

# SUPERCADO.CO

We are creating the world's most  
sustainable avocados

## AGENDA

- 1: **Avocado** Phenomenon
- 2: **Superfood** Conundrum
- 3: **Supercado** Company



## MARKET INTRODUCTION

The demand and consumption of avocados are expected to double in the next 10 years to exceed \$32 billion USD a year by 2032. Avocado production, however, is associated with significant water conflicts, stresses and geopolitical hot spots, as well as with other negative environmental and socioeconomic impacts on local communities in the main production zones. In considering near-future climatic change in tropical and subtropical areas where avocados are produced, an urgent road map is needed to avoid and mitigate negative effects of avocado production.

The EU consumes close to 34% of global avocados and yet it produces less than 2%. With nearly all avocados consumed in Europe being imports, what if there is a way for every EU country to grow avocados domestically for both their own consumption and as a commodity crop to export other countries?

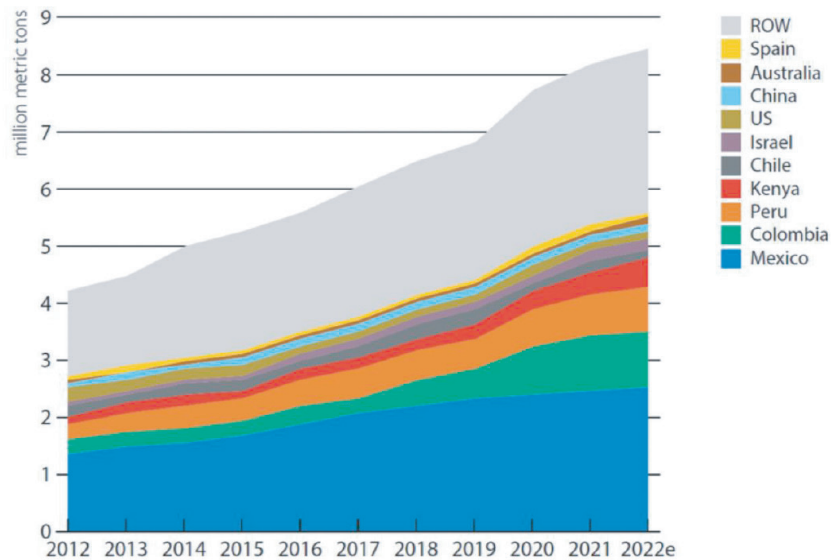
This is where we started the journey.



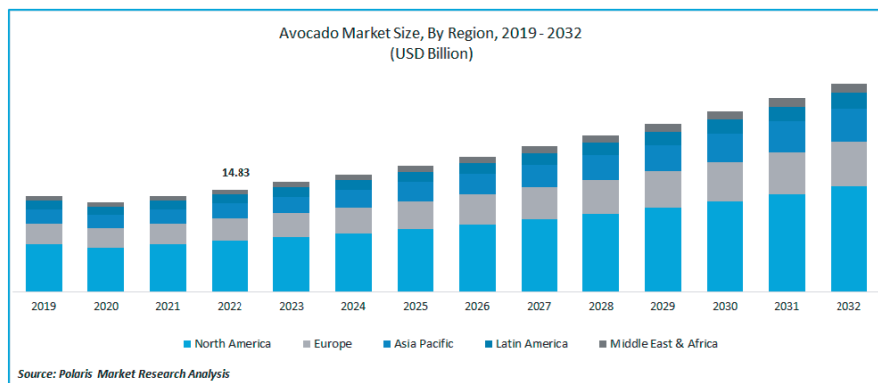
# 1: AVOCADO PHENOMENON

The global consumption volume is expected to 2X within the next 10 years

Figure 1: Global avocado production advanced at a rapid pace.



Source: FAO, USDA, Rabobank 2023

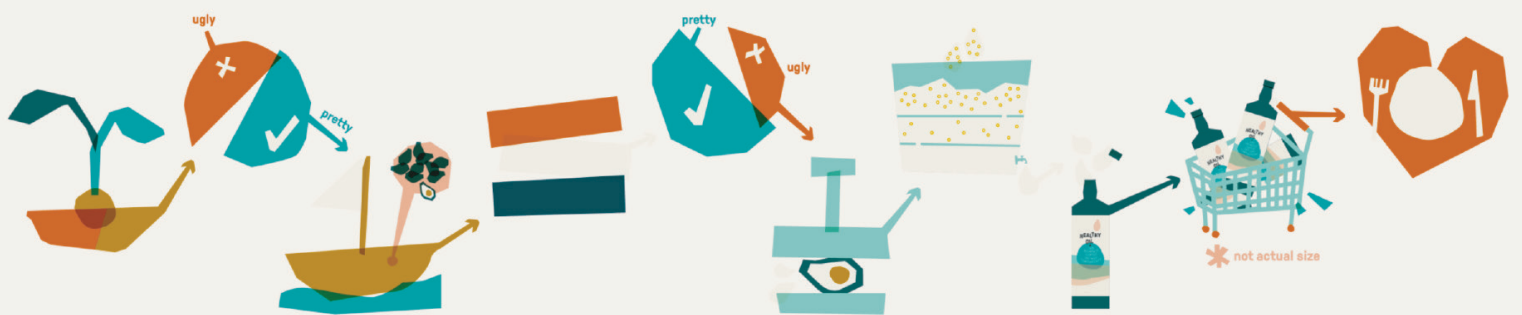




## AVOCADOS: A EUROPEAN STAPLE

Avocados were once rather exotic, weren't they? Now it seems as though they're on every second breakfast and lunch menu. And that's probably because there are. 417 million kilograms of avocados imported to the EU each year. **62% of these arrive on the European continent via Rotterdam - one of the world's largest ports.**

The scale of avocados reaching the Netherlands' shores - a number which has increased by 135% since 2015 - all comes down to consumer demand. It is estimated that **avocados will be the best-selling tropical fruit globally** (after bananas) by 2030. And while the Netherlands is actually the largest non-producing avocado exporter in the world - many of the country's incoming avocados are ripened here and exported to other European nations - it still has one of the highest consumption rates on the continent.



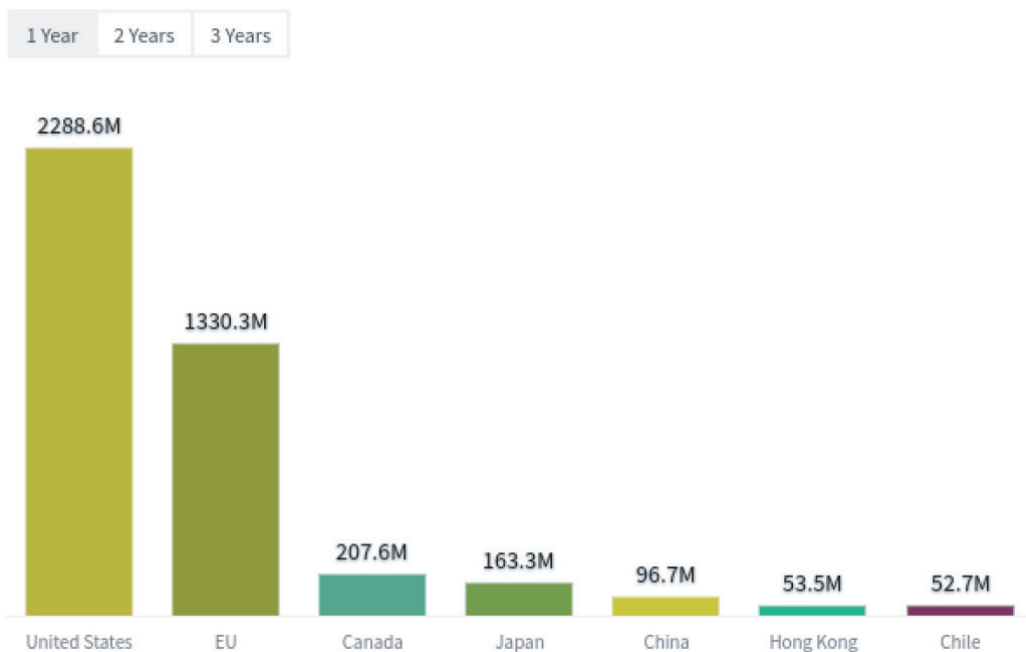


## EUROPE CONSUMES CLOSE TO 1/3 OF GLOBAL SUPPLY

...But it produces less than 2% of the global production. Spain is the only noteworthy producer in Europe (#16 globally)

### Top importing countries

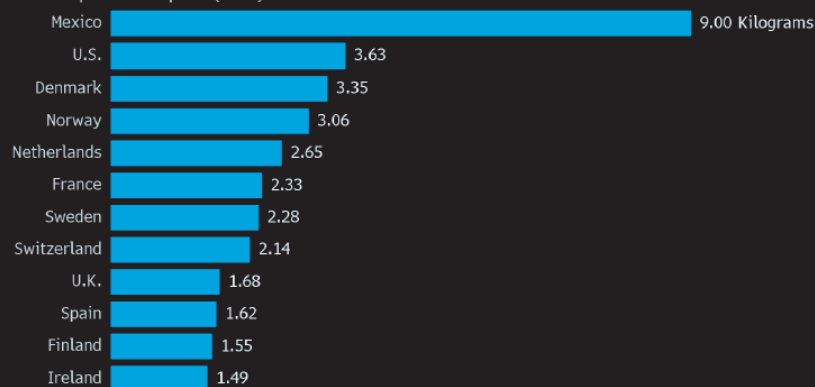
(Numbers in millions of pounds (IBS))



### Avocado Lovers

The fruit's biggest harvester -- Mexico -- is also far and away its biggest consumer

■ Per capita consumption (2020)



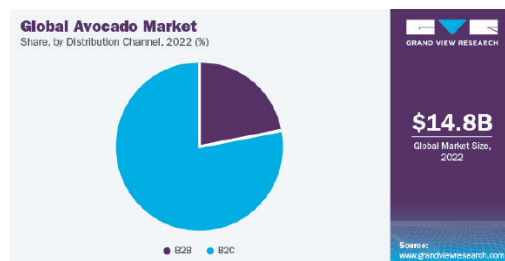
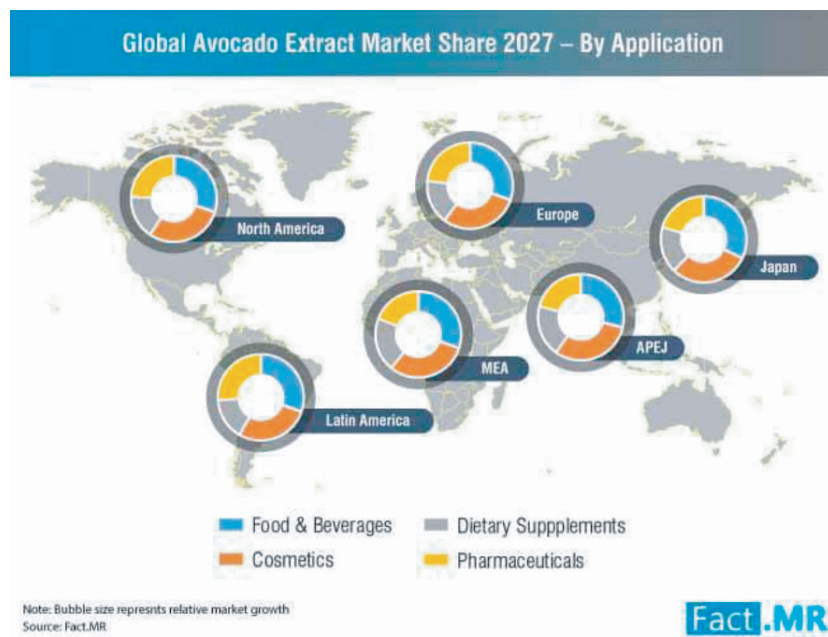
Source: World Avocado Organization

Bloomberg



# THE AVOCADO MARKET IS BEYOND FOOD CONSUMPTION

B2B market potentials in cosmetics, dietary supplements and pharmaceuticals will exponentially increase demand for avocados in the B2B market segment in the coming decade.





## 2: SUPERFOOD CONUNDRUM

+500 types of avocados exist in the world, but global consumption is dominated by one type - Hass.

**80% of avocados consumed in the world are Hass avocados**, meaning all other varieties make up only a small proportion of the remaining 20%. In the US, this number rises to 95%.

[avocadosfrommexico.com](http://avocadosfrommexico.com)

### Global Hass Avocado Market

#### Market Size



Global Hass Avocado Market: Market Size in %, Region, 2021





# SO GOOD... YET SO BAD

One of the most nutritious superfoods in the world is unsustainable in production and transport



## The good

**Nutritious superfood:** both vegans and meat-eaters love avocados for health reasons

**Economic growth:** trading of avocados increases economic uptick for both sellers and buyers

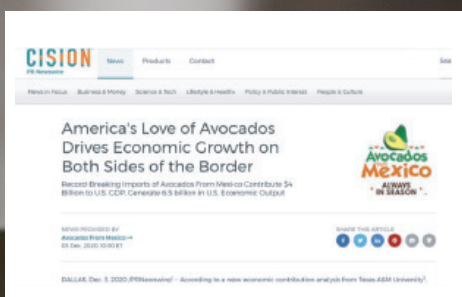
## The bad

**CO2 emission in transport:** shipping avocados generates massive amounts of CO2 a year, not to mention nutritional decay during transport.

**Food waste:** avocados have a short shelf-life of 3-4 weeks maximum. It is estimated food waste in avocados is close to 33%, while retail waste is 5-+10%.

**Water consumption:** Avocados require 15X the amount of water vs apples (227 liters per avocado vs 15 liters per apple).

**Pesticide usage destroys biodiversity:** Avocado is a mono-culture plantation that requires significant fertilizer and pesticide to grow.





# UNSUSTAINABLE DEMAND/SUPPLY WITH GLOBAL PRODUCTION MARKET INEQUALITY

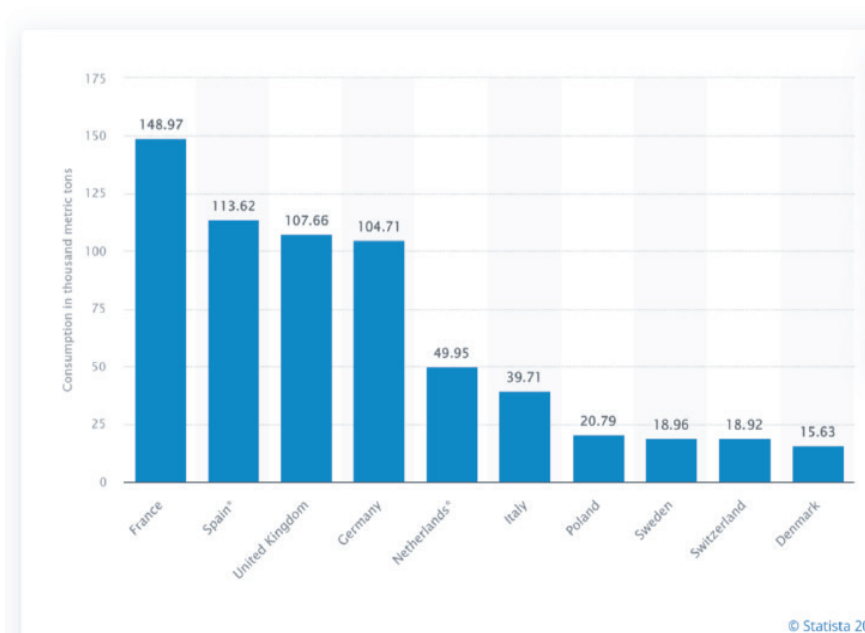
Global consumption of avocados is estimated to 2X by 2030 with no sustainable strategy to increase production.

Global market inequality: Europe consumes nearly 33% of all avocados produced globally, but it produces just less than 2%. 61 COUNTRIES GROW AVOCADOS IN THE WORLD, ONLY 1 IN EUROPE (SPAIN at #16).

#1 Mexico outpaces #2 Dominican Republic by 3.4X and is 23.5X of Spain

Nordics are amongst the largest consumer markets of avocados. Disproportionately to their population. DK and NO rank just behind the US on a per capital consumption level.

**Annual consumption of avocados in Europe in 2021, by leading country**  
(in 1,000 metric tons)





### 3. SUPERCADO.CO

**We are creating the next generation superfood based on avocados.**

Supercados are hybrid avocados that combine many existing health features from different avocado strains in Mexico, and are an alternative to Hass avocados which dominate 80% of the avocado export today. Supercado is enabling avocado production locally and sustainably for the future generations.

**Supercados are more sustainable than avocados because of:**

- Indoor production: reduction of 50% water required to grow avocados outdoors
- Includes seedless varieties: seedless avocados are smaller, easier to store and transport
- Longer shelf-life: 2X longer freshness than standard avocados, thus reducing food waste
- Locally grown: reduces CO2 in shipping by 80% and focused on local production for local consumption



**9/17 UN Sustainability directives checked**



The New York Times

## Avocado Toast, Meet Gene Editing

Scientists in the U.S. and Mexico have mapped the DNA of several varieties, work that could help the fruit survive the effects of climate change.

 Share full article  



Luis Herrera-Estrella checking sprout samples in a growth chamber in his lab at Texas Tech University. Carter Johnston



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# THE FOUNDING TEAM

From the world-leading science team behind The Avocado Genome Project + more



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A holder of 15 patents, published more than 180 research papers and 47 book chapters.



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**Arild Spandow**

Founding partner and chairman Aprila Bank  
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Singularity University (2018)  
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**Andy Chen**

Founding CEO of Weorder Hospitality Technologies; Founding CEO of Tidal Hifi music streaming  
VP of Digital Strategy, Viacom Europe  
Global Head of Strategy, Aegis Media/Isobar/Carat/Dentsu Stockholm  
University of Copenhagen Business School,  
UC Berkeley



# INVITATION TO JOIN OUR VENTURE

We are raising a seed-round to reach the 1st business milestone within 18 months

**GROUND ZERO  
TODAY**

**MILESTONE 1**  
MVP with IP  
~18 months

**MILESTONE 2**  
Commercialization  
18-24 months

**+\$10M EUR REVENUE**



**PLEASE GET IN TOUCH - THANK YOU**





