



ADUNA



Demand Creation:

Bringing African superfoods to global markets

24th Meeting of International Commodity Bodies, May 2018



Tomato Harvest



Andrew in The Gambia



New sowings



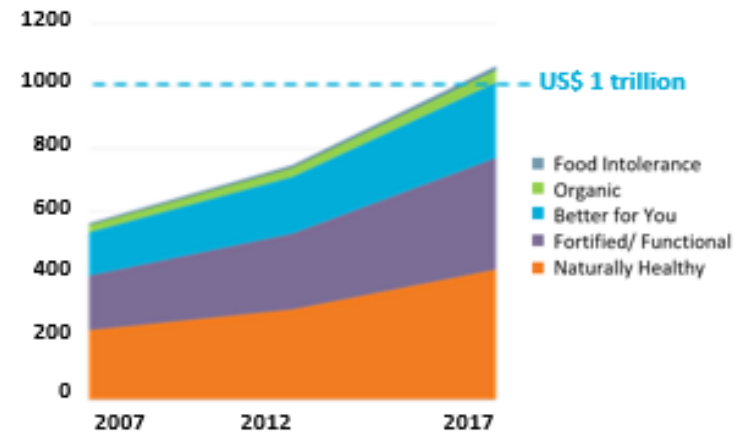
Problem | failure of aid model in rural Africa



Opportunity | African natural products



Global Health & Wellness 2007-2017, Retail Value RSP



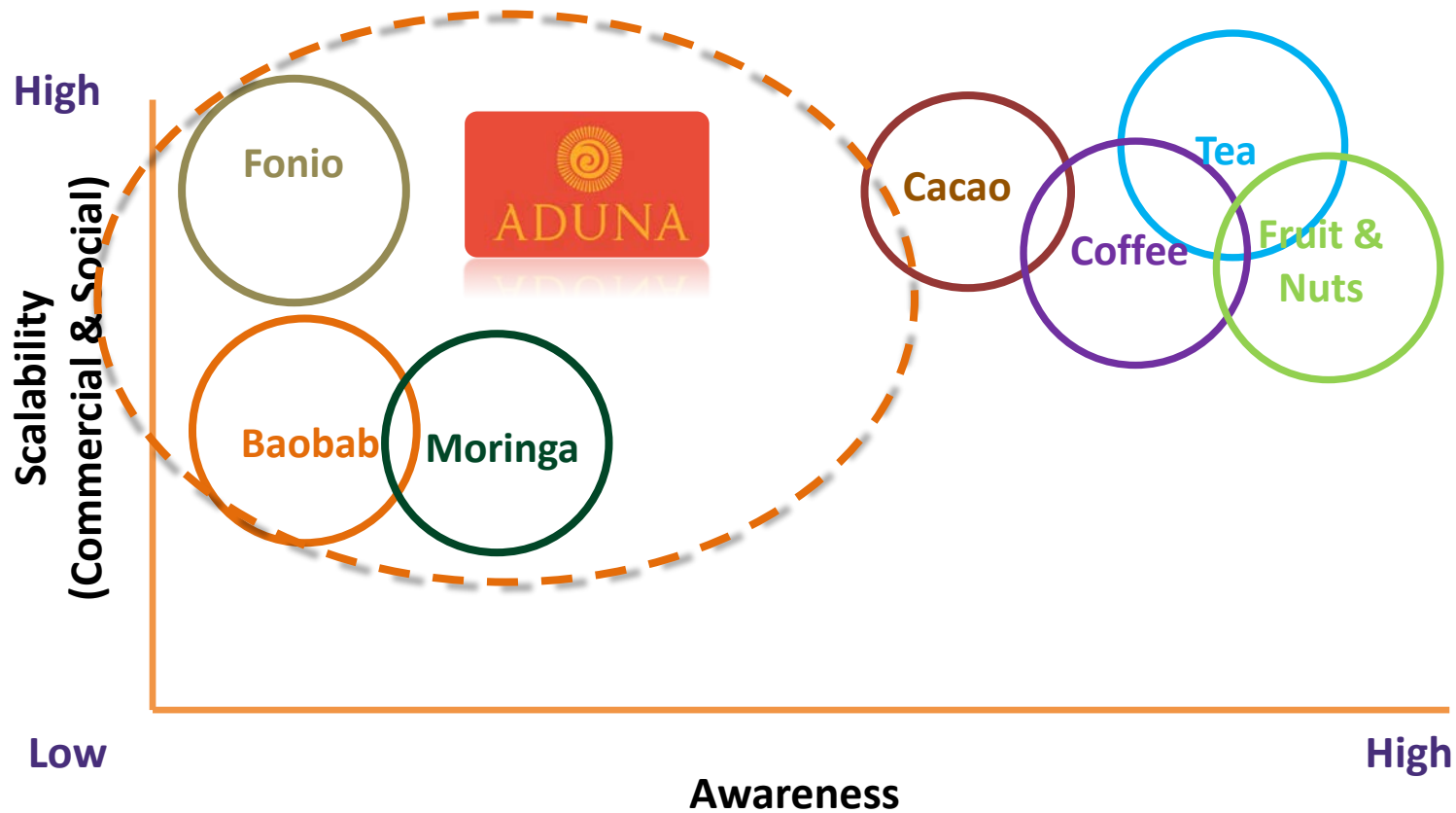
Aduna | an Africa-inspired health food brand



ADUNA

Our mission is to **create demand** for under-utilised natural products sourced from small-scale producers in Africa.

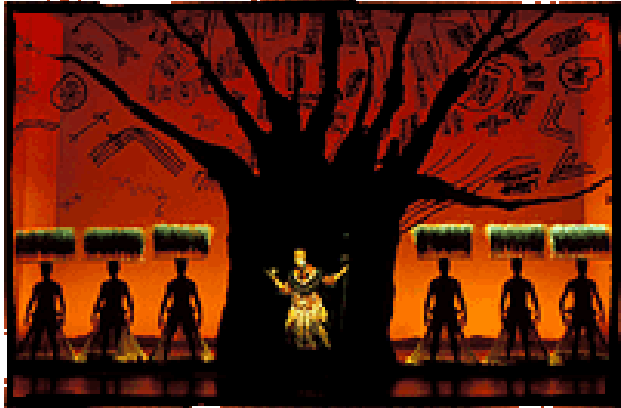
Demand Creation | African ingredients map



Proof of Concept | baobab



Baobab | The Tree of Life



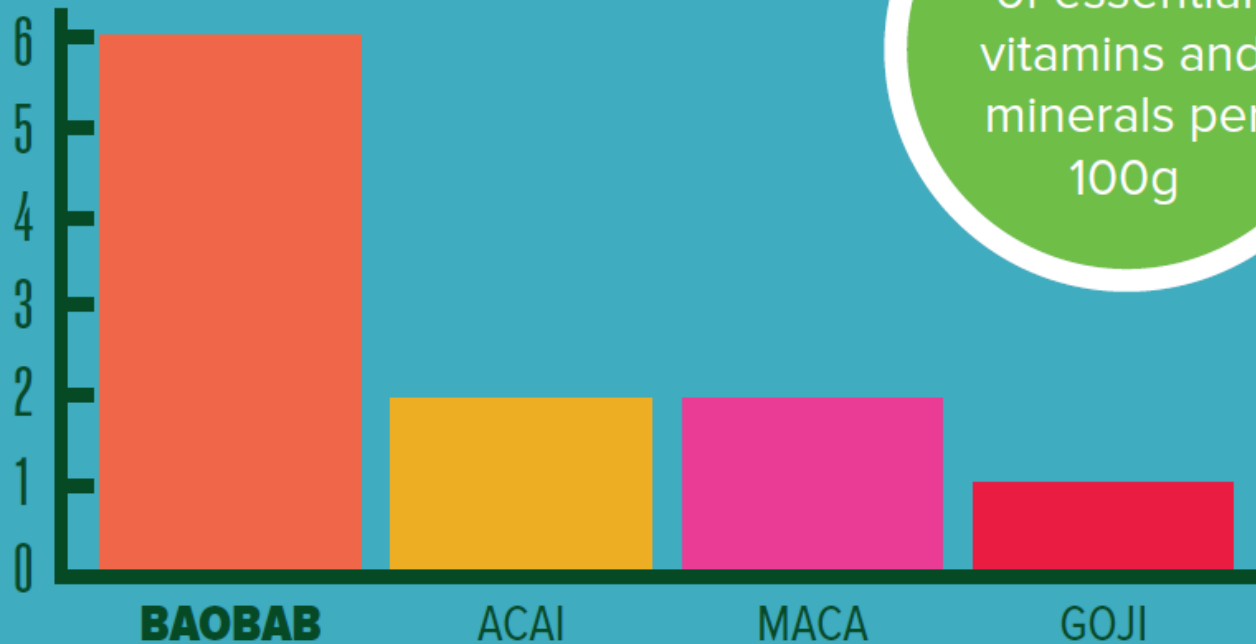
Baobab | the only fruit that dries on the branch



Baobab | a real life 'superfood'



ADUNA BAOBAB POWER



Baobab | an inspiring possibility

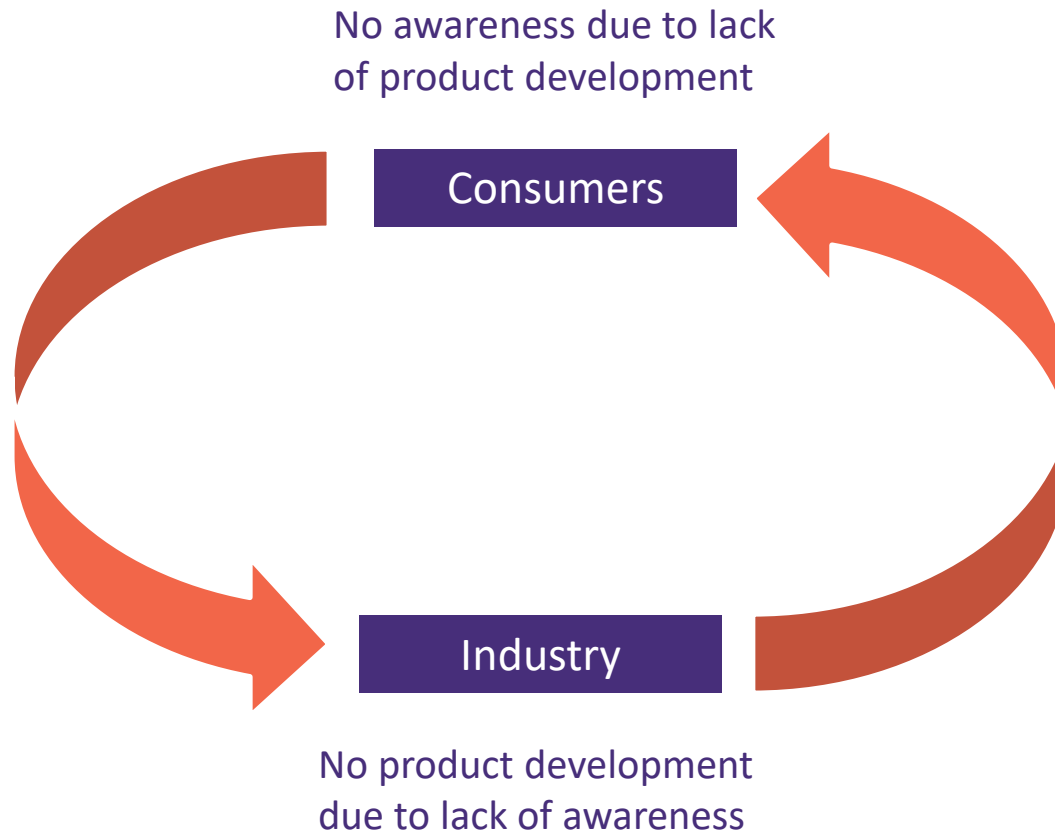


Baobab | an inspiring possibility



But 95% of people had never heard of it

Baobab | the vicious cycle of obscurity





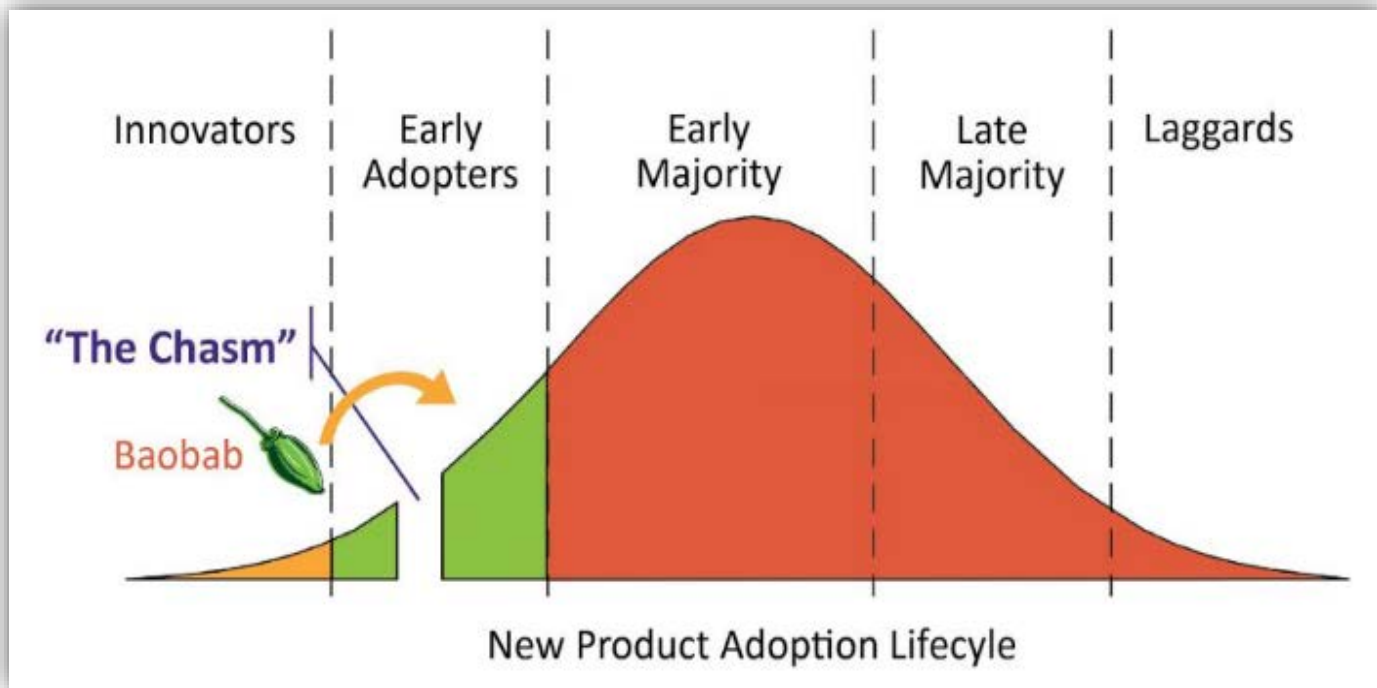
Make
Baobab
Famous



Demand Creation | how do you do it?



Demand Creation | start with early adopters



Demand creation | make it cool



ADUNA BAOBAB SUPERFRUIT POWDER

THE FEEL GOOD FRUIT
FROM THE TREE OF LIFE

Rich in vitamin C, calcium, potassium & thiamin
Nearly 50% fibre
Source of vitamin B6
2 x antioxidants of goji berries

Vitamin C contributes
to normal:

- ✓ Energy release
- ✓ Immune system
- ✓ Skin health



ADUNA BAOBAB POWER



Number of essential vitamins and minerals per 100g



HOW TO USE:

Baobab has a delicious citrusy sherbet-like taste. We recommend 2-4 tps daily mixed into smoothies, sprinkled on yoghurt, porridge & fruit.



ADUNA BAOBAB SUPERFRUIT ENERGY BAR

Your daily dose of 2 full teaspoons of baobab in every bar

Packed with vitamin C for energy release and vitality

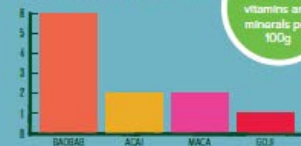
100% organic and raw

No added sugar

Gluten, wheat and dairy free

NEW!

ADUNA BAOBAB POWER



Number of essential vitamins and minerals per 100g

A BURST OF
BAOBAB LOVE
ON-THE-GO





Demand creation | getting media onsite

JAN 2013

GLAMOUR

THE NEW GREAT-SKIN SECRET

Aduna Baobab Fruit Pulp Powder £17.99 Aduna. This wild-harvested African superfruit has twice the skin-beautifying antioxidant power of goji berries, plus a heavy dose of vitamin C and B6. Add it to smoothies or fruit juice, or sprinkle over your cereal. Glow your skin, here we come.



MAR 2013

Red

THE BIG beauty DETOX

These products are essential for a healthy skin and body.




METRO

Life & Style beauty

Africa's influence grows

Wild Baobab Fruit Pulp Powder



MAR 2013

VOGUE

Africa RISING



MAR 2013

Demand creation | trend-setting retailers



as nature
intended



SELFRIDGES & CO

WHOLE
FOODS
MARKET

PLANET
ORGANIC



LIBERTY
LONDON

Demand creation | the feel good tribe



Demand creation | taking baobab to the high street



Demand creation | pitch to rich



Jonathan Ross @wossy 13/06/2015

1 fruit. 10 million livelihoods in #Africa. Vote and RT @adunaworld to make it happen
[virginmediabusiness.co.uk/pitch-to-rich/...](http://virginmediabusiness.co.uk/pitch-to-rich/)



46

48



#VOOM PITCH TO RICH 2015

RUNNER UP

ADUNA
LinkedIn PROFILE

LOCATION
GREATER LONDON

CATEGORY
GROW

SHARE

f 22.5K | 2942 | 479 | 80 | 94 | 44

ADUNA: MAKE BAOBAB FAMOUS



Annie Lennox ✓
@AnnieLennox





Africa we need YOU to VOTE NOW
[@adunaworld](https://twitter.com/adunaworld) to [#makebaobabfamous](https://twitter.com/makebaobabfamous)
and help transform 10m lives in rural
[#Africa](https://twitter.com/Africa)

Make baobab famous | ideas become reality




Make baobab famous | a baobab miracle



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About 14,200,000 results (1.05 seconds)


Holland & Barrett - Buy One Get One Half Price
Ad www.hollandandbarrett.com/ 
Mix & Match On Everything Shop Now.
Bonus Points Available - Buy One Get One 1/2 Price - Make Baobab Famous
Brands: Bootea, Manuka Doctor, Seven Seas, Dr Organic

Buy One Get One 1/2 Price
Mix & Match Anything & Everything
Holland And Barrett Sale Now On!

Raspberry Ketones Sale
Raspberry Ketones Are Now BOGOHP
Ends Soon, Order Online Today!


Co-Q10 BOGOHP
Buy One Get One Half Price Now On
Co Enzyme Q-10 Capsules. Shop Now!

Betavivo BOGOHP
Buy One Get One Half Price Now On
Betavivo Crispy Oat Hearts!

Home | Holland & Barrett - the UK's Leading Health Retailer
www.hollandandbarrett.com/ 
Buy any quality vitamins, minerals or supplements online today & get another for half the price in the Holland & Barrett Anything and Everything Sale!

Holland & Barrett
Company - hollandandbarrett.com

Holland & Barrett is a chain of health food shops with over 1000 stores in the United Kingdom, Republic of Ireland, UAE, China, Singapore, Spain, Malta, Cyprus and Gibraltar.
[Wikipedia](#)



Headquarters: Nuneaton
Customer service: 0844 372 8926
Sales: 0870 606 6605
CEO: Peter Aldis
Founded: 1920
Parent organization: NBTY

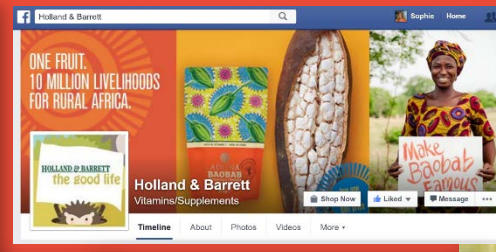
Profiles

#MAKEBAOBABFAMOUS

From obscurity to trending superfood!

2013

Today



Total reach of campaign:

129 MILLION!

Supply chain | social impact



Supply chain | working in partnership in rural Ghana



Supply Chain | impact on one household



Name: Kayaga Nayire

From: Chiana Abolo, Kassena-Nankana West District, Upper East Region, Ghana

Job: Baobab Producer

Household Size: 12

Annual Income before Aduna: \$43 p/a

Annual Income After Aduna: \$174

Use of income: Food, school fees, healthcare






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Why is Africa building a Great Green Wall?

Eleven countries are planting a wall of trees from east to west across Africa, just under the southern edge of the Sahara desert. The goal is to bring the dry lands back to life.

A film by [Amelia Martyn-Hemphill](#) for **BBC World Hacks**. Like, Share, Engage.

26 Sep 2017

[f](#) [t](#) [b](#) [✉](#) [Share](#)





**Thank you for your time and welcome to
The Aduna Feel Good Tribe!**





ADUNA

FEEL VIBRANT, FEEL GOOD

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andrew.hunt@aduna.com

aduna.com     [@adunaworld](https://twitter.com/adunaworld)