Private & Confidential Business Plan
Noons Fine Foods Inc. DBA Best Pepper Ever
February 202

The social commerce opportunity will nearly triple by 2025. Globally, sales made through social commerce in 2021 are expected to reach $492 billion. Growing at a CAGR of 26%, the social commerce opportunity will reach $1.2 trillion by 2025. This accounts for 16.7% of the $7 trillion e-commerce total spend.
Best Pepper Ever

Noons Fine Foods Inc. is a social purpose company building a community-driven Fair Trade distribution network for Kampot Pepper, the best pepper in the world. 94% of global consumers given equal and price and quality would switch brands if there was a social purpose attached.

We are creating a ‘Disruption for Good’ play on the $24B spice market. Our come to market products are Kampot Pepper and Kampot Sea Salt but the model will scale to include small, organic spice growers from around the globe. Presently we work with the collective of over 400 small pepper farmers in Cambodia that holds the prestigious and coveted PGI (Protected Geographic Indicator) designation putting this product on the same footing as other appellation of origin brands like Champagne, Cognac, Darjeeling etc.

Our brand name, ‘Best Pepper Ever’ is our value proposition. We offer a superlative product that is price competitive and one that has a compelling social purpose. Our e-commerce marketing strategy is based on a giving back model where we direct the retail portion (35%) of our community-driven sales to international aid agencies, food banks and other worthwhile causes. In comparison last year Newman’s Own donated five percent of their annual sales.

There's pepper and then there's Cambodia's Kampot pepper. You might think that the stuff that comes out of shakers and grinders is pretty much the same wherever you go, but to increasing numbers of chefs, restaurateurs and foodies, ordinary pepper bears as much resemblance to Kampot pepper as vin de table does to fine Bordeaux.

Time Magazine

In November 2021 the company opened a Pop Up pepper shop at Bentall Centre in the heart of Vancouver’s financial district and although no more than 15% of the office workers were working on site we sold $10,000.00 worth of pepper and attracted 300 customers. We are in negotiations with the World Food Programme to collaborate on our social purchasing platform the ‘Give Back Market’ to Help Farmers & Feed Kids.

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue, Sales</th>
<th>EBITDA*</th>
<th>Enterprise Value=2.24 x Revenue</th>
<th>Share Value</th>
<th>Return on Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year One</td>
<td>$120,000</td>
<td></td>
<td>$1,000,000***</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Year Two</td>
<td>$300,000</td>
<td>$15,000</td>
<td>$1,000,000</td>
<td>$1,000</td>
<td>-</td>
</tr>
<tr>
<td>Year Three</td>
<td>$600,000</td>
<td>$60,000</td>
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<td>$1,440</td>
<td>44%</td>
</tr>
<tr>
<td>Year Four</td>
<td>$1,200,000</td>
<td>$246,000</td>
<td>$2,880,000</td>
<td>$2,880</td>
<td>188%</td>
</tr>
<tr>
<td>Year Five</td>
<td>$1,950,000</td>
<td>$448,500</td>
<td>$4,680,000</td>
<td>$4,680</td>
<td>368%</td>
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The company is seeking to raise $120,000 and as an EBC (Eligible Business Corporation) can offer BC investors a 30% refundable tax credit. Shares are valued at $1000.00 each. This social purpose enterprise follows the 3P philosophy – People – Planet – Profit.
Background

This social purpose business concept came about as the founder, who prior to the pandemic had been living half of the year in Phnom Voar, Cambodia, in the heart of the Kampot Pepper growing region, and had been bringing back Kampot Pepper as gifts for family and friends for years. It became so popular that being a social entrepreneur he decided to try a small fundraiser for a local foundation and it was so successful that ‘the light went on.’

Subsequent research showed that the small pepper farmers in the Kampot region desperately need a Fair Trade distribution system as they are losing ground to the newer and larger growers who, instead of buying the small farmers’ pepper, are expanding their own farms and buying up the small farms. In 2019 some 25% of the smallest farmers quit growing pepper. The idea for this social purpose business was born. Help Farmers & Feed Kids has become our mantra.

North Americans consume 217 grams of pepper a year per capita. If 1/10th of one percent of North Americans chose Kampot Pepper that would translate to 50 million meals each year. (Feeding America through US Food Banks can deliver 10 meals for every dollar they receive.)

We have worked closely with local non-profits to develop best practices for community-based marketing and are creating community, corporate and organizational partnerships to build a client base for the ‘Best Pepper Ever’. We are selling product and generating revenue for our community partner, the Protein Project.

Prior to the pandemic a key strategy for developing these partnerships was our ‘Lunch & Learn’ program where we visit potential partners and deliver an entertaining and informative presentation and a ‘delicious’ tasting demo of the ‘Best Pepper Ever’. Until recently that was not possible but we are relaunching that strategy as part of our communications outreach.

What is telling is that first time customers are coming back again and again and as importantly are inviting their friends. This speaks to sustainability and long-term growth as socially conscious pepper lovers and Corporate Social Responsibility initiatives in the corporate sector are offered a truly innovative and delicious way to ‘spice up their tables and their giving’.
We have two marketing streams:

1. Give Back Market – our custom social purchasing/fulfillment platform based on community Partnerships – Pop Ups, Farmers Markets, Lunch & Learn corporate events driving consumers to our online sales & marketing system.
2. Wholesale Gift & Grocery, Restaurants, Caterers & Food Services. The company will use the traditional broker/distributor model to access this market.

E-commerce
E-commerce companies need to provide an efficient way to source and deliver products. Industry leader Amazon Marketplace enables buyers and sellers to connect in a verifiable way. In addition, Fulfillment by Amazon (FBA) allows for seamless inventory management and delivery.

Our model is similar in that we connect sellers (smallholder farms) with buyers (B2C & B2B). The difference is that we ensure sellers receive a Fair Trade farm gate price and uniquely we direct the retail portion of all sales (20-35%) to local causes and charities. Essentially what we have done is minimized the sales channel to create sustainable revenue streams for worthwhile causes.

In effect the community is the retailer. Fair Trade Kampot Pepper supports sustainable agriculture, funds worthwhile causes and delivers a superlative, price competitive product. Win-Win-Win.

Farm --> e-commerce & fulfillment platform --> Consumer

Retail & Wholesale
Our products are being sold into the retail and wholesale grocery/gift markets as well as specially priced and packaged versions of the products for the restaurant, catering and food service industries. We have presented to Save-On-Foods, Whole Foods and we are implementing their specific packaging requests. We are now carried in a number of small boutique gift and gourmet shops and are working on our restaurant/food service strategy.

Community-Partnerships
Our social purpose model is based on directing the retail portion (20-35%) of community driven sales to local and international causes engaged in the fight against poverty, hunger and food insecurity as well as other worthwhile causes.

An integral part of our community partnership model is that by engaging with companies, organizations, institutions, faith based, charitable and service groups we can build a sustainable market for our brand; ‘Best Pepper Ever’ and an ongoing revenue base to fight poverty and hunger; all the while building a strong and profitable company that follows the 3P model of People, Planet, Profit while increasing shareholder value and delivering above average returns.
Building a Fair Trade Distribution Network

Social purpose or ethical purchasing is best represented by the success of Fair Trade coffee and chocolate. The same success can, we believe, be repeated for our organic product line of Kampot salt and pepper and later for a complete line of organic spices from around the world.

Examples of how we will build the network are:

1. **GiveBackMarket** – Our primary delivery system is our e-commerce platform. A targeted social purpose marketing system will not only generate significant revenue to help reduce poverty and hunger it will create employment and training opportunities for smallholders around the globe and living wage employment in the countries that it operates in.

2. **Real Estate**: Agents will purchase Kampot Salt & Pepper grinders and gift them (with a fresh baguette) as part of a spiced up ‘bread and salt’ welcoming gift program. The gift will include a donation to a local food charity or other cause of the agent’s choice. The gift will also include a one or two year subscription where the giftee will receive refills by mail every three months. Real Estate agents need to keep their name in front of their clients and this is a thoughtful and socially responsible way to keep in touch with their client base.

3. **Corporate and Institutional gift/promotional market**: Socially minded companies and organizations are looking for ethical gifts and ‘promotional swag’ for their conferences and special events. We have a line of swag ($3.00) and gifts starting at ten dollars – the concept being that this introduces the consumer to the product and the messaging invites them to re-supply online to help in the fight against poverty and hunger or a specific cause that the company supports.

4. **Chain Restaurants**: We are developing a marketing program where we will sell our Kampot Salt & Pepper to chain restaurants at distributor pricing and in return they place a Tent Card on their tables with a call to action to Help Fight Poverty & Hunger by buying Fair Trade Kampot salt and pepper online.

5. **Chefs, Caterers and Conventions**: A variant on the restaurant program is to work with chefs at hotels and convention centers and have them use Kampot Pepper and Kampot handcrafted Sea Salt in their meals, put up signage (i.e. Proud to Serve - Kampot Pepper – the best pepper in the world.’) and allow volunteers and/or our staff to set up a sales table to sell the pepper to benefit local food and other charities.

Our initial marketing research has show that because of the uniqueness and quality of Kampot Pepper and Kampot Sea Salt that a high percentage of purchasers come back for more. While it will take some time to build the initial client base the unique value proposition of ‘Best Pepper Ever’ will attract a wide following especially once the word gets out through traditional and social media that by simply using the best pepper in the world the consumer can ‘Help Farmers & Feed Kids’.
Kampot Pepper, Handcrafted Kampot Sea Salt and Tuk Meric – lime and pepper sauce.

Our launch products are Kampot Pepper and handcrafted Kampot Sea Salt. Our consumer packaging for the peppercorns is in tamper proof, resealable pouches, organza gift bags. There are three varities: black, red and white whole peppercorns.

Additionally, we discovered that there was strong demand for the traditional Khmer (Cambodian) Lime & Pepper Sauce that the late Anthony Bourdain raved about. It is a very simple but versatile sauce that comes in a resealable pouch and all the consumer has to do is to 'Just Add Lime'.

The price competitiveness chart below shows the grocery prices for generic black peppercorns on the left and online prices for Kampot Pepper on the right. Best Pepper Ever is very price competitive given its high quality and like Champagne its internationally recognized Protected Geographical Indication places it on the same footing as other appellations of origin like Champagne, Bourdeaux, Darjeeling...

Comparing your average pepper to Kampot Pepper is like comparing vin du table with a fine Bordeaux. (Time Magazine)

<table>
<thead>
<tr>
<th>Whole Peppercorns (50 gr.)</th>
<th>Kampot Pepper Shipped (50 grams)</th>
</tr>
</thead>
<tbody>
<tr>
<td>McCormick Gourmet</td>
<td>$8.14 Kadode</td>
</tr>
<tr>
<td>Nature's Choice</td>
<td>$7.30 Starling Farm</td>
</tr>
<tr>
<td>Frontier</td>
<td>$8.03 Bo Tree</td>
</tr>
<tr>
<td>Simply Organic</td>
<td>$8.00 La Plantation</td>
</tr>
<tr>
<td><strong>Best Pepper Ever</strong></td>
<td><strong>$12.00</strong></td>
</tr>
</tbody>
</table>
STARTING POINT – Spreading the word

Although black pepper, the King of Spice, is the top selling spice in the world (salt is a mineral) most North American consumers, even ardent pepper lovers, do not know that Kampot Pepper is considered the ‘King of Kings.’ Foodies in general and pepper afficianados in particular do not purchase or use ground pepper as the full flavour is best experienced when freshly ground.

What makes Kampot Pepper unique? Experts say that it is the terroir; the rich quartz laden clay soil, the distance from the sea, the mountainous terrain, the perfect temperature and just the right amount of rainfall combine to make this pepper ‘the best pepper in the world’.

The fact that Kampot Pepper is not widely known in North America is both a challenge and an opportunity. It is a challenge in that educating the consumer will take time and require a significant investment in person-hours. The opportunity is to build a loyal, ethically minded client base for a truly unique consumable that will become a part of our customers’ everyday lives. Our message will resonate with socially minded consumers and corporations: ‘Fight Poverty – Buy Fair Trade Kampot Pepper’.

Traditional and Social Media will play an important role in spreading the word. There is a compelling story behind Cambodia’s comeback spice. In an article of that name Time Magazine wrote, “...In New York City, Michael Laiskonis, executive pastry chef at the famed Le Bernardin restaurant.... says Kampot pepper offers that all-important element of romance. "It has been rescued from time and events," he says. "Ingredients that tell a story are a special thing you can offer people."

Another key strategy is to seek celebrity endorsements at the local, national and international level. We have approached a number of celebrity chefs and entertainers but haven’t had any response as yet. We believe it is just a matter of time.

“It’s got a floral dimension that’s really something special.”

Anthony Bourdain, Time Magazine

“The thing that’s really blown me away with this meal? That Kampot pepper and lime, Wow! That’s great! Oh that’s delicious!”

Anthony Bourdain, No Reservations
Trends

The natural/organic food and beverage industries are achieving unprecedented growth rates. The pandemic has seen a dramatic increase in home cooking and has resulted in double digit sales growth for spices.

In a report by Future Market Insights they state that: “The high demand for pepper presents an attractive market opportunity for new vendors to enter the market. In the present market scenario, it is estimated that the new crop of black pepper accounts for nearly 30% to 35% of the market. The high demand is expected to increase the price of black pepper, thereby increasing the profit margin of the vendors in this market.”

**Triple Bottom Line** economics, Corporate Social Responsibility, Corporate Social Purchasing, Corporate Sustainability, Social Impact Purchasing, Corporate Sustainability, Social Enterprise, Social Purpose Business, Social e-commerce; all of these terms that are now part of the corporate and organizational vocabulary point to a growing trend that the world needs and consumers want: sustainable, ethical solutions. The research is in and now is the time to act responsibly and social purchasing will be, we believe, the new normal as we begin to ‘Build Back Better.’

Cause marketing firm **Cone LLC** announced that an **astounding 94 percent of consumers would switch brands** if one carried a cause and another did not. When factors like cost and product type were made equal, 94 out of 100 people would choose to buy the product that supported a good cause. (Source: **Huffington Post**)

**Corporate gifting is a $125B market.** Sustainability, Giving Back and Artisanal were three of the most sought after attributes when companies invested in corporate gifts.
Trends (Cont’d)

The Intersection of Health and Convenience
Foods and beverages that deliver on both health and convenience will proliferate and gain wider distribution as consumers look for easy ways to incorporate more good-for-you products into their lives.

Morally Conscious Foods
Increasing emphasis on conscious living will lead to a new category of foods—morally conscious foods.

Gourmet Convenience
With 48 million time-strapped Americans describing themselves as foodies, gourmet convenience will be among the new megatrends. (GlobalFoodForums.com)

More ‘Human’ Companies Outperform Business-As-Usual Competitors
“Customers want their relationships with companies to have the same qualities they value in their personal relationships — qualities like trust, respect, empathy, openness and reciprocity. In a world where businesses are constantly chasing growth, acting more human will be a sure path to long-term success.”
**Competitive Advantage**

Because we work directly with a collective of over 400 small farmers that own the PGI certification we can offer authentic Kampot Pepper at a very competitive price. Similarly, we work with small producers whose handcrafted, organic sea salt is seeking PGI certification. We will also be importing another delightful rarity, Kampot Speu Palm Sugar, the only other Cambodian product that has been awarded the prestigious PGI certification (Awarded on April 5th, 2019).

In North America Kampot Pepper is predominantly sold online. Our closest (Kampot Pepper) competitor’s 50 gram offering is 60% more expensive than ours. Best Pepper Ever is only marginally more expensive that the other whole peppercorn suppliers found in retail stores but those products are nowhere near the quality of Kampot Pepper.

The founder maintains a home and has strong family connections in the region and has direct access to the growers of Kampot Pepper and the producers of Kampot Sea Salt as well as many other organic spice growers in the region (i.e. tamarind, galangal, lemongrass, star anise, turmeric, cinnamon, cloves, cardamom and maom (rice paddy herb) that can be added to our product line without any further logistical or bureaucratic issues.

Comparing your average pepper to Kampot Pepper is like comparing vin du table with a fine Bordeaux. (Time Magazine)

Our value proposition is our brand: ‘Best Pepper Ever’.

Our major competitive advantage is our social purpose:

Raising funds to fight poverty and hunger while helping to rebuild sustainable agricultural structures in Cambodia and later around the globe.

Our model will, we believe, resonate with the 94% of consumers (from report by Cone Communications) who have stated that they would switch brands if a different brand of a similar quality and price had a compelling social purpose.
The Founders

**Joseph MacLean** is an historian by education, a storyteller by avocation and a social entrepreneur by trade. Joseph is based in Vancouver, BC and prior to the pandemic lived half of the year in Phnom Voar, in the heart of the Kampot growing region. Over the last sixteen years Joseph has been the lead consultant on social purpose projects valued at over $40,000,000. Joseph pioneered and developed a number of social enterprises: in literacy (Shine a Light on Literacy), housing (Skwachàys Lodge & Residence when it opened as a medical stay facility), education (Digital Technology & Education Society) as well as the Urban Aboriginal Fair Trade Art Gallery.

Joseph has a deep understanding of software development, communications technologies, social marketing, financial modeling, project management and public relations. As an award-winning children’s software developer Joseph created his first social enterprise by signing Sammy Sosa, the famous Chicago Cubs’ home run hitter. Prior to his work as a software developer Joseph was in the housewares and gourmet supply industry. As a manufacturer’s representative for the now famous Cuisinart food processor he built a product demonstration system that stretched from Ontario to British Columbia as part of the team that introduced the Cuisinart to the Canadian market.

**Rajiv Aggarwal** is a senior software engineer with deep technical and management expertise. He has led advanced systems development for companies like: Netflix, Coupang (Korea's largest e-commerce company), Stitch Fix, Yahoo, Samsung Mobile, Alcatel-Lucent, Spirent Communications and Xerox.

Rajiv has experience conceptualizing, building and maintaining software systems across a variety of domains. He has helped enable the biggest online video company to operate internationally on AWS (Netflix). He has also directed development for logistics used in last mile delivery at the top e-commerce company in S. Korea (Coupang). A common theme is a desire to dig deeply into a domain to understand the underlying workflows. He does this by working directly with suppliers, customers and everyone in between. Uncovering and automating these workflows is the basis for innovation in the industries he engages in.

Rajiv is building our custom e-commerce platform, communications and delivery system that we will roll out later this year.

Rajiv has a Masters Degree in Aerospace Engineering and a Minor in Orbital Mechanics and he likes to say with a smile: ‘Yes, I am a Rocket Scientist’.
Successful Models

There are a number of very successful models that use consumer products to raise money for their organization or their partner causes. Here are some examples:

- Boy Scout Popcorn has produced $4 billion in Revenue since 1980
- Girl Guide Cookies have sold $700 million since 1999
- Newman's Own Gourmet Sauces has raised $535 million for charity since 1982.
- GoodShop.com has raised $13 million for charity over the last nine years
- igive.com has raised $8 million since 1997

The first two on the above list use their membership to generate revenue. Newman’s Own runs like any other food production/manufacturing business except ‘all’ of the profits go to charity. Last year Newman’s Own donated thirty million dollars on approx. $600 Million in sales (5%). The last two on the list are just two of many companies that use online sales to generate revenue for worthwhile causes – both give on average 3% of the sale price. What is unique about Noons Fine Foods model is that we direct the entire retail portion to worthwhile causes. That’s normally 35% across the board, the same as the discount rate that a Safeway or Save On Foods receives from a spice supplier.

This is a game changer and can initially disrupt the salt and pepper market in favour of social purpose and later the global spice market – a $24B market.

We are taking a cue from market disruptors like Harrys Razor who won a considerable market share by offering a subscription based solution to men’s grooming. They were sold for $1.4 Bn after securing two percent of the razor market. What is unique about Harrys and other disruptors is their marketing approach. Instead of relying primarily on traditional advertising they have used a key influencer approach combined with social media to attract the early adopters and build from there. Our community-based approach will adopt a similar marketing strategy and we are excited about our subscription approach to gourmet salt and pepper for the real estate and corporate gifts sector.

The Social Procurement movement is growing by leaps and bounds. Many companies are finding that governments and some larger corporations are now including a ‘social value’ requirement as part of their RFP (Request for Proposal) and in some cases companies are unsuccessful in their bids due to not having a social value proposition in their proposals.

By combining retail/wholesale, online sales, event marketing and corporate gifting strategies we can attract a large number of key influencers and early adopters on the road to building a loyal following while raising millions for charity and helping to revive traditional farming systems in Cambodia and in the future help tens of thousands of smallholder organic spice growers.
Conclusion

If 1/10th of one percent of North Americans were to choose the Best Pepper Ever that would generate $9,400,000¹ in corporate revenue, raise over five million for charity and could deliver up to 50 million meals a year.² Fighting poverty and hunger while helping small growers in Cambodia is our social purpose and it can be done profitably!

The three P’s in Triple Bottom Line economics are People, Planet, Profit – in that order. Noons Fine Foods Inc. is dedicated to building a social purpose enterprise that combines the highest quality products, market competitiveness and agricultural sustainability while building shareholder value.

"The reality is that no category is immune to disruption," the Bain & Company report said … “Digital newcomers still represent only a fraction of the overall market share... But such companies are capturing a disproportionate share of growth in recent years. Chicago Tribune

"It’s word of mouth on steroids"
— SANDIE HAWKINS, TikTok’s GM of North America Solutions⁷ on social commerce

The social commerce opportunity will nearly triple by 2025. Globally, sales made through social commerce in 2021 are expected to reach $492 billion. Growing at a CAGR of 26%, the social commerce opportunity will reach $1.2 trillion by 2025. This accounts for 16.7% of the $7 trillion e-commerce total spend. (Accenture)

By committing 35% of sales revenue, not profits, to organizations that fight poverty and hunger the company believes that it will rapidly build a strong and loyal consumer base that will embrace our social purpose brand ‘Best Pepper Ever’ and our ’50 Million Meals’ campaign. The Social Purpose Alley concept could provide the missing piece for the decades old Social Enterprise sector – a centralized location and scalable process that can be deployed in other jurisdictions.

In closing, here are some blue sky numbers: If Noons Fine Foods Inc. could attract one percent of the black pepper consumer market in North America that would generate $100M (CDN) in revenue and provide a half a billion meals/annum. This model can be extended to other organic spices and gourmet products, achieve even greater revenues and increase the ability of food charities to alleviate food insecurity by orders of magnitude. All the while building great shareholder value and providing above average returns.

With the revenue forecast on page one early investors can potentially get a 368% ROI by year five.

Best Pepper Ever is our value proposition. Social purpose is our competitive advantage.

¹ The actual sales volume is over $14 Million. The $9.2 Million is after the 35% to charity.
² Feeding America with its extensive partnerships can provide ten meals for every dollar donated to their food bank system.

Over the last four years sustainable living brands have outperformed the average rate of growth at Unilever. In 2017 sustainable living brands grew 46% faster than the rest of the business and delivered 70% of Unilever’s turnover growth.

Unilever’s Sustainable Living Plan Report
Characteristics of different types of Kampot Pepper (Piper Nigrum)

Green Pepper can be harvested at anytime and is used as an accent for many foods in Cambodian cuisine. The green fruit has a fresh citrus flavour and is less spicy than the dried varieties.

Black pepper is harvested once some of the fruit begins to ripen (turn red). The green fruit is hand picked, sun-dried for two to four days and then hand-sorted by size. Black pepper has a deep, strong and slightly floral flavour with hints of eucalyptus and mint. It can range from mildly sweet to very spicy.

Red pepper. The ripened red fruit is left on the vine for an additional four months before being harvested, dried and hand sorted. Red pepper is sweeter and less spicy than the black but its flavour is more rounded, delivering a powerful fruity aroma.

White pepper comes from dried red peppercorns. The fruit is soaked in brine for five minutes and sundried. The outer skin is rubbed off by hand to reveal the white inner core. This is the most delicate of peppers and carries notes of fresh herbs and lime. White pepper is used in French pastry and has even been used to make ice cream.

Tuk Meric - Cambodian Lime and Black Pepper Dipping Sauce

One of the most simple yet delicious and versatile sauces. It is nothing more than fresh limejuice blended with ground Kampot pepper with a bit of sugar and salt. (Prep time: 5 minutes)

Ingredients
- 2 teaspoons freshly ground Kampot Pepper (black, red or white depending on your dish)
- ½ teaspoons salt
- ½ teaspoons sugar
- 2 teaspoons freshly squeezed lime juice

Instructions
1. Mix the four ingredients in a small shallow dish and use as desired.

Author’s note: I have made a number of variations using Tuk Meric as the base. I was once preparing a pork tenderloin dish for friends and had an extra apple on the counter. I thought, hmm; why not make some applesauce. I put them together and it was one of those OMG moments. Try it with wild salmon. Crush fresh blueberries and mango (purée if you want a smooth texture) and mix into the Tux Meric. It is just delicious.
BENEFITS of FAIR TRADE KAMPOT PEPPER

POVERTY REDUCTION

70% of the Kampot region lives in poverty. A Fair Trade distribution network will reduce poverty by increasing the farmers’ standard of living.

REDUCE CHILD LABOUR

In Cambodia due to challenges in accessing basic education and the absence of a compulsory education requirement, children are vulnerable to involvement in the worst forms of child labour...

IMPROVED DENTAL & GENERAL HEALTH

Children living in poverty when they have access to education have poor outcomes due to systemic health issues and chronic undernourishment, intestinal parasites and tooth decay are rampant.

REDUCE DOMESTIC VIOLANCE

A report by the UN Development Programme (UNDP) stated that: “...domestic violence in Cambodia is linked to poverty and lack of education and is particularly high in the countryside where literacy rates are low.”

PROSPERITY & HOPE

In 1999 the Khmer Rouge rebels were finally ousted and the pepper farmers began to rebuild. With a Fair Trade distribution network the region can achieve a sustainable income, educate their children and look to a future of hope.
Virtuous Circle

Help Farmers
Feed Kids

Reduce
Food Insecurity

Fair Trade

Sustainable
Small Grower
Agriculture

Community
Distribution

Vicious Cycle

Small Growers Sell Farms

Small Grower Oversupply

Sustainable Small Grower Agriculture

Fair Trade

Today's Market

Foreign Growers Dominate

Small Growers Can't get to market

Reduce Food Insecurity

Community Distribution

Help Farmers
Feed Kids

Virtuous Cycle
Charities: Neighbourhood Houses Food Banks Other Food Charities

Lunch & Learn Kampot Home Parties Volunteer Training Trade Show Partners Media Strategy

Best Pepper Ever
Unique Limited Supply GPI status Social Benefit Price Competitive

Food appreciation - foodie/gourmet Ethical Purchasing AND Social Purpose Community Driven

Training Trade Show Partners Media Strategy

The exquisite taste Web & Social Media Charity Partners Volunteers Unique Story Word of Mouth Media pickup

Quality, Sustainability Social Purpose

3Ps People Planet Profit (in that order)

Internet Charity Locations Community Partners Retail/Wholesale Corporate Gifting

Realtors Organizational Partners (ie Unions, Banks, Government Agencies)

Mass Market Ethically minded consumers Foodies Chefs

Grocery Buyers Co-op grocers Cruise Ships Caterers Food Production Companies

Customer Acquisition is high Margins are low in food industry (volume business) Shipping by Canada Post and USPS (customer pays)

Online retail and subscription sales Retail/Wholesale Corporate Sales Realtors and other subscriptions
Value Proposition Canvas

Gain Creators

Versatility, Flavour, Ethical
Great gift, Community respect, low cost of entry

Great Taste
Foodie Points
Serotonin Hit
Social Recognition

Cook, Share, Eat
Foodies
Enjoyment, Ethical, Rewarding

Pains

More Expensive
Hard to Find
Never heard of it
and needs special equipment

Pain Relievers

Value recognition
Educational
Sustainable
Inexpensive
grinders
Ease of ordering

Products & Services

Black, Red & White Peppercorns
Affordable Grinders

Affordable
Grinders

Black, Red & White Peppercorns

Affordable
Grinders

Value recognition
Educational
Sustainable
Inexpensive
grinders
Ease of ordering

Affordable
Grinders

Value recognition
Educational
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Ease of ordering

Affordable
Grinders
Media
Back to the Grinder

By Brendan Brady  |  Monday, Jan. 16, 2012

There’s pepper and then there’s Cambodia’s Kampot pepper. You might think that the stuff that comes out of shakers and grinders is pretty much the same wherever you go, but to increasing numbers of chefs, restaurateurs and foodies, ordinary pepper bears as much resemblance to Kampot pepper as vin de table does to fine Bordeaux. They say that the delicacy and sweetness of Kampot pepper put it in a class of its own. “It’s got a floral dimension that’s really something special,” says food-and-travel-show host Anthony Bourdain. In New York City, Michael Laikomis, executive pastry chef at the famed Le Bernardin restaurant, says Kampot pepper has “a certain sweetness to it rather than straightforward heat.” Laikomis has used it to flavor everything from ice cream to goat-cheese mousse.

This newfound appreciation is great news to producers like Nguon Lay, head of the Kampot Pepper Farmers’ Association. Nguon Lay’s family has raised pepper vines on Cambodia’s southern coast since the crop’s early to mid-20th century heyday, when vast quantities of Kampot pepper were shipped to the pantries of Europe.

As with every other enterprise in Cambodia, production of the white, red and black berries collapsed in the late 1970s, under the ruinous rule of the Maoist-inspired Khmer Rouge. Nguon Lay was forced into a rural collective. Pepper farms were destroyed or haphazardly converted into rice fields. When the Khmer Rouge fell from political power, Nguon Lay’s trials still weren’t over. He became a soldier in the campaign to eradicate militias remaining loyal to the genocidal regime. Only by the 1990s, with the Khmer Rouge insurgency finally contained, were Nguon Lay and many of his neighbors at last free to “return to doing what generations before me did, to what we know best” — farming the world’s best pepper.

The origins of commercial pepper cultivation in Cambodia lie in the late 19th century turmoil gripping nearby Aceh, part of today’s Indonesia. So prolific were Aceh’s vast pepper fields — then producing, by some estimates, over half of the world’s supply — that its sultans ordered the destruction of vines in an attempt to ward off foreign powers greedily eyeing the immense riches the crop was generating. Cambodian producers were not only able to fill the gap in the market caused by these drastic policies, they did so with a pepper that astonished gourmets with its flavor. By the early 1900s, they were exporting millions of kilograms annually.

One of the reasons why Kampot pepper is so delicious is the local climate. The ingredient is only produced in half a dozen districts of the Cambodian provinces of Kampot and Kep, and it is the first Cambodian product to enjoy the E.U.’s protected geographical status, which certifies the origin of regional foods. Nestled between mountains and the sea, the local area’s pepper-perfect microclimate offers mineral-rich soil and frequent rainfall. Traditional farming methods — knowledge of which, thankfully, survived the horror of the Khmer Rouge years — do the rest. "The techniques have passed down," Nguon Lay explains, "learned from children watching their parents."

The dogged determination to revive a once threatened crop is now starting to pay dividends. "It has a lot of cachet, something from the past," says Bourdain. A full renaissance is a long way off. Cambodia exported only a few thousand kilograms last year. But awareness is growing fast, and as Laikomis points out, Kampot pepper offers that all-important element of romance. "It has been rescued from time and events," he says. "Ingredients that tell a story are a special thing you can offer people."
Cambodia's Kampot pepper wins coveted EU protection

PHNOM PENH, Cambodia – Cambodia’s Kampot pepper, a go-to spice for chefs around the world, has joined an elite group of gourmet food items whose names are protected by the European Union, joining products such as Gruyere cheese from France and Parma ham from Italy.

The coveted designation, known as Protected Geographical Indication, or PGI, works like a trademark protection that certifies the origin of regional foods. It means that any product sold in EU countries calling itself “Kampot pepper” must come from a designated region in southern Cambodia that includes Kampot and neighbouring Kep province.

The recognition was awarded to Kampot pepper on Feb. 18, making it the first Cambodian product to receive the label, the EU office in Cambodia said in a statement this week.

The peppercorns, which come in white, red and black, are described by gourmet chefs as having a complex flavour with floral overtones. Cambodian farmers from the seaside region on the Gulf of Thailand say the area’s microclimate and mineral-rich soil give the pepper its unique taste.

In 2010, Cambodia’s Commerce Ministry took a first step toward protecting Kampot pepper by giving it a domestically issued geographical indication status. The government applied to the EU in 2014 to expand the status to the European bloc.

"It is the first Cambodian product to receive this status in the EU, a single market of more than 500 million consumers and 28 countries," Alain Vandersmissen, charge d'affaires of the EU's delegation to Cambodia, said in an email.

"From now on, (Kampot pepper) will benefit from a very high level of protection on the EU market," he said.

The pepper is also known in Khmer as Mrech Kampot and in French as Poivre de Kampot.

Nguon Lay, president of the Kampot Pepper Promotion Association, sees the PGI designation as a seal of quality that will boost sales of the spice, which is currently grown by 342 families on 184 hectares (455 acres) of land in Kampot and tiny Kep province.

In 2015, the region produced 60 tons of Kampot pepper, of which 70 per cent was exported, mostly to the EU, the United States and Japan.

"We are delighted that our production has finally been recognized by the world's biggest market, the EU," Nguon said. "The status will help improve our living standard as more and more customers become impressed with our Kampot pepper."

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Associated Press writer Jocelyn Gecker in Bangkok contributed to this report.

The colonial-era French – captivated by its complex, distinct flavour – once exported pepper grown in Kampot by the tonne. Shipments of the spice, prized as the world’s best, continued until the 1970s, when production was suddenly wiped out. Forty years later, the fabled spice most thought lost to the culinary world is making a dramatic comeback. Robert Carry reports. Photography by Charles Fox.

“The Khmer Rouge just wanted to grow rice,” says pepper producer Anna Him, owner of Starling Farm in Kampot province. “They destroyed all the pepper plants, but we found some still growing in the wild. There were very few left, but we replanted them.”

The earliest accounts of pepper production in Cambodia come from Chinese diplomats who visited the Angkorian Empire almost a millennium ago. It later came to the attention of the West in the 19th century, when French colonists identified it as a
key export commodity. At the height of its power, only pepper
grown in the Kampot region was seen as good enough to grace
the tables of the French empire’s finest restaurants.

The spice remained a key ingredient in French cuisine until the
1970s − when disaster struck. With much of Cambodia’s
population pushed to the edge of starvation on collectivised rice
farms under the Khmer Rouge regime of 1975 to 1979, there
was no room for a luxury like pepper.

When the Khmer Rouge was finally driven from power, pepper
production was long gone and many of those with knowledge of
how to farm the spice had died. However, as peace bedded in,
Kampot pepper was about to make an unlikely comeback.

In 2002, Anna Him began clearing the land that would become
Starling Farm − now the largest pepper producer in Kampot.
“We started with nothing. We had a few wild plants we found
and we got a few others from farmers in the area who had also
just started growing pepper again,” says the businesswoman.

Crucially, some of the expert pepper farmers − men and women
who had knowledge of the ancient growing methods − had
survived. “There were still some people living in the area who
knew how to grow pepper. Farmers from before the Khmer
Rouge years,” she says. “They had some experience that they
could share with the other farmers who wanted to start growing
pepper again.”

In order to safeguard their knowledge of production methods,
the farmers founded a pepper growers’ association and today,
after a decade of painstaking work, Kampot pepper is again
coming to the attention of the world.

Producers are struggling to meet demand for exports, with
increasing prices giving those involved in production a good
living. According to local reports, cultivated pepper plants now
cover more than 90 hectares of land, up from 32 hectares prior
to 2013.