/kg**



Market validation

Imported product distribution price

	Quaker oats 300 ETB		Hilwa white oats 300 ETB
	Quaker quick cooking oats 300 ETB		Family choice 280 ETB
	Master oats 270 ETB		Selam oats 300 ETB



140 ETB

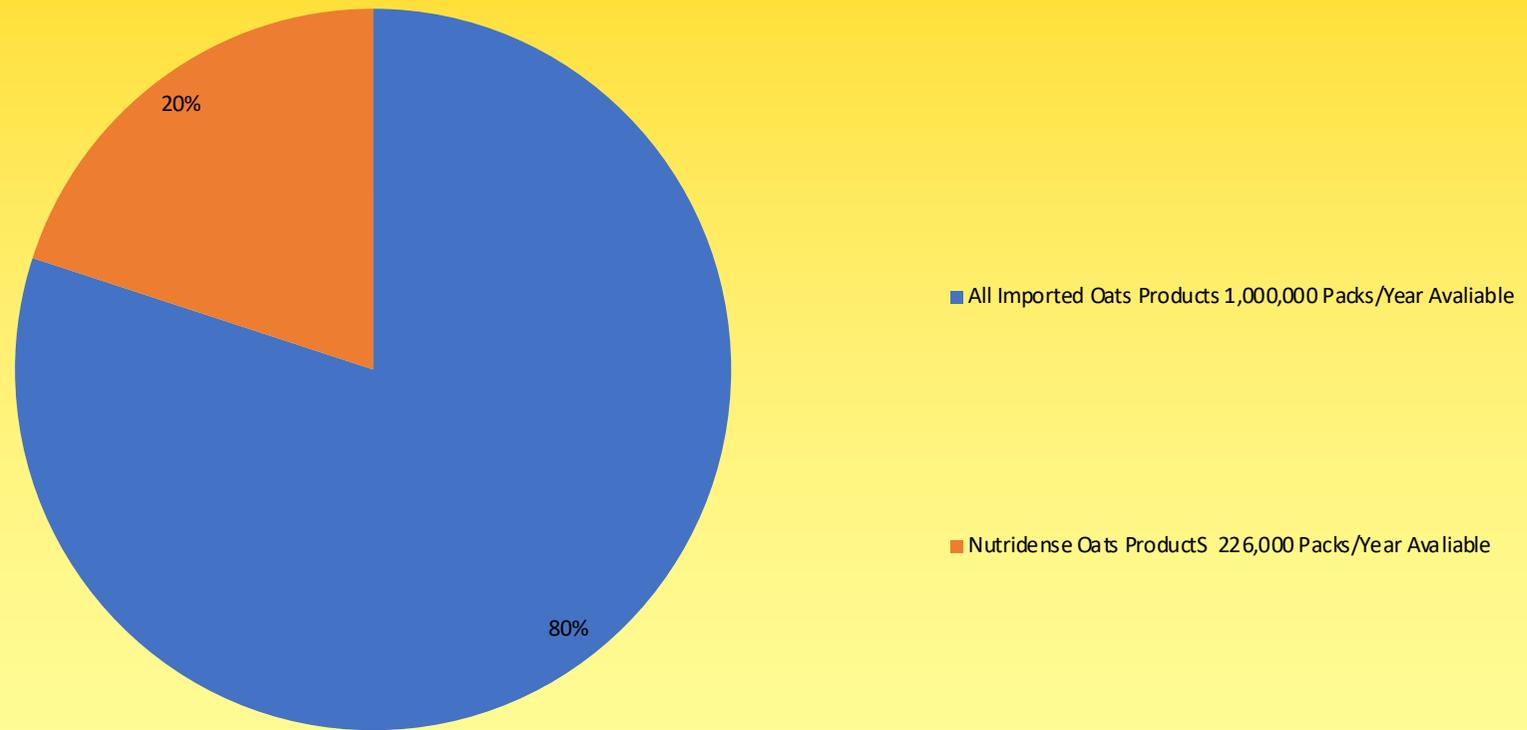


■ Nutridense
 ■ Quaker Oats
■ Quaker Oats
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Market Size

Market Share



Target customers

- ❖ Children specifically under age of 5 years.
- ❖ Pregnant and lactating mothers
- ❖ Health conscious people
- ❖ Adults affected with health problems like diabetes, cholesterol, hypertension, obesity.
- ❖ Elderly people





Products: oats & granola



Nutridense products are nutritious at the same time affordable so that all individuals at any stage can have them easily –storage and marketing are easy



Our inclusive business model: we are sole oats processor in Ethiopia

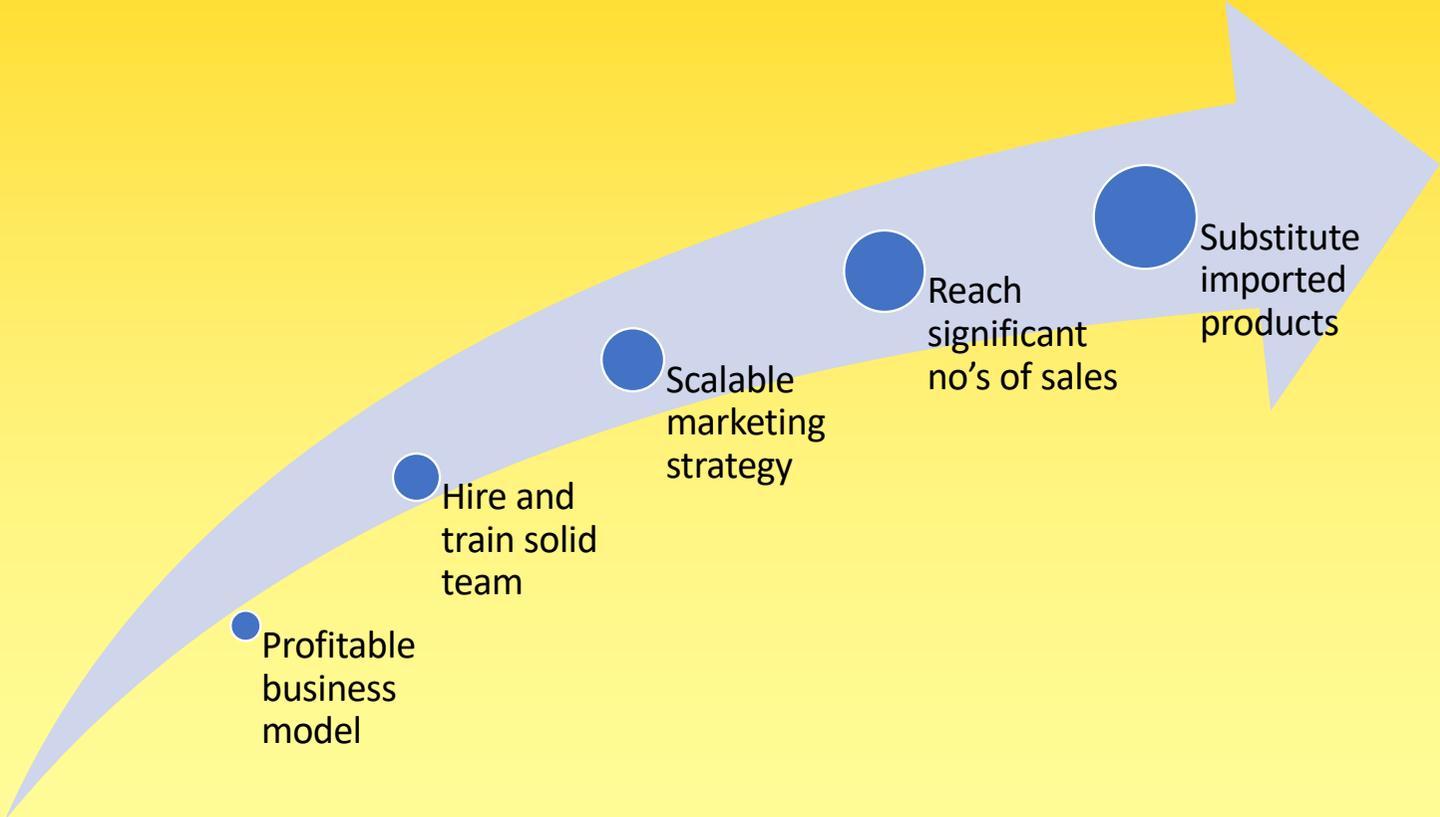


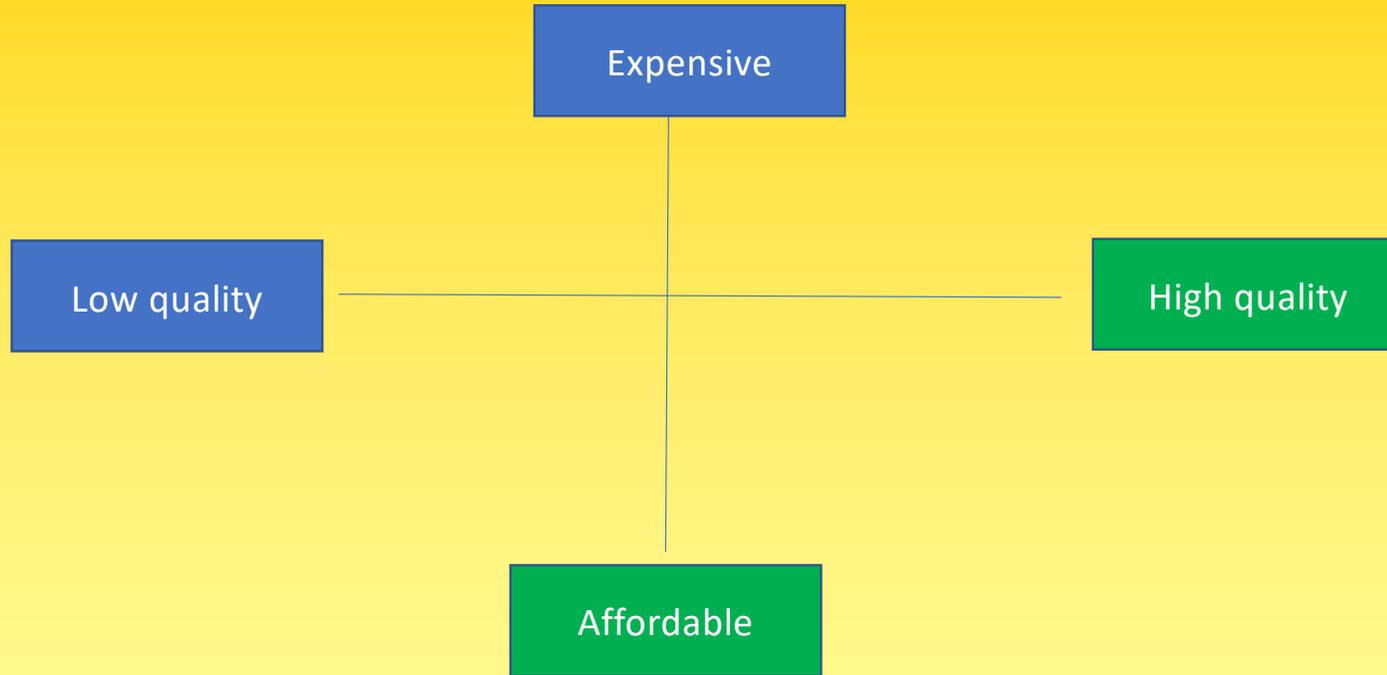


Business model



Business Milestone





Nutridense strives to make oats available for all with high quality & affordable price





Team members

Current core staff :

- ❖ Managing Director
- ❖ Finance and Admin Head
- ❖ Site Manager
- ❖ Procurement Officer, Driver
- ❖ Future to increase up to 34



User Testimonials



Family members are very happy having Nutridense oat meal as breakfast. In addition, they appreciate enjoying the health benefit .

Customers specially mothers were very happy with health benefit they get from having Nutridense oats.

Children are very happy having Nutridense oat meal for their school feeding program .





**Join us on the road
towards
“our common goal”.**

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Thank you so much!

