



Connecting Good Growers with Good Workers





# The Problem

-\$3.1B

In the US alone, the shortage of farmworkers is reducing the annual fruit and vegetable production by 9.5% or \$3.1B



# The problem

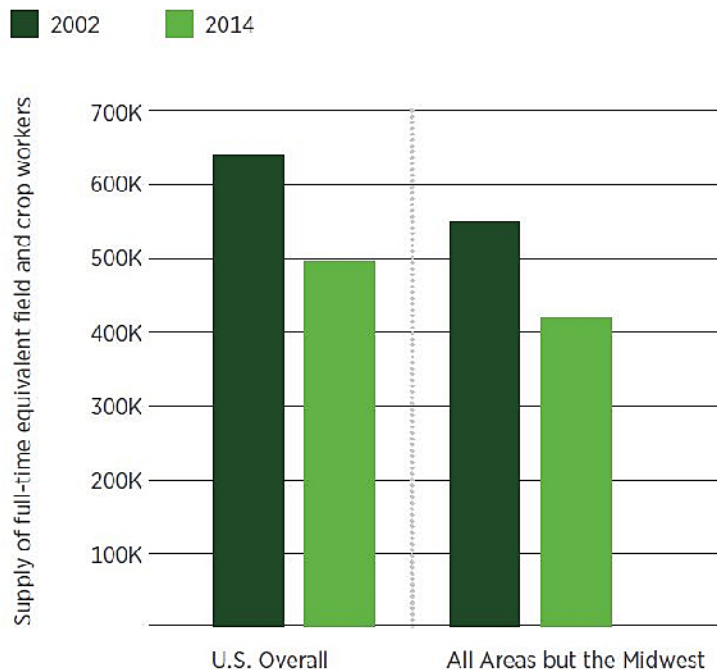
*"In every growing region we work in [US, Latin America, Asia and Africa] we are short on labor even though we pay among the best wages."*

Executive of Leading Produce Brand

[Dangerous working conditions](#) and poverty wages persist alongside a [labor shortage](#). Supervisors, recruiters and labor contractors are compounding the problem with wage theft, extortion, [harassment and threats](#), capitalizing on workers' fear, economic vulnerability and lack of information. Brands and retailers are [facing campaigns](#) & [litigation](#) about poor working conditions.

The lack of information makes the farm labor market **extremely inefficient**

Figure 1: Supply of Full-Time Equivalent Field and Crop Workers, 2002–2014



**Mission:** Ganaz builds well-being and prosperity for workers *and* industry by harnessing the power of information exchange to create dignified work, thriving workplaces and healthy communities.

**Vision:** A world in which the people doing the most difficult and dangerous jobs are provided with safety, dignity and a sustainable livelihood.

**We connect employers that need good workers with workers that need good jobs.**





## In their own words...

"I need a direct communication channel with my workers so that I can detect problems early, demonstrate to my customers that I've resolved them and that I hold myself to high standards. And I wanted to be able to recruit workers directly."

*Owner of Leading Produce Brand*

"The best way to get growers to improve their labor practices is to show them how they rank vis a vis their peers."

*Executive of Leading Produce Brand*

"I go work where it is best for me, and that doesn't just mean salary. I also want consistent work, clean bathrooms and supervisors that treat us respectfully."

*Worker in WA state that left agriculture for a lumber mill*

"All day workers are texting and whatsapping each other to share information about jobs and wages. Sometimes they leave in the middle of a shift if cherries are paying more."

*Orchard Manager, WA State*

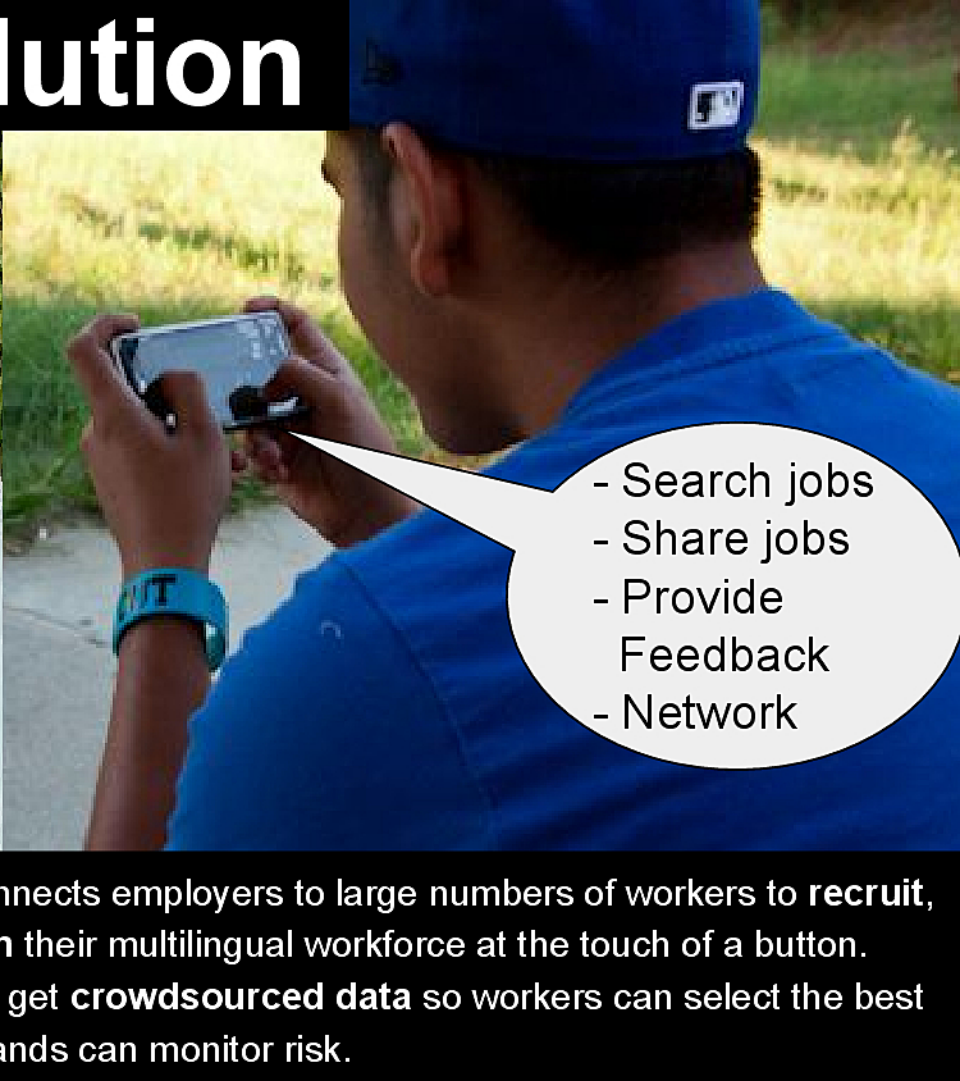
"Two years ago, the situation got so bad, we were barely keeping our heads above water,' said Gary Wishnatzki, the owner of Wish Farms in Plant City, Florida. That year, despite extensive recruiting, he had only [65%] of the workers he needed. He lost about a fifth of his crop, an event he says cost him hundreds of thousands of dollars. Wishnatzki says that because the situation has not improved since then, he's had to substantially cut back on his active acreage. This year, he's harvesting just 500 acres of strawberries, despite demand for his product rising dramatically."

*A Vanishing Breed: How the Decline in U.S. Farm Laborers Over the Last Decade Has Hurt the U.S. Economy and Slowed Production on American Farms*



# The solution

- 
- A man wearing a blue baseball cap and a light blue button-down shirt is looking down at a smartphone he is holding in his hands. He is standing outdoors in front of green foliage.
- Recruit
  - Message
  - Survey

- 
- A man wearing a blue baseball cap and a blue polo shirt is holding a smartphone with both hands, looking at the screen. He is wearing a blue wristband on his left wrist. The background is a blurred outdoor setting.
- Search jobs
  - Share jobs
  - Provide Feedback
  - Network

A platform that connects employers to large numbers of workers to **recruit**, **engage** and **retain** their multilingual workforce at the touch of a button. Workers & brands get **crowdsourced data** so workers can select the best employers and brands can monitor risk.

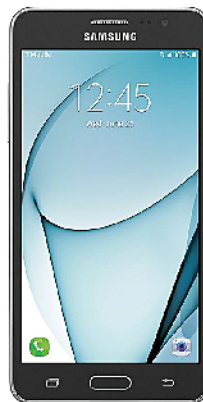
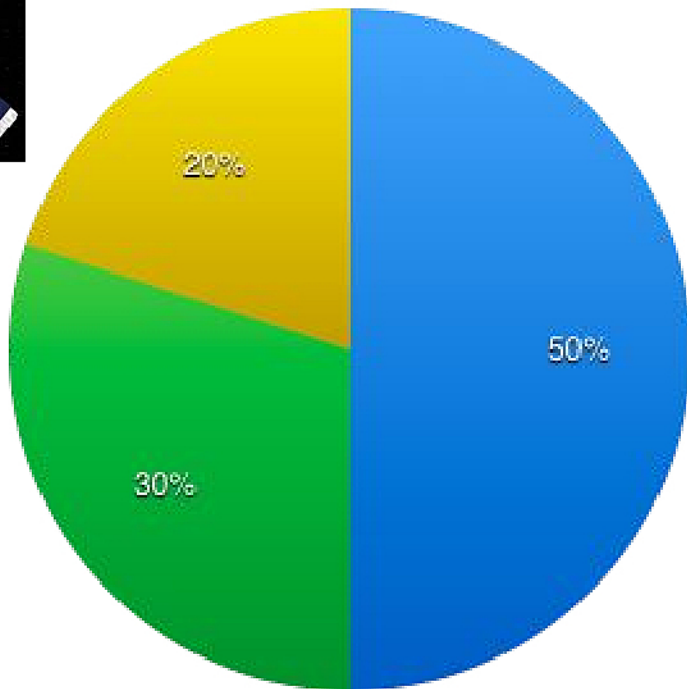


# We can reach 100M+ users worldwide, on farms, fishing vessels, factories and mines

TBD for  
remote  
workers



Chat / voice  
interface for  
feature  
phones



App for  
smartphones



# Why will companies pay for this?

- Labor shortages
- Campaigns
- Litigation
- Supply shortages

February 8, 2016

## LOCAL FARMWORKERS DISRUPT COSTCO SHAREHOLDERS MEETING



# How we will make money

By providing the most cost-effective recruiting solution, we can earn about \$2,000 per customer on a typical farm

## Grower Recruiting Options

### Guest Worker (H-2A)

Housing, transport from Mexico,  
and recruiting fees



~\$1,700 per worker

### Farm Labor Recruiter

Management fee of 30%-40% of  
worker's wages



~\$1,000 per worker



Billed for posting jobs and  
messaging in app



\$50 - \$100 per worker



# Size of the Market

55,000 potential customers x \$2,000 average revenue per customer = \$100M+ in the U.S. alone

- The biggest users of farm workers in the US are specialty crops (e.g., citrus, vegetables, berries, apples) with 1.4 million farm worker jobs in total
- There are 55,000 specialty crop farms in the US, with California, Washington, and Oregon hiring 55% of all specialty crop workers
- We can achieve break-even at \$800K, or about 400 farms

## Leading speciality crop growers





## Hannah Freeman

Named a "Rising Star" by the Produce Business Magazine in 2016, Hannah built the Fair Trade produce market in the U.S., working closely with executives from Costco, Driscoll's & Whole Foods. She led the development of innovations like a farmworker hotline. She has an MBA from Portland State University and speaks at thought-leader events like [FarmTank](#)

ADVISOR

**Chris Himes**  
Former Senior Vice  
President,  
Salesforce.com

ADVISOR

**Rebekah Bastian**  
Vice President of  
Product,  
Zillow

BOARD CHAIR

**Mary Jo Cook**  
CEO,  
Pacific Community  
Ventures



## Sri Artham

A former management consultant at Deloitte specializing in growth strategy, Sri led the Consumer Package Goods division of Fair Trade to 39% annual growth between 2012 and 2016, expanding with large CPGs like Hershey's, Kellogg's, and General Mills. He has an MBA from INSEAD and a degree in Systems Design Engineering from the University of Waterloo.

BOARD MEMBER

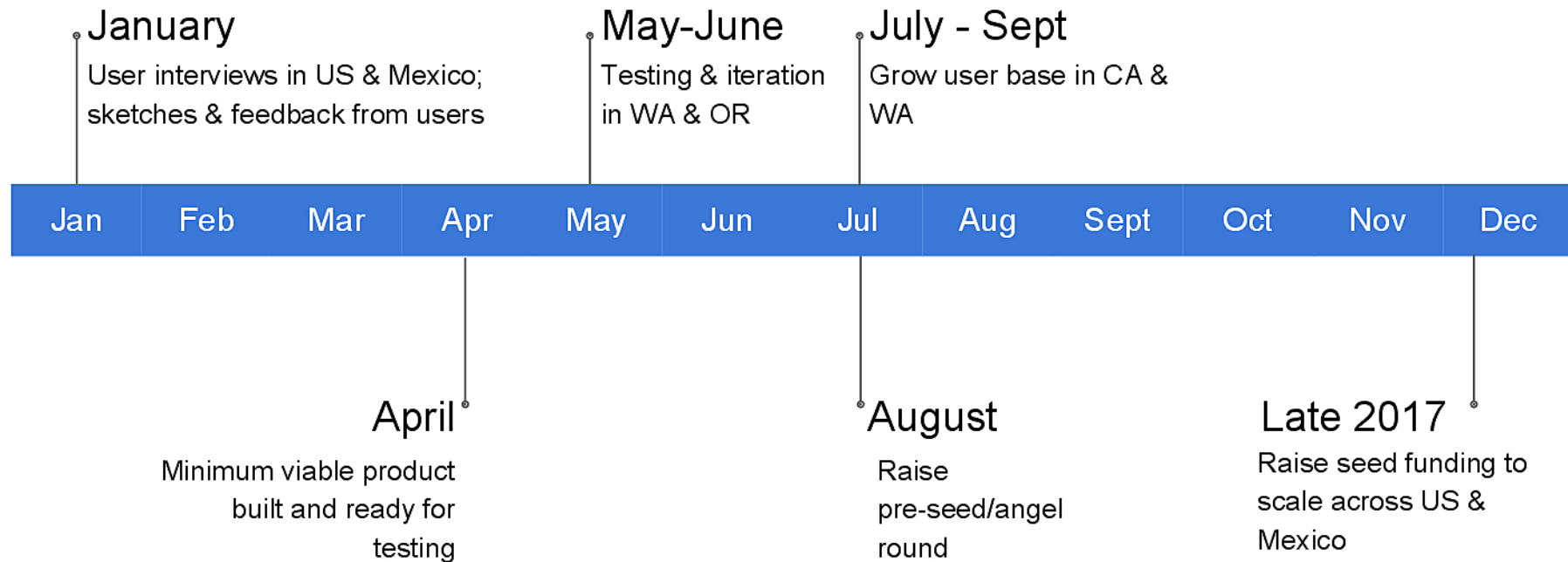
**Matt Rogers**  
Sr. Global Produce  
Coordinator,  
Whole Foods Market

ADVISOR

**Shashi Buluswar**  
CEO, Institute for  
Transformative  
Technologies



# Milestones



# Early Success Stories

*"We got 5 people from [Ganaz] today and sounds like more tomorrow. They are working out great so far. I see the Ganaz app as a way to connect ... us, creating a mutually beneficial and hopefully lasting relationship."*

- Owner, Blueberry & Pear Grower, Hood River, Oregon.

*"That's great that our company can message us about where and when we're working in the morning. And what I really like is these other job listings so I can search for work when tomato season ends."*

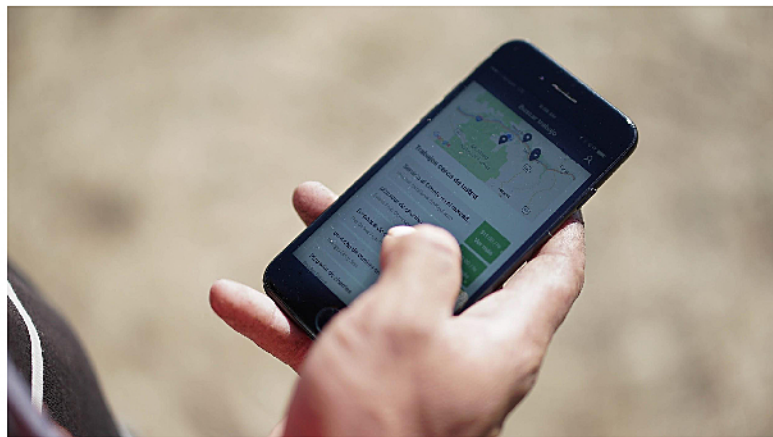
- Tomato worker, Coalinga, California.

*"Once you start charging money, I'll be your best customer. I need people all the time."*

- Owner, Apple & Pear Orchard and Juice Brand, Hood River, OR

*"Let's discuss the wage comment brought by Hannah. Depending on our night labor supply, we may need one last push of a wage increase to push us over the line."*

- Director of HR, Grower/Packer/Recruiter, Bingen, WA





# Thank you!

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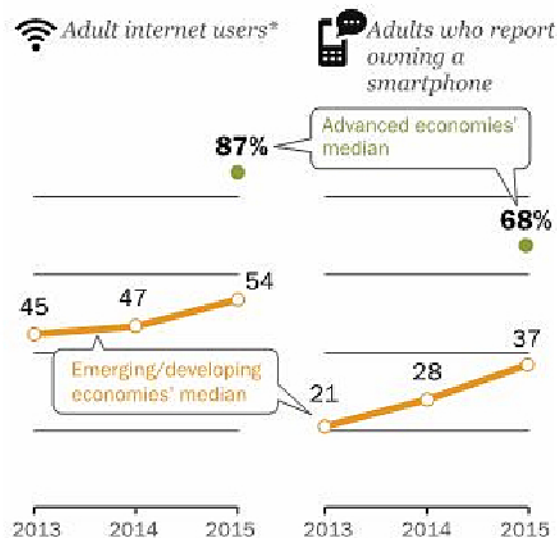


# Appendix



# Smartphone usage

Smartphone use jumped 76% between 2013 and 2015 in emerging economies



Percent of adults who report owning a smartphone

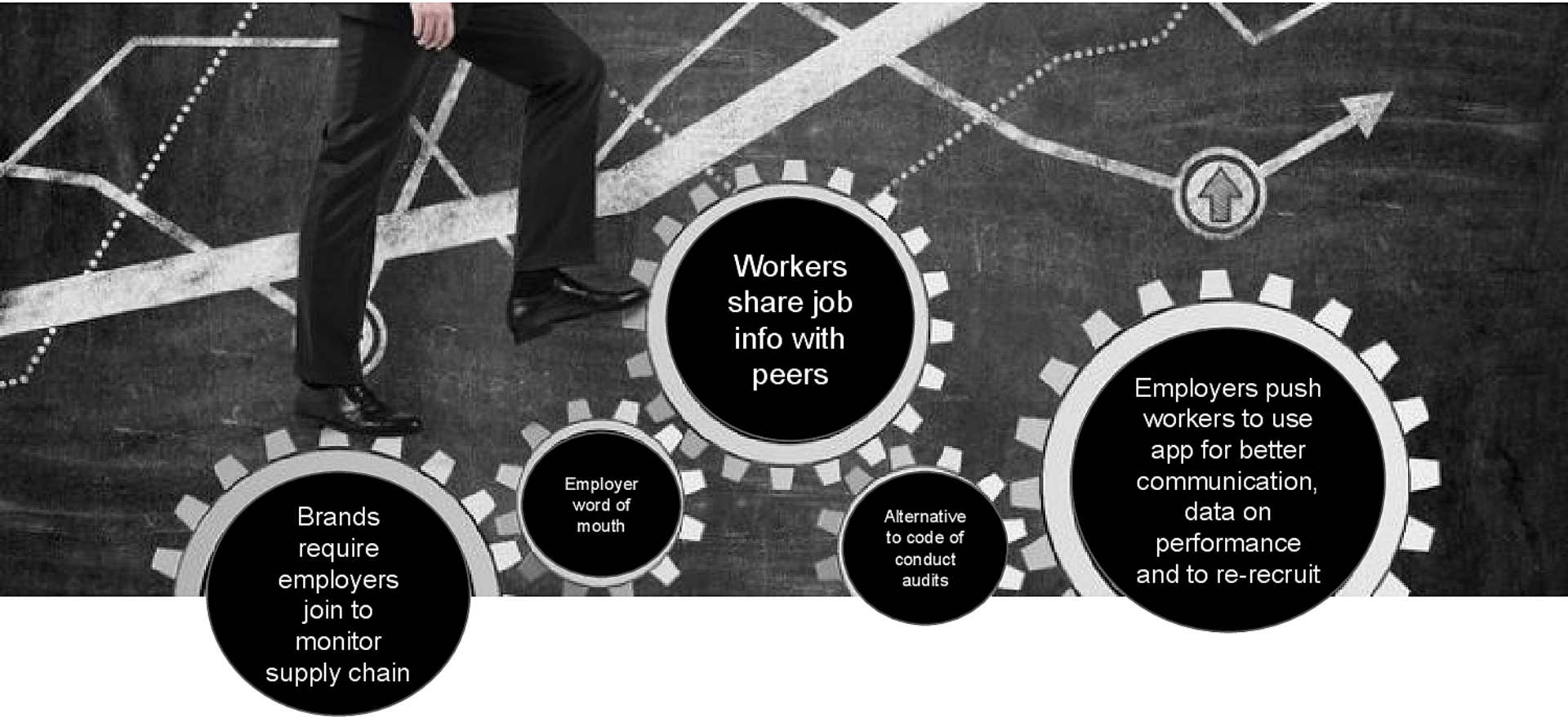


Note: Percentages based on total sample.

Source: Spring 2015 Global Attitudes survey, Q71 & Q72.

PEW RESEARCH CENTER

# What will drive growth?





# Competitive Landscape

CSR Risk Management via  
IVR worker surveys



## White Space

Scalable & integrated recruitment, employee  
feedback, and day-to-day communications  
for multilingual workforces



CSR Risk Management via  
Macro Indicators



Employer to worker  
messaging services

Job search & recruiting  
for low wage, low literacy  
populations

[Animo! Campesino SOS](#)

CIERTO - an initiative of the  
UFW (no website)

[Contratados.org](#)

**babajob**

**LinkedIn**

**glassdoor**



Job search for white collar  
and/or fully literate