



biorfarm



Connecting people with local farmers

Oswaldo De Falco | Co-founder & CEO







You pay
3,50 €/kg



Farmer receives
0,20 €/kg

A close-up photograph of a middle-aged man with dark, slightly messy hair. He is wearing a dark jacket over a blue shirt. His right hand is pressed against his face, covering his eyes and forehead, suggesting a state of despair, stress, or frustration. The background is a plain, light-colored wall.

+25,000

Local farmers give up every year*

*Italy. Source: Coldiretti

A close-up photograph of a young girl with light brown, wavy hair and bright blue eyes. She is looking directly at the camera with a neutral expression. She is holding a large, ripe red apple with both hands in front of her chest. The apple has a small bite taken out of the top. She is wearing a light pink long-sleeved shirt with a white lace collar. The background is a plain, light-colored wall.

Is your fresh fruit
really fresh?

A wide-angle, high-angle photograph of a large industrial food processing facility. The scene is filled with complex machinery, including multiple conveyor belts and sorting systems. In the foreground, a conveyor belt is heavily loaded with bright red tomatoes. To the left, there are several large, empty white plastic crates stacked on pallets. In the background, workers in orange safety vests are visible, along with more conveyor belts and industrial equipment. The facility has a high ceiling with large steel beams and industrial lighting. The overall atmosphere is one of a busy, large-scale manufacturing environment.

Do you really know
the way it was processed?

Up to 
106 Hours

Crops to Market

Market to Table

Up to
24 weeks





Eleonora — Sicilia

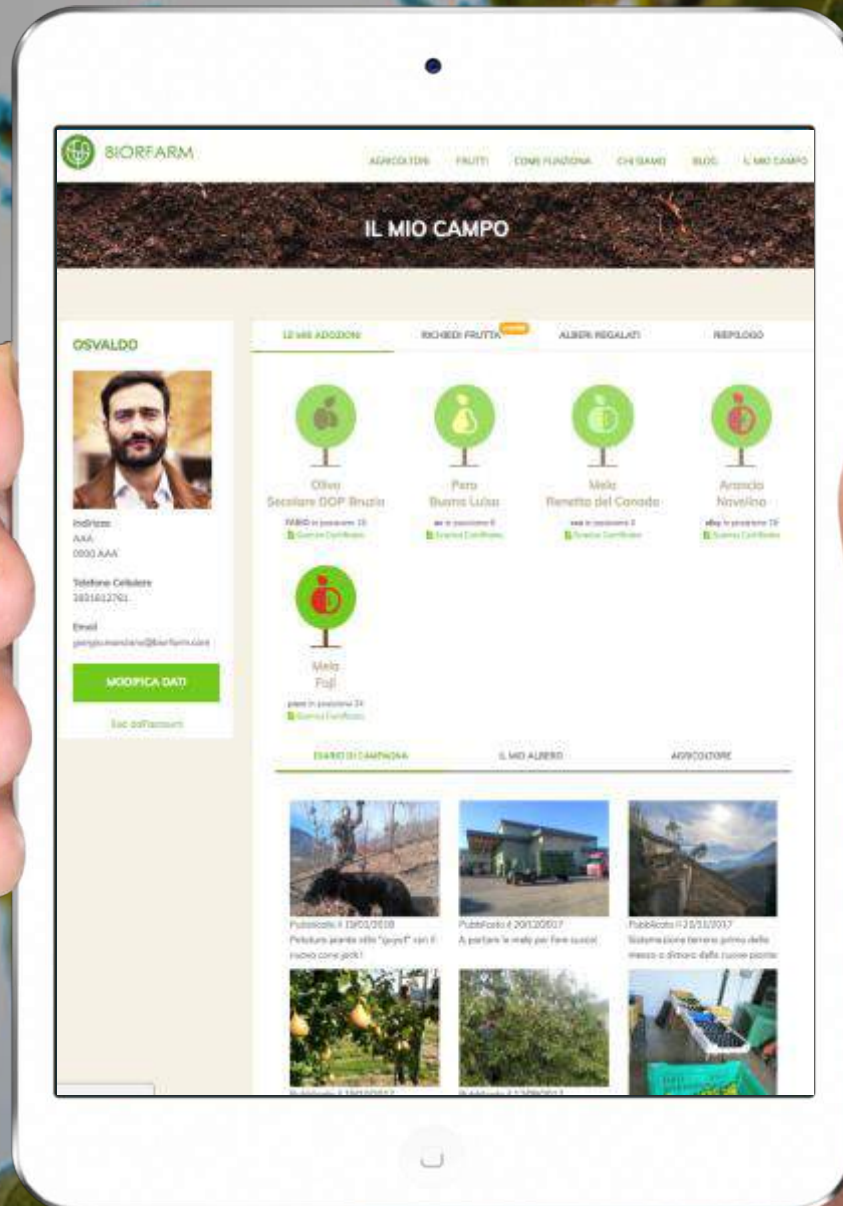
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Adopt
a Tree



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Create
Your **Digital Farm**



biorfarm 

Be in touch
with **local Farmers**



 BIORFARM

AGRICOLTORI FRUTTI COME FUNZIONA CHI SIAMO BLOG IL MIO CAMPO

 Paolo Rossi

Val di Non, Clés (TN)

 Certificazione Biologica

PAOLO ROSSI

L'Azienda Agricola Rossi guidata da Paolo, fino ad ora il più giovane agricoltore della famiglia Biorfarm, si trova in Trentino, a Clés, nella famosa Val di Non.

Ereditata pochi anni fa dal padre Alberto, uno dei pionieri dell'Agricoltura Biologica che già nel 1982 decise di **eliminare definitivamente dalle proprie coltivazioni qualsiasi trattamento chimico**, i terreni di Paolo si trovano racchiusi tra il Lago di Santa Giustina e diverse zone boschive circostanti in una posizione che **elimina completamente** qualsiasi rischio di contaminazione esterna.

Paolo decide di entrare a far parte della nostra comunità con l'obiettivo dichiarato di trasmettere l'amore, la passione ed i sacrifici dietro ogni prodotto dei suoi terreni.

L'Azienda Agricola Rossi è certificata Bio dal 1982.



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Enjoy
YOUR fruits

A photograph of an orchard scene. In the foreground and middle ground, several yellow plastic crates are filled with ripe, orange-colored fruit, likely oranges or tangerines. Two men are visible: one on the left is leaning over a crate, and another on the right is holding a tablet. The background is filled with green foliage and trees.

For Local Farmers

biorfarm 

Fairer price

Higher Revenue

New Markets

Digitizing

Sustainability

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Economic

+ 70%

Average % increase on
previous €/Kg income



Social

49

Indirect jobs created by
farmers



Environmental

- 66%

CO2 emissions reduction
per hectare*

*Up to - Source: FAO

For Bior Farmers

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Freshness

Transparency

Safety

Experience



Pricing Model

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FINAL
PRICE

~
40%

FARMER

- Logistic Costs
- Consumables
- Payment Proc.

~
60%

BIORFARM

~
50%

Operational
Costs

~
50%

BIORFARM
margin



Traction 2018

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300K

Funds raised

Austria

New Country

~ 7.000

Active Users

+ 12.000

Adopted Trees

+60 Tons

Fruit sold

Traction 2018 - 2



+180K
Revenue



Customer Target B2B

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Sustainable
corporate gifts



Employees
Welfare



Green
Marketing

 Mylan

eFM

Kellogg's

Roadmap

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APP
1° release



Sep '19

New
Products



More
Interaction



Operations
Automation



Amazing Team

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2020 Fundraising

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€ 600 K



KEEP GROWTH



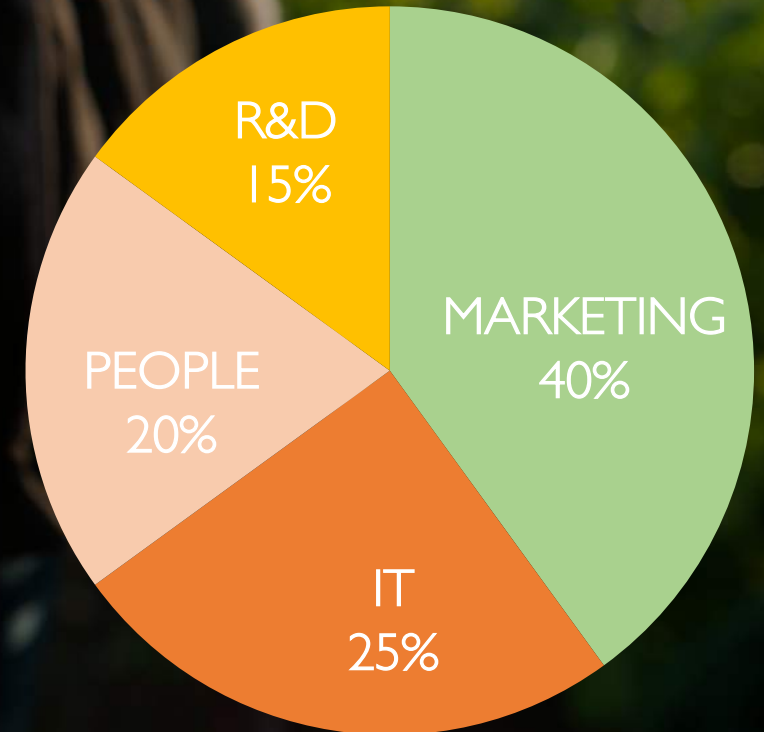
REINFORCE MRKTG STRAT.



INCLUDE NEW TALENTS



TEST NEW REVENUES CHAN.



“The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings.”

biofarm



ODF@BIORFARM.COM

Competitors

STRONG RELATIONSHIP
WITH PRODUCERS

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LOW USER
INTERACTION

HIGH USER
INTERACTION

ORGANIC RETAILERS
BRANDS SELLING ONLINE

WEAK RELATIONSHIP
WITH PRODUCERS

Market opportunity (1/2)

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37 B



25 B



3 B

Organic Food
Sales Value



Organic Food
Sales Value



Fresh Fruits
Online Market



*Nomisma – Ifoam '17

Market opportunity (2/2)

New Consumption Pattern

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Italy

+21%

Organic sales
year Increase

*Coldiretti '18

EU

+19%

Buying Local
trend year
increase

*Nomisma '18

Worldwide

54%

More willing to buy
food online
year increase

*Nielsen '18

Key Factors

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TECHNOLOGY



WEB MOBILE APP



E2E AUTOMATION

PEOPLE



TOP FARMERS

OP. EXCELLENCE



EX. COURIERS PARTNERSHIPS



CONSUMABLES COSTS EFFICIENCY

MARKETING



MARKET PRESENCE