



**J-Palm
Liberia**

Improving Smallholder Productivity

WWW.JPALMLIBERIA.COM

The Context: Why we do what we do

What we do, How, and Products

Our Target and Vision

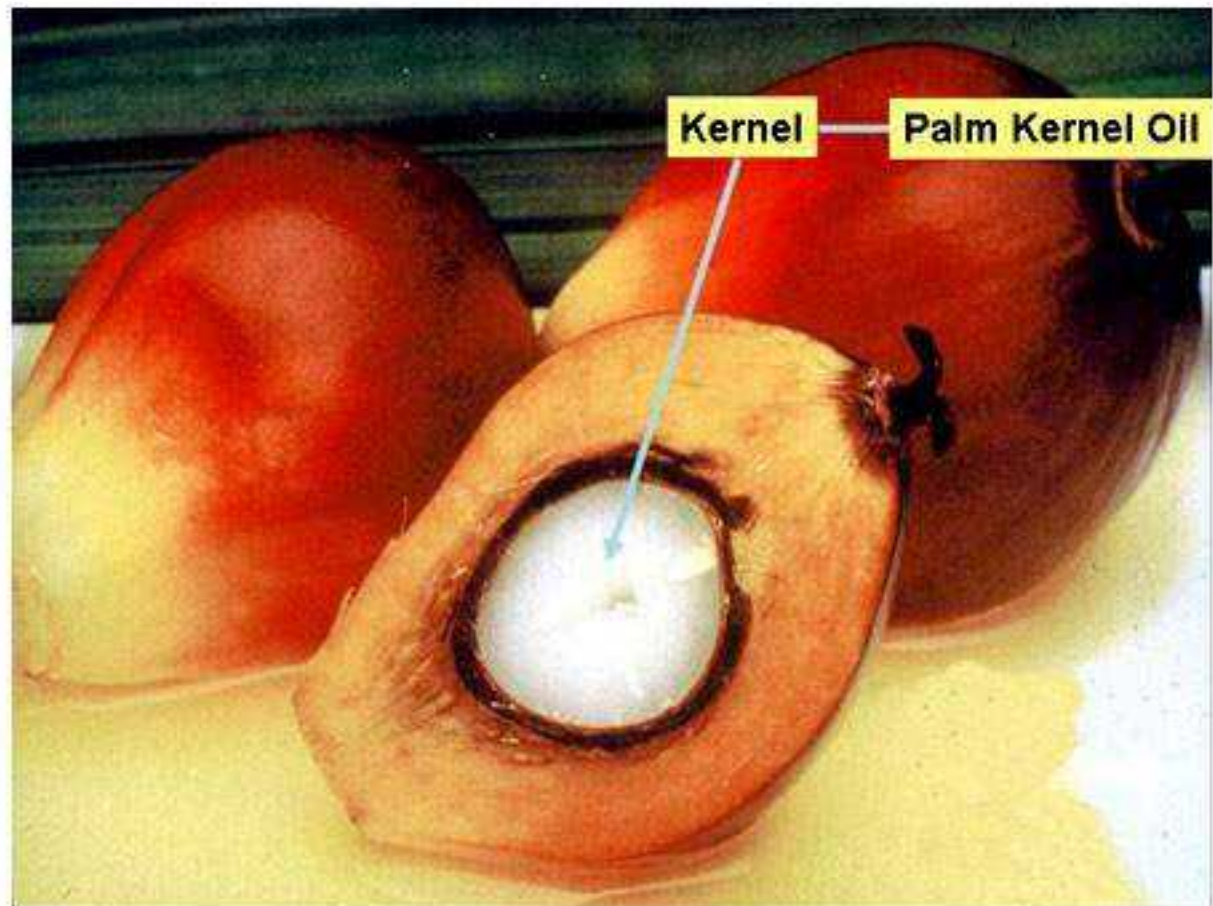
Competitive Advantages & Innovation

Updates , Expansion Plans, and Financials

Brief primer on oil palm...

Palm Oil is made from the outer layer of the palm fruit (yellowish-red layer). The oil seed, or palm kernel (white inner layer), is enclosed within a hard shell and produces palm kernel oil. Oil palm grows in abundance in Liberia due to the country's agro-climatic conditions.

- Hot, tropical weather
- A LOT of rainfall (5300 mm per year)
- Moist soil



The Problem



29,000 rural smallholder households produce 50% of palm oil consumed in Liberia. Due to lack of access to credit and modern processing technology, smallholders have to manually extract oils from palm fruit. This results in 35% of Liberia's palm fruit going un-harvested. Of the 65% of palm fruit harvested, smallholders suffer 50% oil loss during (manual) processing.

Technology and resource constraints force smallholders to 'leave a LOT of money on the table'

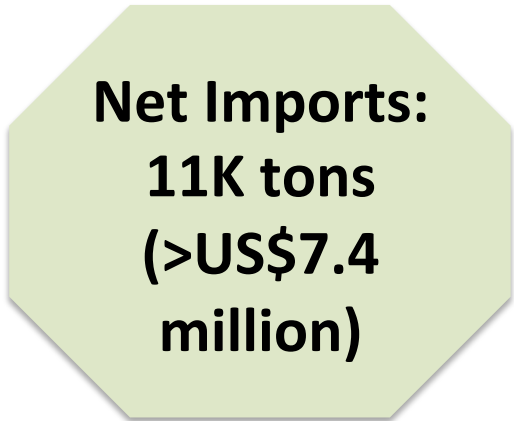


**Smallholders waste
~95% of the palm
kernels after they
produce palm oil,
because of lack of
access to palm kernel
oil processing mills.**




Smallholder communities stand to lose out on economic development due to dearth of processing technologies.

Meanwhile, significant demand exists...



**Net Imports:
11K tons
(>US\$7.4
million)**



50%

of palm oil retailers regularly run out of stock weekly

There's massive and growing demand for palm kernel oil in Liberia's artisanal soap manufacturing sector, with producers traveling to Guinea and Sierra Leone to purchase palm kernel oil.

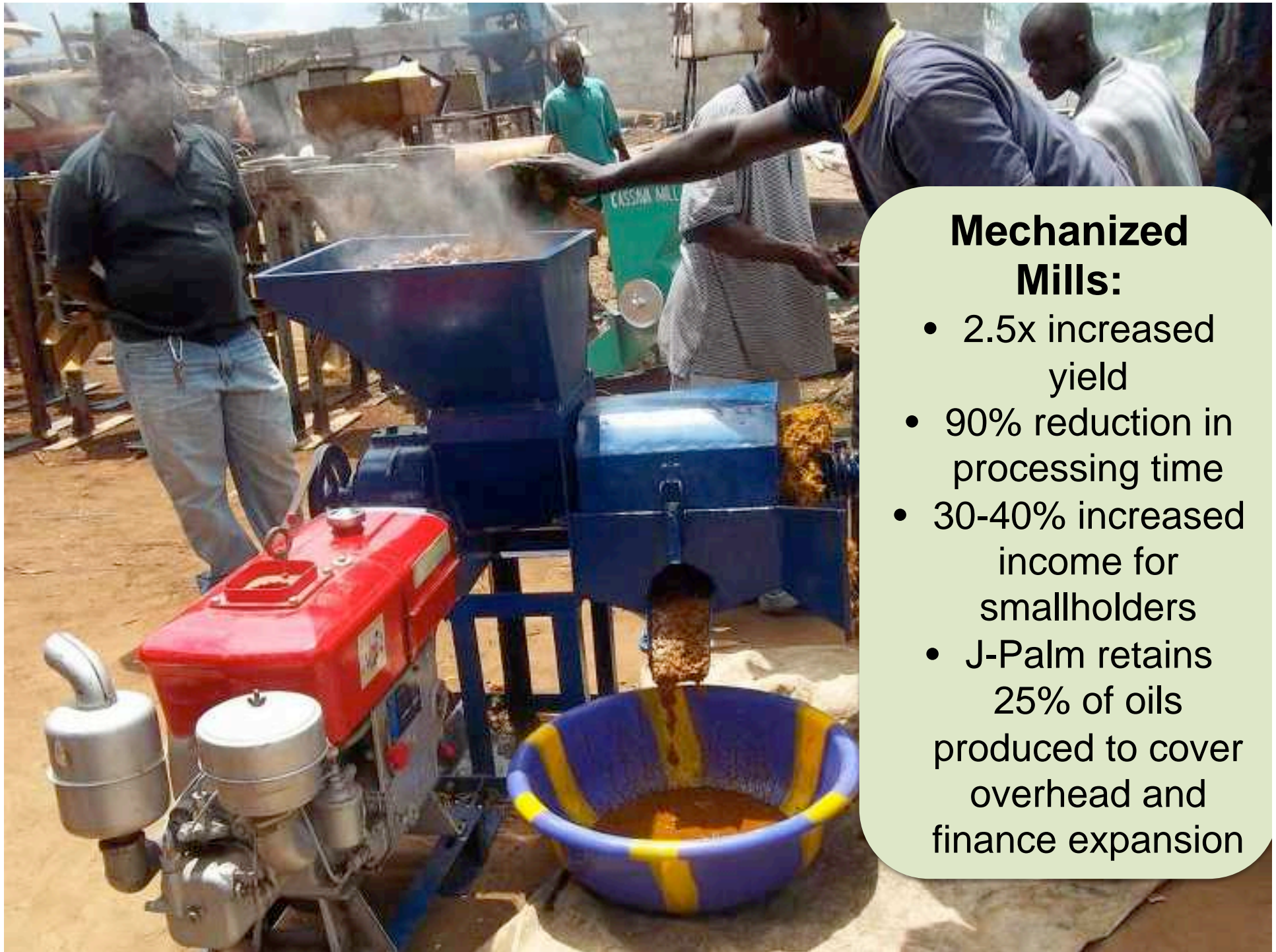
Our Solution

J-Palm provides technology that improves smallholder efficiency, to meet market demand.



J-Palm provides smallholders access to modern processing machines.

J-Palm helps soap makers and palm oil retailers grow their businesses, by delivering oils to them in a convenient manner.



Mechanized Mills:

- 2.5x increased yield
- 90% reduction in processing time
- 30-40% increased income for smallholders
- J-Palm retains 25% of oils produced to cover overhead and finance expansion

Palm kernels are no longer seen as waste. It's a precious resource. It's \$\$\$



→ 50-80% increase in average smallholder income!

J-Palm currently produces crude palm oil (CPO), palm kernel oil (PKO), palm kernel cake (PKC), and palm kernel shells (PKS).



Our vision: To become the Unilever of West Africa, producing a full range of consumer goods based on oil palm.



J-Palm's Mission:

J-Palm employs a **professional, for-profit business model** to create a full range of **consumer goods** based on the oil palm plant. We are committed to delivering **consistent, affordable, and high-quality** products specifically to **consumers at the base of the economic pyramid** in Liberia and beyond.

The Next Frontier: Clean Energy. We recently received an order from a Portuguese firm to supply them palm kernel shells (currently going to waste) to create biomass pellets for industrial clients in Europe. We will export test batch in November 2015. If testing goes well, they plan to order 2000 MT per month.



What winning this award will mean for us

- Winning the Sustainable Living Young Entrepreneurs Award will enable us to acquire additional mills to expand our operations in four rural counties of Liberia: Bong, Nimba, Montserrado, and Lofa.
- It will so sell our story to the world: a story about hope, resilience, and post-Ebola recovery in Liberia. It will provide a platform for us to connect with investors and other supporters to help us achieve our ambitious growth and economic development targets.



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