



Dutch Good Growth Fund

Part of DGGF

'Investing Dutch Entrepreneurs' executed by Invest International.

Title

Ethiopia – Healthy snacks – DGGFST2111

Company

Truluv Holding BV

Country

Ethiopia

Sector

Agro-industries (32161)

Amount of the investment

EUR 465.000

Period

31 March 2022 - 31 March 2026

Short description

With a DGGF Startup Financing, Truluv Holding BV (Truluv) is enabled to further automate and scale up the existing production facility for muesli snacks together with the local subsidiary.

Truluv produces all-natural granola snacks with ingredients sustainably sourced from local smallholder farmers in Ethiopia. The snacks are made by Ethiopian women. The snack offers a healthy alternative to the unhealthy snacks.

The investments required for the plant are not only to expand production capacity, but also to improve overall quality and food hygiene standards.

The expected impact is local employment of approximately 32 direct FTE and 45 indirect FTE.

This project will contribute to the Sustainable Development Goals:

2 (Zero hunger), 5 (Gender equality), 8 (Decent work & economic growth), 12 (Responsible production & consumption) and 13 (Climate action).





Development impact

Employment

SDG8 - Decent Work and Economic Growth: Truluv creates local and decent employment. 32 new jobs are expected as a result of our financing. The company will grow from 13 to 45 employees (all mostly women). All employees are paid a living wage and employment conditions are in line with OECD requirements.

SDG5 - Gender Equality: Truluv is a female-led agribusiness and has a strong focus on recruiting Ethiopian (often uneducated) women as their employees. Truluv truly believes in women empowerment and provides opportunities for the growth and development of their female employees through internal and external training opportunities.

SDG13 – Climate action: A key part of Truluv's mission is to support the further adoption of plant-based diets in Ethiopia. The promotion of plant-based proteins will result in substantial water savings and will reduce CO2 emissions as compared to animal-based protein. Truluv will analyze their water and carbon footprint and savings compared to animal-based proteins in more detail and will report performance in this area accordingly.

SDG2 – Zero hunger: Truluv's products provide healthy alternatives into a booming market, where many unhealthy snacks are growing in prevalence and causing significant long-term health problems. In addition to a higher segment product (granola bites), they also offer a lower segment product (granola bars) for lower income groups. The recipes of the products address (lower income) urban Ethiopians' nutritional deficiencies in protein, vitamin A, and zinc. They also contribute to the incomes and livelihoods of almost 1200 farmers by directly sourcing their raw materials from them.

Production capacity

Truluv will move from a fully manual production, to a partially mechanized production line, which is designed to reduce unnecessary movement / waste, unnecessary inventory. Defects are identified during inline quality checks and product flexibility is maximized.

SDG12 – Sustainable production and consumption: Truluv supports farmers towards fully organic production. The products are made of all-natural ingredients. Truluv wants to operate a fair and transparent business and will look for ways to get this externally verified through a Fairtrade or similar certification.

Positive effects in the supply chain: Truluv will directly source from 1190 smallholder farmers. They will work together with the Ethiopian Agricultural Transformation Agency to set up programs that focus on improving quality and yield and also support these smallholder farmers to get the appropriate certifications, such as organic and Fairtrade (or similar).



ICSR

The investment is scaled in category C in terms of CSR-risk. An Environmental and Social Action Plan (ESAP) will be drafted, which is based upon the OECD and IFC performance standards, which aims to reduce the risk of non-compliance with these standards.