

Lake Victoria Vanilla

Pitch Deck

August 2024

Lake Victoria Vanilla

Organic Vanilla Farm in Tanzania
Founded in 2019



Organisation (including projections)

New Vanilla ApS

(Purchased the Farm in April 2024 carved out of Lake Victoria Vanilla Holding ApS)

Lake Victoria Vanilla Farm Ltd

Organic Vanilla Farm

Vanilla Farm I

Established 2020

Vanilla Farm II

Established 2025

Vanilla Farm III

Established 2026

Vanilla Farm IV

Established 2027

Vanilla Farm V

Established 2028

Mette Ravn

Vanilla connoisseur and food enthusiast with decades of experience working on the African continent and a strong academic foundation



Before Vanilla

Economist with a Master's from LSE and a business degree from CBS.

Worked with and in Africa for 20 years.

Food enthusiast, with an insatiable and ingrained curiosity about the stories behind the food.

Mastering Vanilla: Expertise and Experience

Author of The Book on Vanilla, with articles featured in prominent publications such as Gastro, Bo Bedre, and Weekend Avisen, among others. Additionally, a frequent guest on podcasts and radio shows.

Recurring judge in prestigious French competitions, in connection with SdA.

Regular speaker and lecturer at the Hotel and Restaurant School.

The Vanilla Consumer's Challenges

Beyond the obvious difficulties inherent in dealing with producers far away, vanilla presents additional challenges:

Price

High volatility, and since there is no vanilla exchange, buyers are dependent on individual agreements.

Quality

The rising price has paradoxically led to a significant drop in quality.

ESG / CSR

Long supply chains impedes transparency

Challenges in the Vanilla Sector part I

ESG: Over the past years, it has become clear that a number of atrocities are taking place in the vanilla industry.

Slavery and Child Labor

Especially in Madagascar, where vanilla is the primary export, these problems are widespread.

Corruption

Vanilla is primarily produced in developing countries where corruption is a known issue.

Theft and Sale of Stolen Vanilla

When vanilla prices spiked in 2015, it led to more problems for small farmers and only a slight increase in income.

Challenges in the Vanilla Sector part II

CLIMATE CHANGE

More frequent and severe storms

Vanilla is predominantly grown in coastal areas, which are increasingly affected by extreme weather, damaging vanilla plants as well as their support and shade plants.

Changes in temperature and rainfall

Higher rainfall means that some areas can no longer be used for vanilla cultivation. Temperature changes result in altered flowering periods and, in some cases, fewer flowers.

Solution



Full ownership of vanilla farm in a stable and well-governed country far from the coast and threats of extreme weather

The entire value chain

Not only does this provide supply security but also price stability and consistently high quality.

ESG

We can ensure that there is no child labor, slavery, stolen vanilla, or corruption. We can also ensure sustainability for people, nature, and the surrounding community

Minimeret risiko for ødelæggende vejr

The choice of Bukoba was largely driven by the minimal risk of destructive weather.

Our Employees



48 employees in TZ

Field workers, driver, guards,
and cook



Louise Kaas Hvalsø

Farm Manager



Aneth

Field Manager

We are proposing two
different investment
opportunities:

PROJECT I

Completing the current farm

The plants are in the ground, buildings and equipment have been purchased, and employees are trained, but it will still be a few years before the vanilla plants produce the full quantity of vanilla. The funds will be used to cover the operating expenses of the farm

PROJECT II

Scaling the project

Over the next four years we will build one new farm per year bringing the total number of farms in the Lake Victoria Vanilla group to five. Building the first farm has lifted our understanding, knowledge and capacity, and these learnings will allow us to expand faster and at a lower cost than the first farm. As well as the learnings we will benefit from a number of large-scale advantages, making each of the future farms a little less cost intensive.

We will during the building phase for the new farms use our current staff to train new staff. This will ensure that knowledge is quickly shared and on-boarding is efficient. We have used this method previously with great success. All procedures at the farm are now well known, including pit-falls and threats of mistakes allowing us to reduce the risk in the project.

Funding Needs

PROJECT I:

This round will close the capital needs for the company.

Dividends are expected to be paid starting in 2027

PROJECT II:

This is the full cost of the project. The investments can be done in tranches.

PROJECT I

Capital need: 3 – 5 mio DKK

Minimum ticket size 500.000 DKK

Cashflow positive from 2027

PROJECT II - Scaling

Capital need: 20 million DKK

Minimum ticket size 5.000.000 DKK

Cashflow positive from year 7



Time line

2024 (year 0): Strengthening management and optimise processes

2025: Continue operations of Farm I, Build Farm II. Optimise the curing process, consolidate the management team on Farm II, and initiate the process for starting Farm III.

2026: Continue operations of Farm I and Farm II. Build Farm III. Initiate the process for starting Farm IV.

2027: Farm I is in full operation and full harvest. Profit generated re-invested in further development of farms I-IV and building Farm V.

2031: Farms I-V are fully developed and harvest is at full capacity.

Three key takeaways I'd like you to remember:

1: We are a well-managed organization with everything in order

2: The market for quality vanilla in Denmark is still a blue ocean. So even though we are no-tech and dealing with a known product, there are still plenty of opportunities for development and earning potential.

3: Our ESG is not an add-on but an integrated, value-creating part of the company.



The market for vanilla

8.4 million tons produced worldwide in 2022
83 tons imported to Denmark in 2020



CBI.EU report on the vanilla market:

“Europe is currently the largest market for vanilla beans and derivative products and the trend is unlikely to change until 2030. The market is expected to offer lucrative opportunities for producers of high-quality vanilla beans, especially those showing sustainable sourcing.”

<https://www.cbi.eu/market-information/spices-herbs/vanilla/market-potential>

Market size

Vanilla Market Size was valued at USD 1.4 billion in 2023 and is expected to grow to USD 2.2 billion by 2030.

<https://www.marketresearchfuture.com/reports/vanilla-market-7806>



External links to more information about the vanilla market

<https://www.cbi.eu/market-information/spices-herbs/vanilla/market-potential>

<https://www.marketresearchfuture.com/reports/vanilla-market-7806>


<https://www.fortunebusinessinsights.com/vanilla-market-104180>

<https://www.databridgemarketresearch.com/reports/global-vanilla-market>

<https://nielsenmassey.com/articles/vanilla-crop-report/>

Reach out!
I would love to hear from you...



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