



## **The Potential of Moringa & Sorghum as a Trend and Business Opportunity for Food Products in the World.**

食品ビジネスとしてのモリンガ・ソルガムの可能性世界の動向とチャンス。





# LA MORINGA

## ラ・モリンガ

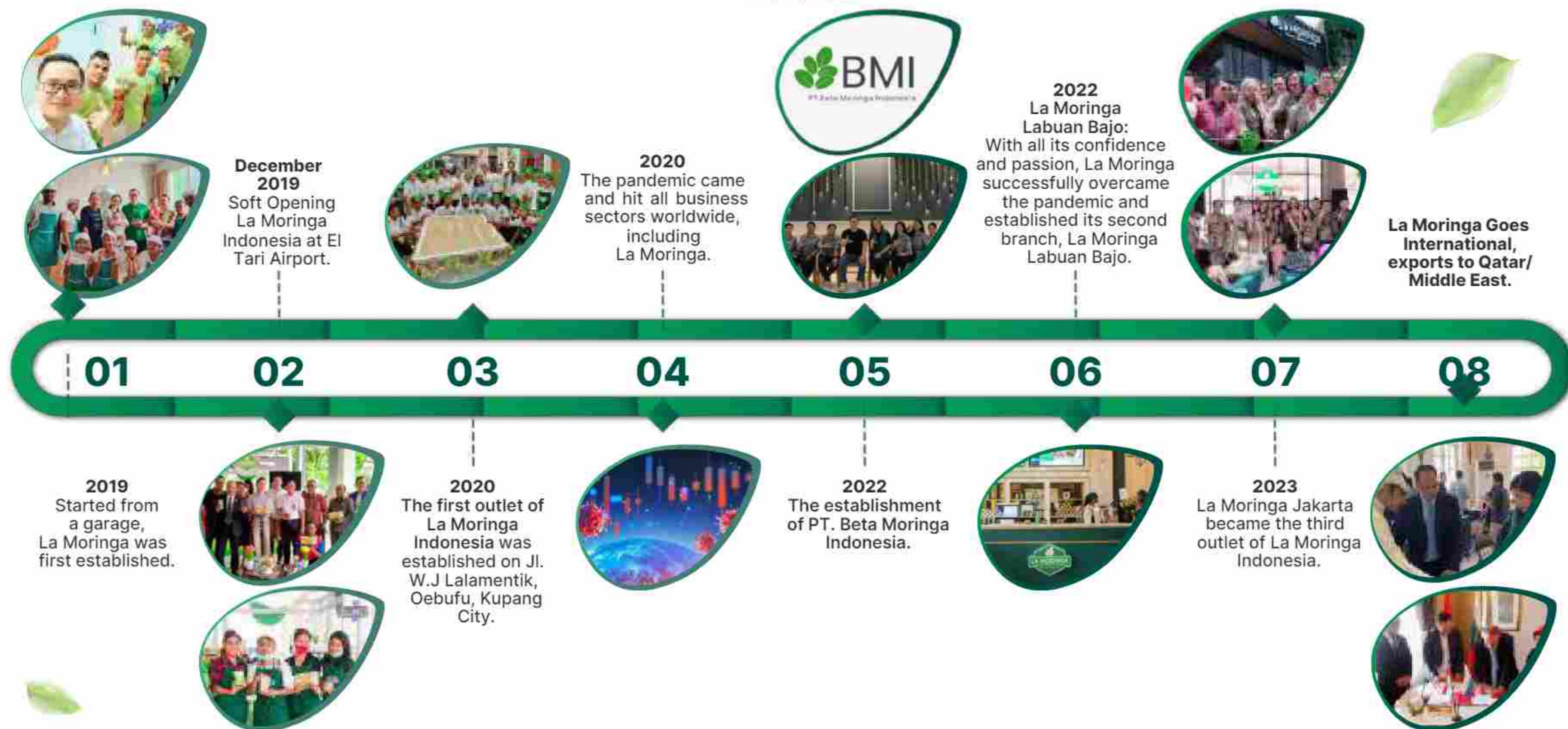
were born from a pride in the love of Indonesia's natural wealth and its benefits, namely moringa leaves (*Moringa oleifera*) or known as Kelor/Marungga in Indonesia.

**La Moringa** Founders, dr. Andree, MD & dr. Hera, MD as a doctor conducted research in 2014 with the treatment of giving moringa to mice with colon cancer. As a result, mice with colon cancer that were given *Moringa Oleifera*, the cancer cells did not develop. With the results of this research then emerged the idea to produce tea, biscuits, cereal, personal care and from other product from moringa based.



# MILESTONE

## 「節目」





# LA MORINGA EMPOWERING FARMERS

ラ・モリンガは農家を支援します。

**La Moringa for almost 5 years has been consistent in the demand for moringa leaves to moringa farmers in East Nusa Tenggara to fulfill production needs.**

Through sustainable demand and supply of moringa leaves, moringa seeds, and moringa flowers, moringa farmers can increase sales of moringa cultivation products and improve the quality of moringa from various aspects. Thus, making a significant contribution to the regional economy and the welfare of the community, especially moringa farmers in East Nusa Tenggara.





# La Moringa Supporting the Achievement of SDGs

ラ・モリンガはSDGs達成を支援しています



## HEALTHY AND PROSPEROUS LIFE

La Moringa supports the prevalence of hypertension, obesity, and increased Total Fertility Rate (TFR) with moringa and sorghum-based products that are gluten-free and rich in health benefits.



## DECENT WORK AND ECONOMIC GROWTH

La Moringa opens employment opportunities and opens opportunities for collaboration with other MSMEs to sell their products at La Moringa Outlets in Kupang, Jakarta, and Labuan Bajo.





# WHY MORINGA?

モリンガの理由は何ですか？



## GRAM FOR GRAM OF MORINGA EQUALS TO:



**10x** more **vitamin A** than carrot  
ビタミンAがニンジンよりも多い



**25x** more **iron** than spinach  
ほうれん草よりも鉄分が豊富です。



**15x** more **pottasium** than bananas  
カリウム量はバナナを上回る



**7x** more **vitamin C** than oranges  
ビタミンCがオレンジよりも多い



**17x** more **calcium** than milk  
牛乳よりもカルシウムが豊富



**9x** more **protein** than yogurt  
ヨーグルトよりもタンパク質が豊富です。



# NUTRITIONAL PROBLEM

## The triple burden of malnutrition in East Asia and the Pacific

In East Asia and the Pacific, **21 million** under 5 children are stunted, **6 million** under 5 are wasted



01

### Undernutrition

Cause of undernutrition / Stunting :

- Poverty and inequality
- Social cultural factors
- Poor water quality
- Poor sanitation and hygiene
- Maternal nutrition
- Poor diets



02

### Micronutrient deficiencies



03

### Overweight & Obesity tambah kaki bengkak

**12 million\*** children under 5 are overweight or obese

In East Asia and the Pacific:

**46%** children under 5 are micronutrient deficient.

**27%** women of reproductive age are anaemic.

**21,6%** child stunting cases in Indonesia.





# 12 REASONS TO ADD MORINGA TO YOUR LIFE

12の理由を持つモリンガの生活への取り入れ



Boosts Energy



Nutritional Powerhouse



Stimulates Sex Drive & Fertility



Strong Antioxidant Properties



Promotes Normal Blood Sugar



Supports Your Heart



Protects Your Liver



Enhances Mood



Supports Brain & Memory



Natural Wound Healer



Reduces Redness & Swelling



Promotes Faster Metabolism





# MORINGA VS MATCHA

## モリンガ対抹茶

**63K mcg Vitamin A**

**175 mg Vitamin C**

**112,5 mg Vitamin E**

**37,5 g Protein**

**2000 mg Calcium**

**25 g Fiber**



**511 mcg Vitamin A**

**42 mg Vitamin C**

**8,7 mg Vitamin E**

**7,3 g Protein**

**94 mg Calcium**

**10 g Fiber**

VITAMIN A (ESENSIAL FOR VISION, IMMUNITY, & SKIN HEALTH), **VITAMINE** (PROTECT CELLS FROM DAMAGE & BOOST THE IMMUNE SYSTEM), **PROTEIN** (FOR BUILDING & REPAIRING TISSUES & TRANSPORTING NUTRIENTS), **CALCIUM** (FOR BUILDING AND MAINTAINING STRONG BONES & TEETH), **FIBER** (FOR GUT HEALTH. HEART HEALTH, AND WEIGHT MANAGEMENT)



## COMPARISON OF NUTRITIONAL CONTENT IN 100 GRAMS

### SORGUM ごめん



 Energy 366 calories

 Protein 11,0 grams

 Fat 3,3 gram

 Carbohydrates 73 grams

 Fiber 1,2 grams

 Vitamin C 0.0 mcg



### TERIGU 小麦

Energy 333 calories

Protein 9,0 grams

Fat 1,0 gram

Carbohydrates 77,2 grams

Fiber 0,3 grams

Vitamin C 0,0 mcg

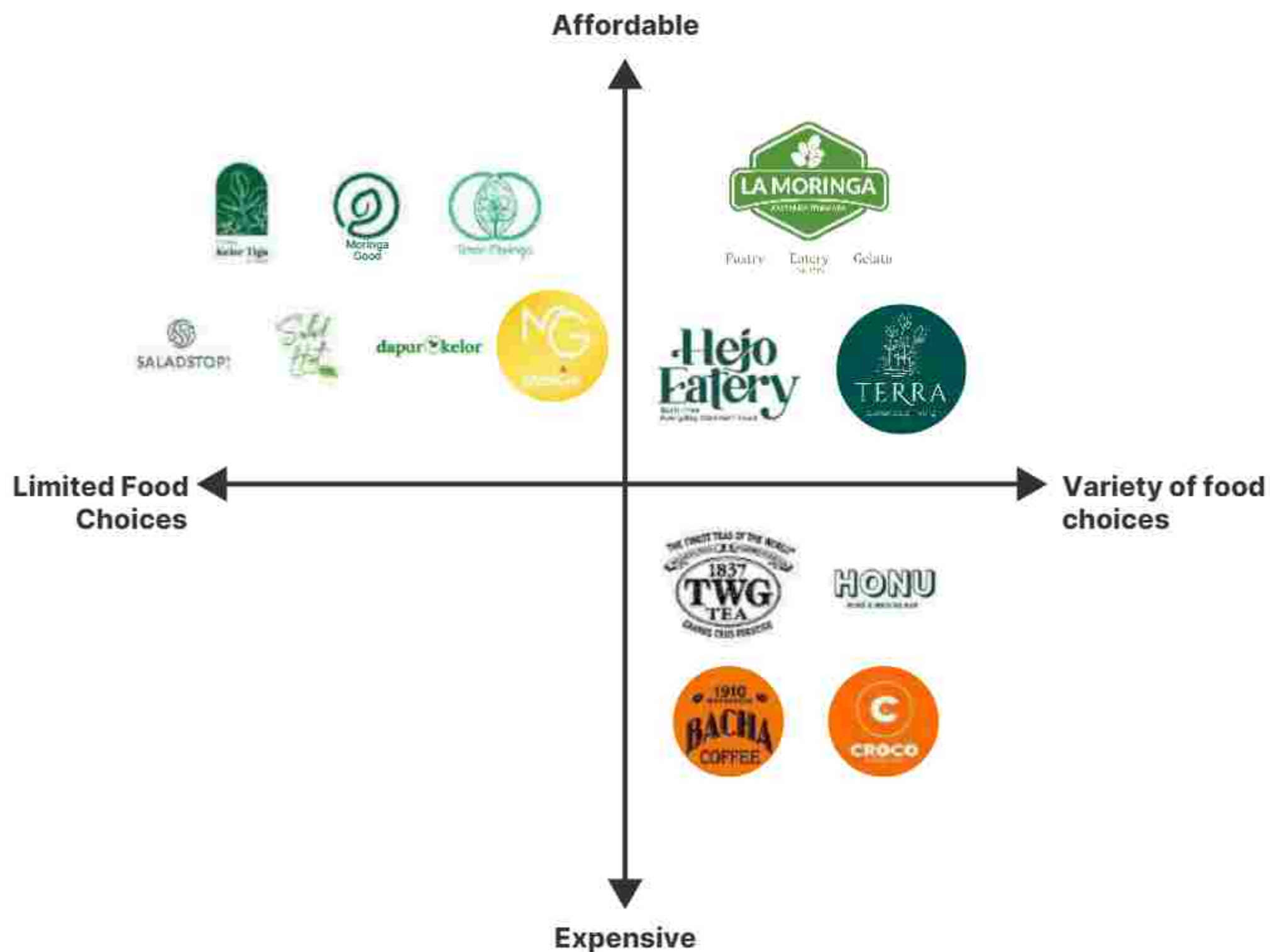








# MARKET POSITIONING

## 市場での位置づけ



 **There is no 1 on 1 competitor** with La Moringa. There are many healthy restaurants and brand specialize in moringa tea but none specialize in moringa and serve a variety of products ranging from food to drinks and even gelato made from moringa and sorghum. That's how La Moringa is unique and become a pioneer.

 **La Moringa has a variety of moringa and sorghum-based products**, ranging from pastry, eatery and gelato.

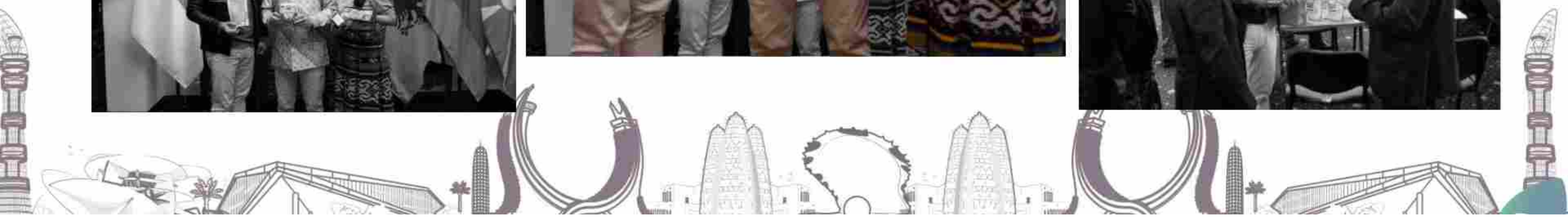
 **La Moringa products can be purchased offline and online** thru marketplaces.

 **The prices of food and drinks at La Moringa are quite competitive but still affordable** within the affordable range compared to other brands.



# LA MORINGA GO INTERNATIONAL

## ラ・モリンガの国際進出








# MORINGA DRIP TEA

## モリンガティー

 1st Dripping Method  
for Moringa Tea

 Contains all the  
goodness of  
Moringa

- Moringa dry leaves
- Moringa seed
- Moringa buds
- Moringa powder



**High Antioxidant**  
高い抗酸化作用  
(Contains 154 mg of  
Polyphenols)



**Source of Protein**  
タンパク質源



**Low Saturated Fat**  
低飽和脂肪



**Free of Trans Fat**  
トランス脂肪酸不使用

Production Capacity: 48.000-96.000 box/months

Shelf life: 24 Months



# MORINGA SORGHUM COOKIES

モリンガソルガムビスケット

 Combination of Moringa Powder & Sorghum Flour

 Ingredients:

- Vegetable oil
- Moringa Flour
- Palm sugar
- Sorghum Flour
- Milk Powder
- Egg



Source of Fiber  
繊維源



High Vitamin D  
高ビタミンD



Source of Calcium  
カルシウム源

Production Capacity: 36.000-72.000 box/months  
Shelf life: 24 Months





# SORGHUM RAISIN BISCUIT

ソルガムレーズンビスケット



Combination of selected sorghum flour, raisins, & other premium ingredients.



## Ingredients

- Sorghum flour
- Powdered Milk
- Vegetable Oil
- Raisins
- Nuts
- Egg
- Stevia



High Antioxidant  
高い抗酸化作用



Gluten Free  
グルテンフリー



High Vitamin & Fiber  
ビタミンと繊維が豊富

Production Capacity: 36.000-72.000 pouch/months  
Shelf life: 24 Months





# MORINGA POWDER

モリンガパウダー

Made from selected  
Moringa Leaves  
選ばれたモリンガの葉から作  
られています



High Antioxidant  
高い抗酸化物質



Gluten Free  
グルテンフリー



High Vitamin & Fiber  
ビタミンと繊維が豊富



Increase Energy Levels  
エネルギーレベルを高める



Preservatives Free  
防腐剤フリー



Production Capacity: 60.000-120.000 pouch/months  
Shelf life: 12 Months





# MORINGA BODY LOTION

モリンガボディローション

Provide the goodness of  
Moringa extracts

Contains High Oleic acid, antioxidants,  
vitamins, amino acids, and fatty acids

Moisturize, brighten & nourish skin

Protect skin from direct  
sunlight with spf 35

Available in 250 ml & 100 ml



Production Capacity: 24.000-48.000 bottle/months  
Shelf life: 24 Months





## FnB Outlets

飲食店アウトレット

### JAKARTA

Jl. Kemang Raya, Bangka, Kec.  
Mampang Prapatan, Kota  
Jakarta Selatan, DKI Jakarta.



### KUPANG

Ruko Grand, Jl. W.J. Lalametik,  
Oebufu, Oebobo, Kupang City,  
East Nusa Tenggara.



### LABUAN BAJO

Jl. Trans Flores, Labuan Bajo,  
Kec. Komodo, West Manggarai,  
East Nusa Tenggara.



## Retail Chain

小売チェーン

Available at



Available Soon at



E-Commerce



La Moringa Indonesia



# OPPORTUNITY

La Moringa believes in the **uniqueness and benefits** of Moringa, which is known as a superfood that will support the target of a healthy lifestyle of the Indonesian people.

01

02

There is **no similar** business that develops and manages moringa with various innovations for the food, beverage and healthy snack.

In terms of supply and demand chain, **Moringa is an endemic plant** that is easily to grow in Indonesia.

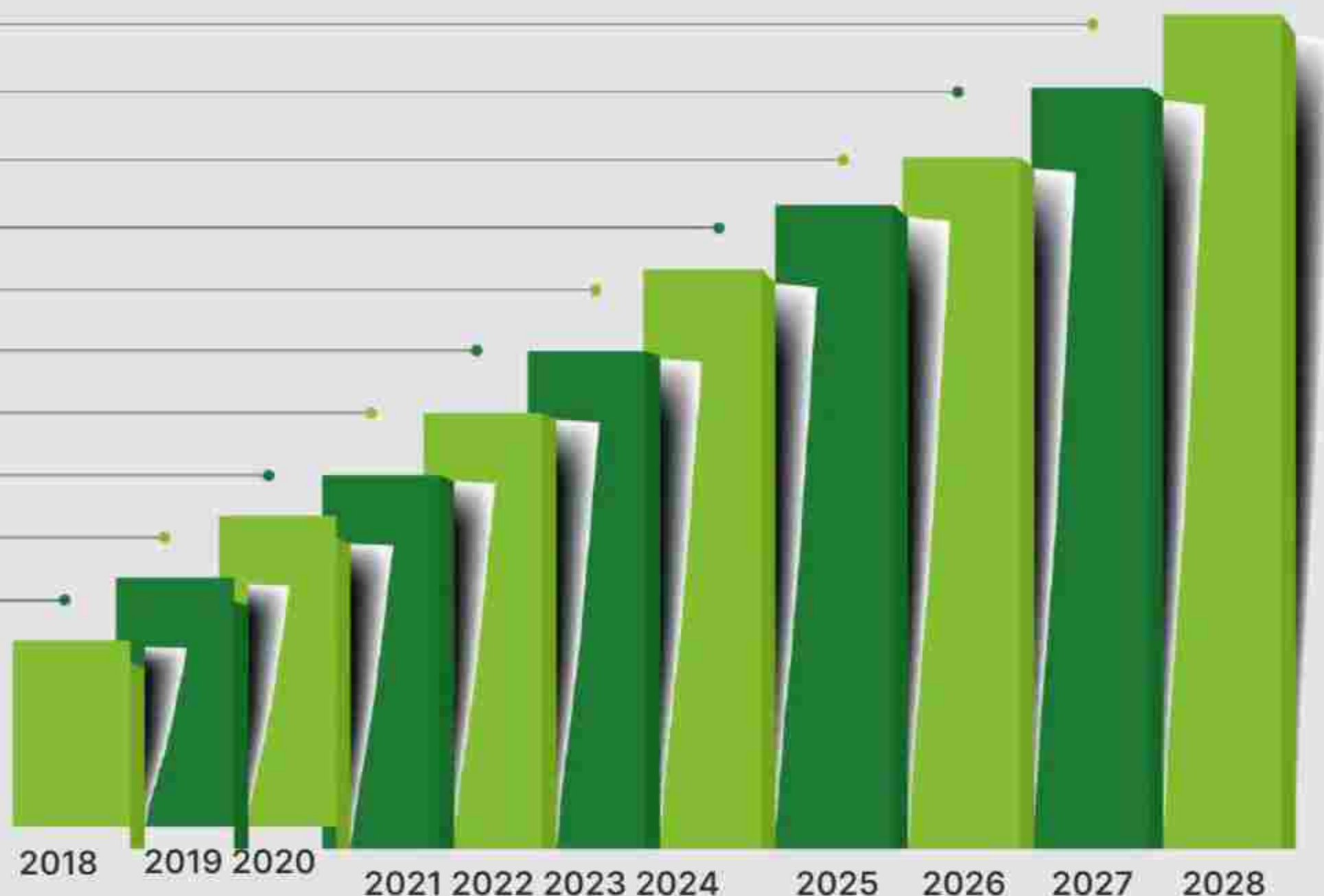
04

03

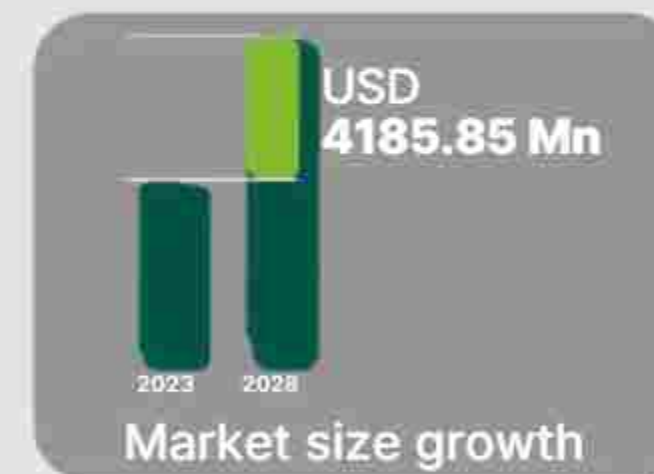
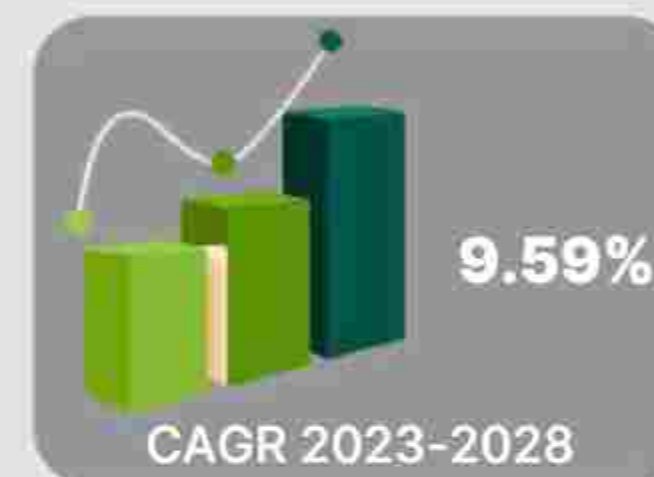
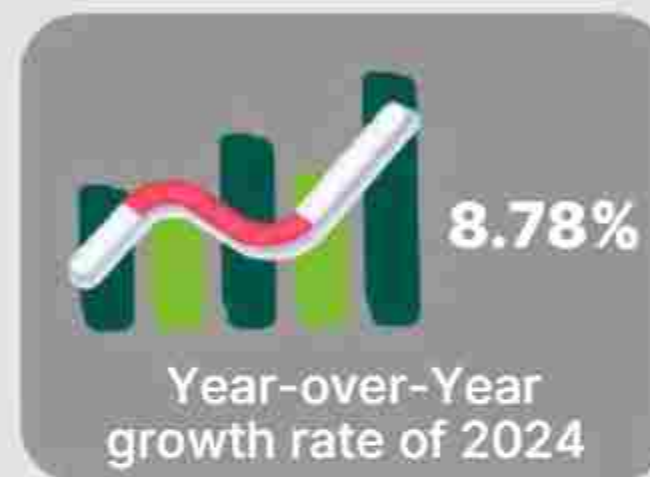
Increased **awareness of healthy lifestyles** and market opportunities for moringa-based products.



# GLOBAL MORINGA PRODUCTS MARKET



2018 : USD 5,136.70



<http://www.technavio.com/>

- The report forecasts that the global Moringa Products Market will grow at a CAGR (Compound Annual Growth Rate) of **9.59%** from **2024** to **2028**.





# TARGET MARKET

We are targeting healthy food & beverage enthusiast that we called **Moringa Lovers**.

## PEOPLE WITH WELLNESS & AESTHETIC CONCERN

Moringa is rich in bioactive ingredients such as antioxidants, multivitamins, zinc, etc. that are essential for skin health and beauty.

## POPULATION 5-70 YEARS OLD, PREGNANT WOMAN, CHILDREN

Moringa is rich in micronutrients that support the nutritional needs of woman before & during pregnancy, and while breastfeeding.

## HEALTHY CONCERN MILLENNIAL AGE

We are targeting the population aged Millennial's who are concerned about health issues and have health goals.

## INDONESIAN AND GLOBAL MARKET





# PLAY VIDEO







# THANK YOU!

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