



G R O W



Japfa and GROW launch ‘Japfa Feeds the Future’ challenge to tackle the most pressing issues in Asia’s livestock industry

- *Global tech challenge focused on improving food resilience, environmental sustainability & nutrition in Asia*
- *Launched on the occasion of Japfa’s 50th anniversary, with a renewed focus on innovation & partnering with startups to transform production across protein groups in emerging Asia*
- *Open to teams with farm, feed & food tech solutions, Japfa Feeds the Future will help startups scale across Asia by partnering them with one of the region’s largest feed & protein producers as a potential customer for their technology*

FOR IMMEDIATE RELEASE

SINGAPORE, February 1, 2021 – The difficulties facing the global food and agricultural system are vast: in 2019, there were more than 820 million chronically undernourished people in the world, up from 811 million in the previous year. The Covid-19 pandemic has only compounded this. Addressing these era-defining issues will require new technological solutions.

To tackle this problem, Japfa, one of Asia’s largest agrifood companies, is partnering with GROW, Southeast Asia’s first impact-focused agrifoodtech accelerator. Together, they are launching a new challenge aimed at adopting technology to drive improvements in animal feed, farming, processing, and food across five protein groups: poultry, aquaculture, swine, beef, and dairy.

Since 1971, Japfa has been feeding emerging Asia with nutritious, safe, and affordable proteins through an integrated, industrialized approach to farming that leverages technology and innovation.

With this year marking Japfa’s 50th anniversary, the company is today unveiling **Japfa Feeds the Future** in partnership with GROW. With this initiative, Japfa will help innovative ideas grow into viable solutions that improve the nutrition of billions of people, creating an ecosystem where all stakeholders collaborate to address some of the most pressing challenges in Asia’s livestock industry.

“We strongly believe that to advance in our industry, innovation is key. It’s how we grew from a single poultry feed mill in Indonesia to one of the leading protein producers in Asia, and it’s how we will continue to grow and play our part in improving the nutrition of millions of people in the region,” says Tan Yong Nang, CEO, Japfa. “We are pleased to partner with GROW in launching this challenge on the occasion of our 50th anniversary. On the back of our value of ‘Growing Towards Mutual Prosperity,’ we believe in creating opportunities for startups to implement solutions that can advance the agrifood industry and ultimately benefit the entire community.”

Japfa Feeds the Future gives agtech and foodtech startups from around the world a rare opportunity to partner with an industry leader that has an established presence in five of Asia’s fastest growing markets: Indonesia, China, India, Vietnam, and Myanmar. Moreover, Japfa’s expansive range of farming operations offers a multitude of pilot project options for the winning teams to adapt and refine their solutions and expand into Asia.

Shortlisted finalists will be invited to a virtual event where they will pitch directly to a panel of key Japfa decision makers. The winner will be awarded pilot projects with Japfa to adapt and test the feasibility of their solutions. Further prizes will be announced on the day - including possible investment by Japfa and its associates, and acceleration opportunities with GROW.

Japfa Feeds the Future is open to later stage scale-up ventures, earlier stage startups with at least a proven MVP, and R&D teams with mature technologies. Applicants must offer a scalable solution relevant to one or more of seven focus areas: feed tech; animal health and biotech; smart and digital farm management; smallholder farmers; supply chain and logistics; automation and data; and downstream protein product development. Applicants must be focused on solving Asia-related agrifood problems.

As a leading agrifood company, Japfa can help innovative ideas grow into viable solutions by providing access to its farms, people, business infrastructure, and competences to run pilots. It can also contribute expertise to support the teams, raise their visibility, help them prove their solutions' commercial value to increase investability, and generate awareness among younger generations on the importance of building a secure yet affordable food system for the benefit of Asia.

Are you an agrifoodtech entrepreneur? Learn more about Japfa Feeds the Future at <https://www.gogrow.co/japfa-feeds-the-future-challenge>

Media contacts:

Jonathan Ho
Venture Associate, GROW
jonathan@gogrow.co

Valeria Montesoro
Corporate Communication, Japfa
valeria.montesoro@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. Supported by Enterprise Singapore, GROW is backed by AgFunder - a leading venture investor in the agrifoodtech sector.

www.gogrow.co | www.agfunder.com

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 from Feed & Breeding (upstream), Milking & Fattening (midstream), and Processing & Distribution of consumer products (downstream).

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