



TOVATM
SUSTAINABLE FARMS



Sustainable Avocado Farm

Tanzania Agricultural
Investment

Presented By
Michael J. Coudrey

TIC Regulatory Update Briefing
TovaSustainableFarms.com

Executive Summary

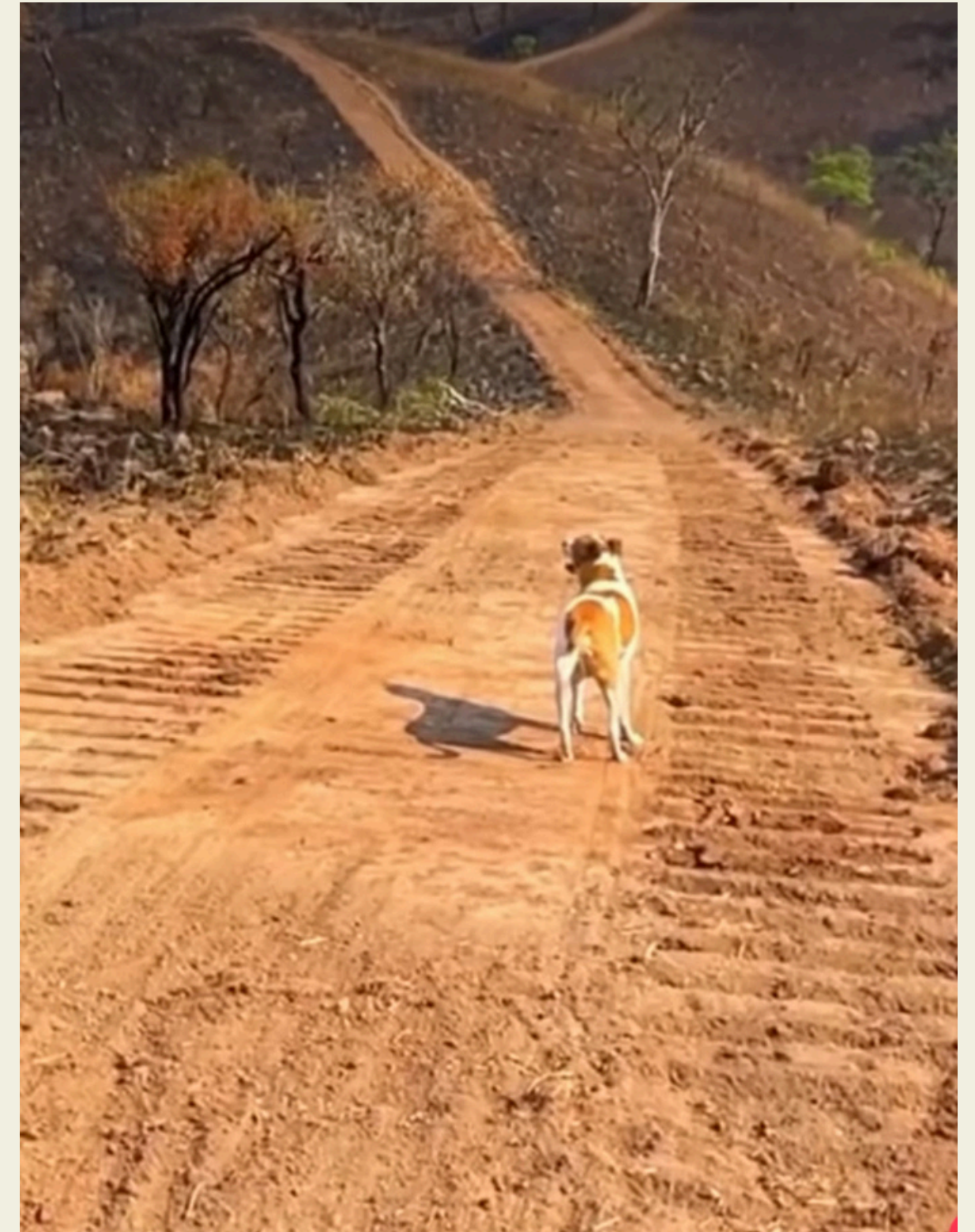
- Farmland is under the process of development for agriculture use.
- Land clearing operations and bulldozer hire are ongoing.
- Staff housing and accomodation are under development.
- Avocado tree planting is underway.
- Avocado Seedling manufacture is ongoing.
- Tova Farms is not yet profitable, and has not received revenue in Tanzania.



Why Invest in Agriculture?



Timeline of Pictures (Land Clearing Operations)



Timeline of Pictures (Agriculture Operations)



Tova Farms is currently building the infrastructure required to produce and manufacture avocado.

Tova Farms in the News



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ACCESSWIRE

Mike Coudrey's Tova Farms Raises Nearly \$1 Million In Funding, Adds Strategic Export Partners

Thu, February 17, 2022, 8:30 PM · 2 min read

LOS ANGELES, CA / ACCESSWIRE / February 17, 2022 / Tova Farms said Monday it raised \$950,000 in a Series A funding round that values the agricultural company at approximately \$1.4 million - nearly triple its last reported valuation in 2021, according to PitchBook data. The Puerto Rico-based company, known for its innovative investment strategy, has now raised nearly \$1.2 million to date.

Tova Sustainable Farms CEO, Michael Coudrey

TRENDING

- Family that died in California mountains made desperate plea
- Kanye West goes after 'SNL's' Pete Davidson, show for mental health jokes and says Lorne Michaels is 'next up'
- DOJ official warns companies 'foolish' not to shore up cybersecurity amid Russia tensions
- 'He's Just A Bad Guy': Judge Slams Claim That Trump Is Unfairly Singled Out In AG Probe
- California offers cautious blueprint forward as COVID wanes, mask orders

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Why Merrill Invest Plan Research

Mike Coudrey's Tova Farms Emerges from Stealth with \$1M in Seed Funding to Disrupt the Global Avocado Industry

February 18, 2022 PR Newswire 09:18 AM ET

LOS ANGELES, Feb. 18. 2022 /PRNewswire/ -- Tova Farms, a commercial agricultural firm specializing in avocado, came out of stealth on Monday by announcing it has raised \$1 million in Series A funding.

The company uses an innovative methodology and sourcing structure to assist on its mission to control every aspect of its supply chain, from growers to its export markets across Europe. To date, the company owns over 5000 acres of avocado farmland, and has partnership options with importers across 6 countries in Europe.

Tova Farms is yet another venture spun out of Pharos Investment Group, the Puerto Rico-based venture capital firm founded by Mike Coudrey.

Serving as Tova Farms Chief Executive Officer, Mike Coudrey said that the value of the global avocado industry has significantly and continuously increased over the last 20 years, and that Tova aims to capitalize on the shifts in global consumer health sentiment. The global avocado market was valued at approximately 12.8 billion U.S. dollars in 2019, and is forecast to reach more than 17.9 billion U.S. dollars by 2025.

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Markets	QQQ	-2.7%	DIA	-1.4%	SPY	-1.5%	TLT		GLD
	342.66	-0.01%	342.20	-0.03%	435.56	-0.24%	137.62		176.8

Mike Coudrey's Tova Farms Emerges from Stealth with \$1M in Seed Funding to Disrupt the Global Avocado Industry

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Tova Farms is owned by international investor and entrepreneur Michael Coudrey, who is commonly featured in the news in the United States and Europe.

Our Projects Importance to the United States



"The Tanzanian Government has provided us an opportunity to source avocado from the country, and open bilateral international trade. This is very important to the economic and diplomatic interests of the United States.
- Michael Coudrey

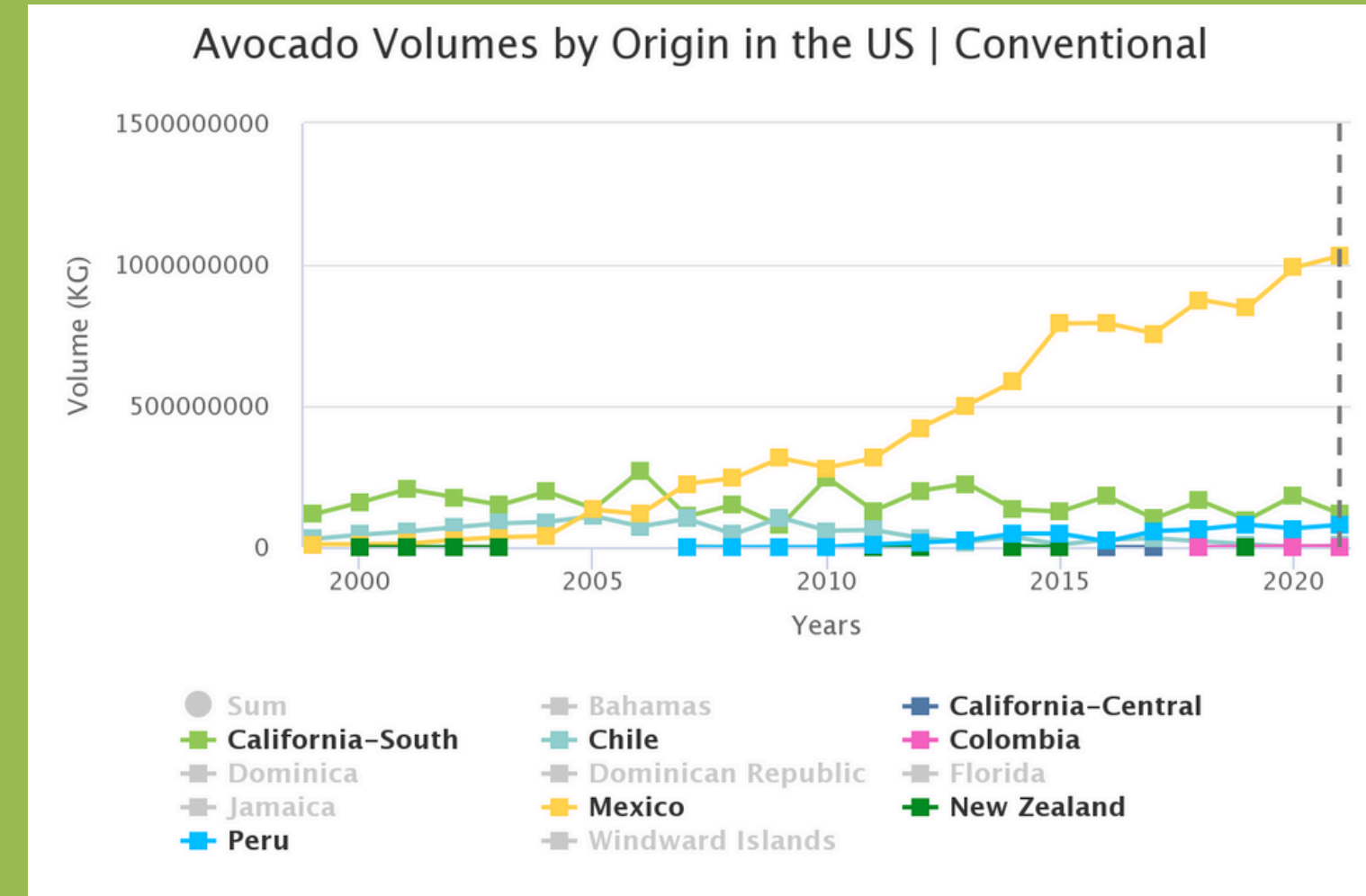
The New York Times

U.S. Temporarily Bans Avocados From Mexico, Citing Threat

The move is a blow to the Mexican state of Michoacán, which exports roughly \$3 billion worth of the fruit annually.

Give this article

Mexico supplies about 80 percent of the avocados eaten in the United States. Celia Talbot Tobin for The New York Times



US and European reliance of avocado imports from Mexico pose an over-reliance issue. Allowing avocado sourcing from Tanzania opens additional international trade, and allows American's more choices on international importation. Our current objective is to work within the governments of both countries to allow and facilitate importation and trade. Tanzanian President Samia Suluhu Hassan's visit the United States and meeting with Vice President Kamala Harris further confirms the commitment to increasing international trade between the two countries.



Next Steps



Execution Strategy

PURCHASING

Tova Farms will be purchasing avocado seedlings from growers in Tanzania, providing additional revenue for Tanzania citizens who sell avocado seedlings.

PLANTING

We will plant avocado seedlings at Tova Farms.

We estimate to plant 30,000 avocado trees in the next two years.

IMPLEMENTATION

We will set up operations which include, but are not limited to:

1. Irrigation preparation
2. Soil preparation
3. Planting
4. Farmland maintenance & oversight

Conclusion

Popularity of avocados has driven a +8% CAGR in US consumption over the last 10 years. With US household penetration still below other common fruits, consumption of avocados is poised for further growth.

US consumers growing desire for convenient, on-the-go healthy foods is driving sales of value-added fruit and vegetables to outpace broader produce category growth.

As inflation rises, avocado prices also increase. Investment in avocado agriculture is also ideal to hedge investor capital against inflation.



HIGHLIGHT 1

- Tanzania may provide export opportunity for avocado to target markets in EU, USA.



HIGHLIGHT 2

- Tanzania's government has reconfirmed their commitment to private property, international trade, and the security of American investment.



HIGHLIGHT 3

- Avocado demand in the USA and EU must be supplemented outside of Mexico and other countries. Tanzania provides an opportunity for further farmland development, so long as the Government ensures its protections of international investors.





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We thank you for your time and interest.

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