

SOIČAR®

طعام مجفف Dried Foods

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CEO - Founder



The Small Farmer's Dilemma in Sudan

- Higher harvest yield leads to post-harvest waste
- Low harvest yield per acre generates less income
- Traditional Storage
 - Low Shelf life
- Lack of connection to retailers/consumers

The photos show goats munching on mangos during a good harvest



Solar Foods (Harnessing Solar Power)

A pioneering eco-friendly & socially responsible start-up that specializes in food processing clean technology helping small farmers reach local and international markets.

- Founded in 2017
- Women Led (85% Women)
- 15 Full-Time Employee
 - 40 Seasonal employee





Solar Food Mission

Solar foods strives to turn harvest losses to an advantage, help with accessibility in local market and set standards of excellence in Sudan in environmental sustainable way.



Solar Foods Connected The Dots

Solar Foods is a solution provider, it purchases high quality organic produce from small farmers at fair trade pricing. Solar Foods then dry and package the produce and distribute it to vendors

Solution Model

- Harnesses clean energy
- Smart Partnership with farmers
- Distribution Network

Smart Partnership with Farmers

- Trade Fair
- Women Farmers
- Support Local Varieties





Case Study #1

Organic Molikhia (East Nile Province)

- Molikhia is a staple traditional dish in sudanese cuisine.
 - Rich in Iron and fibers
- Samia is an organic farmer from South Darfur Region
- Solar Foods :
 - Committed to buy all of her produce
 - Used clean solar energy to dry her produce
 - Enabled her product to reach retailers in Khartoum

Case Study #2

Abu Jubaiha

Mango Project

- Sponsored by CARE International
- 9 Solar powered drying units
 - 9 villages
- Trained 225 women



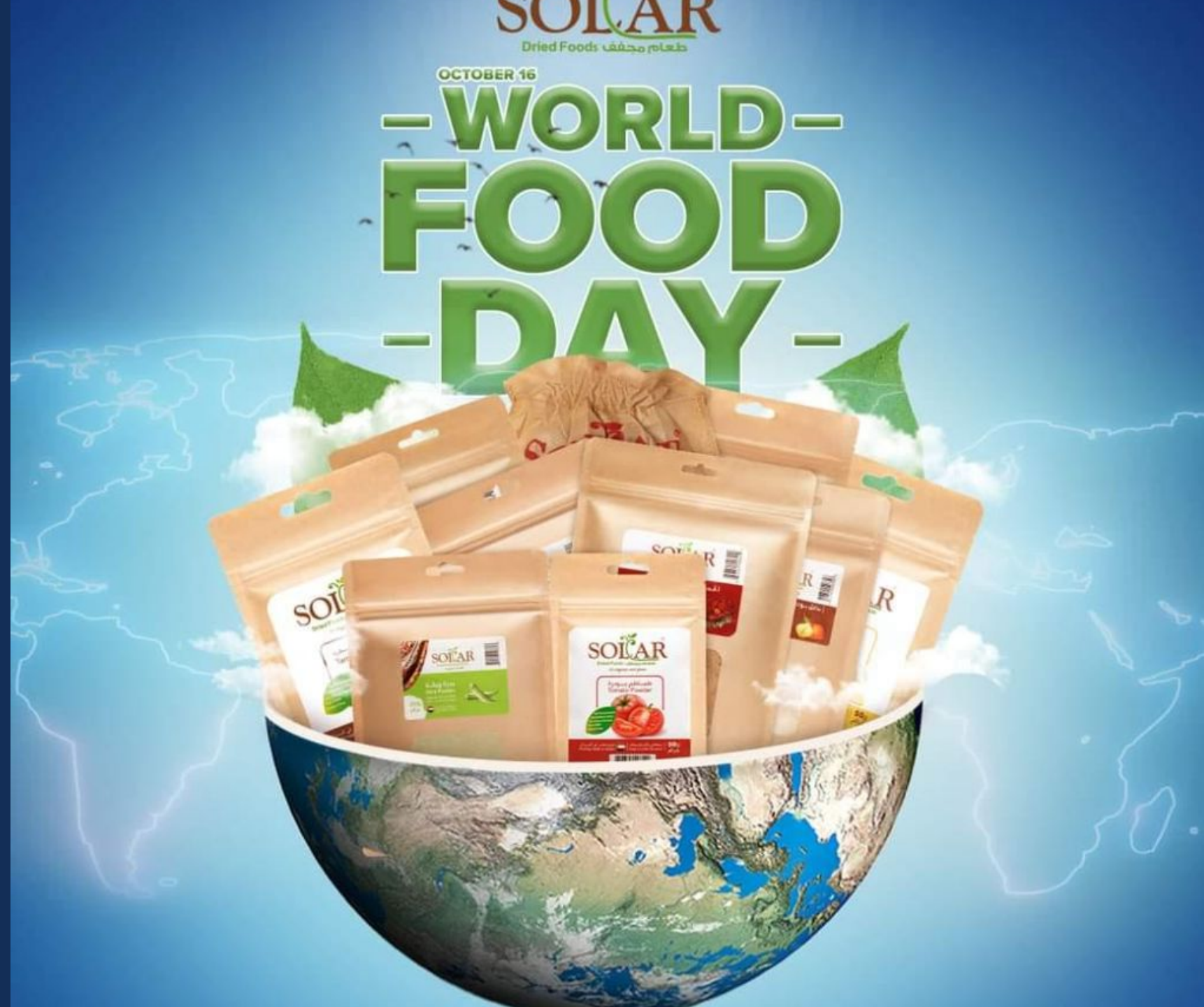
Current Products

Solar provides dried spices & vegetables to both retail and food services (B2B)

Dry Vegetables: Onions , Molokhia , tomatoes, mint, lemon, Garlic powder, dill, coriander leaves, parsley.

Dry Meat: Traditional and quick source of protein powder (Beef)

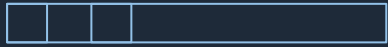
Dry Fruits: Bananas





International Recognition & Awards

- Winner in the MIT pan Arab competition 2018
- Top 50 startups in the world in 2018 - Washington DC challenge cup completion
- Selected by the UNIDO to represent African startups in the World Export Development Forum 2019



Future Plans

- Create fortified food for malnourished children using local ingredients
- International Certification
 - Traceability, Quality
- Satellite locations next to farmers





Challenges & Hurdles

- Scaling-Up to cover more farmers
- Know how in Food processing Technologies
- Introduce new crops (e.g. Paprika, Tropical Fruits)
 - B2B Flavors
- Exposure to International Markets & International Certification

Thanks You

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