

## Five agrifoodtech startups win *Japfa Feeds the Future* challenge to advance protein production and food resilience in Asia

- *Coinciding with Japfa's 50<sup>th</sup> anniversary, the challenge sought to advance protein production to improve food resilience, environmental sustainability, and nutrition in Asia*
- *Five winners selected out of 80 participants from 25 countries*
- *Three winners secure fully funded pilot projects with Japfa; two secure co-development partnerships to work with Japfa to refine their solutions for Asia*

**Singapore, 30 July 2021** – Leading industrialized agrifood company [Japfa Ltd](#) and agrifoodtech ecosystem catalyst [GROW](#) have unveiled the five winners of [Japfa Feeds the Future](#) - a global startup challenge aimed at advancing protein production in Asia.

Three winning startups (**Beakbook**, **Rakr**, and **Sea Warden**) have secured fully funded pilot projects with Japfa, while two (**Insylo** and **ZoomAgri**) will have the opportunity to refine their solutions in co-development with Japfa. This is part of Japfa's efforts to champion innovation within the industry and forge a new way of interacting with the agrifoodtech startup ecosystem in Asia.

Taking place in the year of Japfa's 50<sup>th</sup> anniversary, Japfa Feeds the Future was launched last February in partnership with GROW to identify and support startups that can improve nutrition, food production, and environmental sustainability in Asia through innovative solutions. The challenge combined Japfa's operational expertise in five protein groups across five Asian markets with GROW's mission to be the gateway to Asia for agrifoodtech startups. It gave innovators in food and farming the opportunity to validate and scale up their solutions with Japfa – one of Asia's leading protein producers – as a customer or partner.

The five winners were selected from 80 candidates, from 25 countries. The solutions presented ranged from animal health and biotech, to automation, digital and smart farming, feed technology, food processing, and smart supply chain tech.

Tan Yong Nang, CEO of Japfa, said: "We were so delighted with the quality and the number of applications that we decided to increase the number of winners from one to five. Together with key representatives of Japfa's business, we chose the winners based on the strategic fit and impact of the solution proposed on Japfa's business; the quality and expertise of the team; and the technology, its ease of adoption, and its ability to deliver operational outcomes. We are happy with the outcome of Japfa Feeds the Future as we strongly believe that, by helping startups to grow their ideas into viable solutions, we can advance the agrifood industry and feed millions of people in emerging Asia with essential proteins."

The winners were officially announced during a virtual awards ceremony in front of a panel comprising of Richard Koh, CTO of Microsoft Singapore; Marco Ganouna, CEO of Chronos; Jeffrey Seah, Partner at Asia Fund Quest Ventures; and Phey Teck Moh, Partner at AngelCentral. During the event, the five winners had the opportunity to showcase their solutions to an audience comprising Japfa business leaders and a selection of investors and ecosystem partners from across ASEAN.

### **The winners:**

- **Beakbook** (UK) is a poultry-tech startup that delivers autonomous health tracking and analytics. Globally, as the sector's carbon footprint comes under increasing scrutiny, data-driven solutions are needed to increase feed conversion ratio and reduce waste. Beakbook's system is expected to introduce major optimizations for feed allocation and the pilot with Japfa is crucial for large-scale validation, which will be followed by commercial rollout.
- **Rakr** (Canada) provides tools and information to farmers to help them control and cut operational costs in real-time by improving efficiencies. This is accomplished through the Rakr NeatMeter, a simple and

non-invasive plug-and-play sensor, helping farms to become more energy efficient and reduce machine maintenance through predictive analytics.

- **Sea Warden** (*US*) advances the sustainability of farmed seafood through global satellite observation. It uses remote monitoring technology to solve data challenges in aquaculture, starting with shrimp. Its solutions reduce the cost and complexity of managing multiple farm sites, enabling users to improve yields while generating data that enhances seafood traceability. Sea Warden believes its approach is key towards boosting farmer outcomes while accelerating the industry's adoption of climate-smart farming practices.
- **ZoomAgri** (*Spain*) is transforming the testing, inspection, and certification of agricultural commodities, combining computer vision, machine learning, and IoT. Having digitized over 100 million individual kernel images, ZoomAgri has built the leading platform for varietal purity (ZoomBarley) and physical quality determination (ZoomAgriSpex) of different commodities. Founded in 2017, ZoomAgri currently operates out of offices in Spain, Argentina, and Australia, with customers in 18 countries.
- **Insylo** (*Spain*) is a ground-breaking solution for remote inventory control of bulk solid products stored in silos and the optimization of replenishment logistics. Insylo has started gaining traction in the EU through big feed suppliers that want to monitor the stock levels of livestock farm silos to improve their logistics.

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#### **About Japfa**

Headquartered in Singapore, Japfa Ltd is a leading vertically integrated agrifood company listed on the SGX Main Board since 2014. Established in 1971, the Group has grown into one of Asia's leading low-cost producers of protein staples including poultry, beef, and dairy, as well as protein-based consumer products across fast-growing emerging Asian economies such as Indonesia, China, India, Myanmar, and Vietnam. Japfa embraces an integrated industrial approach to livestock and food production across the value chain. Its vertically integrated business model spans Feed & Breeding (upstream), Milking & Fattening (midstream), and Processing & Distribution of consumer products (downstream).  
[www.japfa.com](http://www.japfa.com)

#### **About GROW**

GROW is an ecosystem catalyst established to advance innovation, sustainability, and resilience in the agrifood system. We're on a mission to inspire and accelerate extraordinary founders who are developing technology solutions that deliver positive impact for people, place, and planet. Through our fund and accelerator programs we work with startups to supercharge their growth on the global stage. GROW is supported by Enterprise Singapore and backed by AgFunder, a leading venture investor in the agrifoodtech sector. [www.gogrow.co](http://www.gogrow.co)