



# H1'20



## AgFunder AgriFoodTech

MID-YEAR INVESTMENT REVIEW



# AgFunder is a digitally-native venture capital fund

We invest in bold, transformational  
foodtech & agtech founders

AgFunder is one of the world's most active foodtech and agtech VCs. We're rethinking venture capital for the 21<sup>st</sup> century. We were born online, and with our publication *AFN* we've built a global ecosystem of 75,000+ subscribers. This gives us one of the most powerful networks to help build impactful and important companies. Our research reports are our love letter to the industry. ❤️

See our portfolio companies:  
[agfunder.com/portfolio](https://agfunder.com/portfolio)

Are you a corporate, startup, or investor?  
Learn how to get engaged:  
[agfunder.com](https://agfunder.com)



# Global AgriFoodTech in H1 2020

So much of 2020 has been unexpected - and unwelcome. The impact of Covid-19 on our industry was predictable, however; and we've seen several expected trends accelerate during this time.

In just the last few weeks, Tyson Foods appointed a tech executive as its CEO as it finally prioritizes automation in its factories. Online food delivery is now ubiquitous wherever it's available in the world. Previously seen as fringe, startup advocacy around the need for more local food production could not feel more prescient as countries look inwards to protect their populations. The role of food in our health has also been flung into the spotlight as Covid-19 sufferers with food-related diseases like diabetes are among the worst affected. And the overall need to digitalize the whole industry, from farm to fork, is stark as workers are compelled to stay at home and conduct business online.

If there was ever a time to invest in agrifoodtech, it's now - and luckily, many investors still are.

At a projected \$10.5 billion, funding levels in H1 2020 appear to be holding up against FY 2019 (\$21.6 billion). While many deals were in motion pre-pandemic, we've seen several VCs later invest in companies at pre-Covid valuations (see pages 43-45 for more on our data sources and methodology.)

Funding for Midstream Tech and Innovative Food, especially alt-protein startups, has accelerated significantly, bolstered by Covid-19's threat to food supply chains and negative impact on the meat industry.

At AgFunder, we've made nine investments already this year and, notwithstanding the broader economic headwinds, our third fund recently closed oversubscribed (look out for an announcement on *AFN* soon).

While we're hopeful this level of investor activity will continue into H2, repeated lockdowns are a big concern for the global economy; expect a rough ride and a decline in activity in the second half of the year.

We're proud to work in this important sector and hope you all stay safe. Keep up the great work you're all doing for our food system!

**Louisa Burwood-Taylor, Jessica Pothering, Jack Ellis, and the AgFunder team**



# H1 2020 Overview

# AgriFoodTech Funding Breakdown H1 2020

**\$8.8bn\***

INVESTMENT

**798\*\***

DEALS

**1222**

UNIQUE  
INVESTORS

**\$500m**

LARGEST  
DEAL



\*projected to increase ~20% over time as more data come in. See p. 42

\*\*projected to increase 50%-100% over time. See p. 42

## Upstream

Ag Biotech, Farm Management SW, Farm Robotics & Equipment, Bioenergy & Biomaterials, Novel Farming, Agribusiness Marketplaces, Midstream, Innovative Food

**\$4.6bn\***

INVESTMENT

**478\*\***

DEALS

**\$500m**

LARGEST DEAL

## Downstream

In-store Restaurant & Retail, Online Restaurants & Mealkits, eGrocery, Restaurant Marketplaces, Home & Cooking

**\$4.1bn\***

INVESTMENT

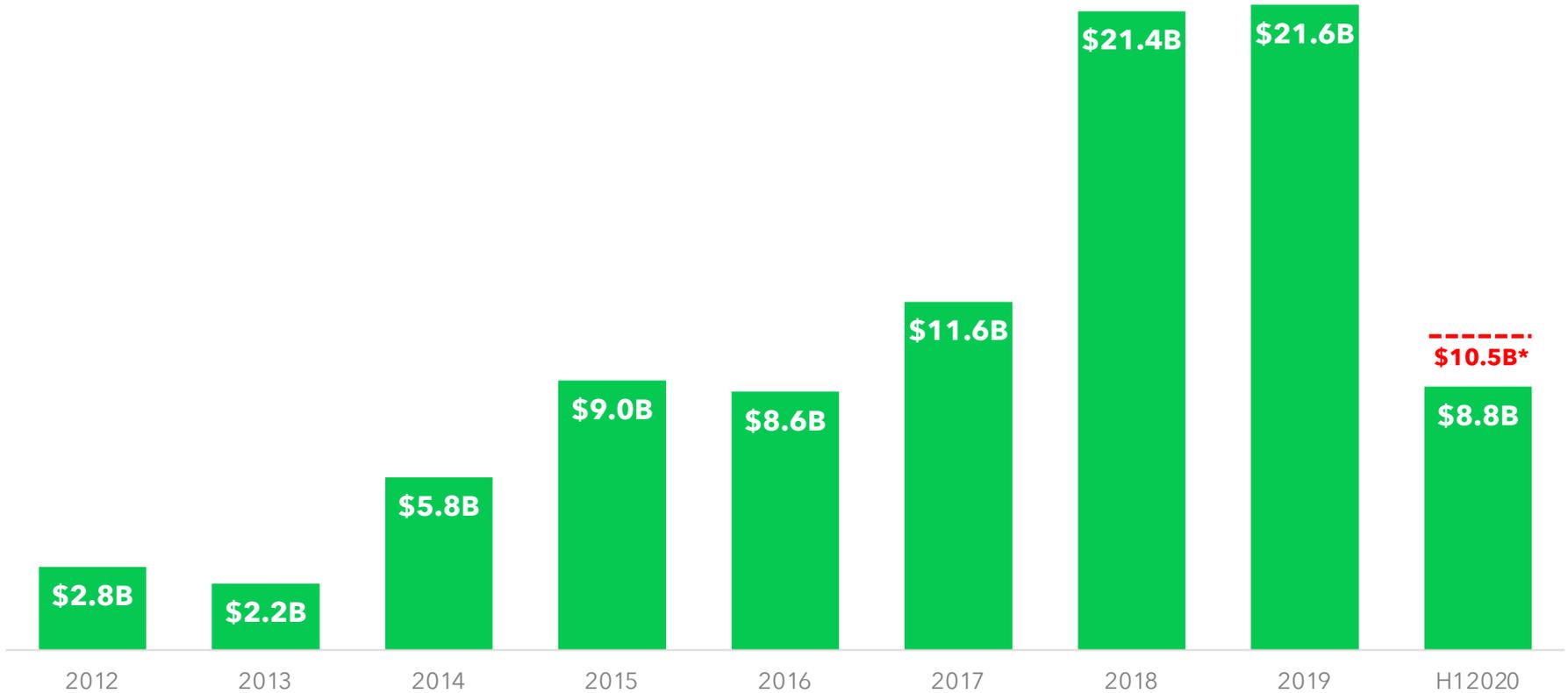
**312\*\***

DEALS

**\$500m**

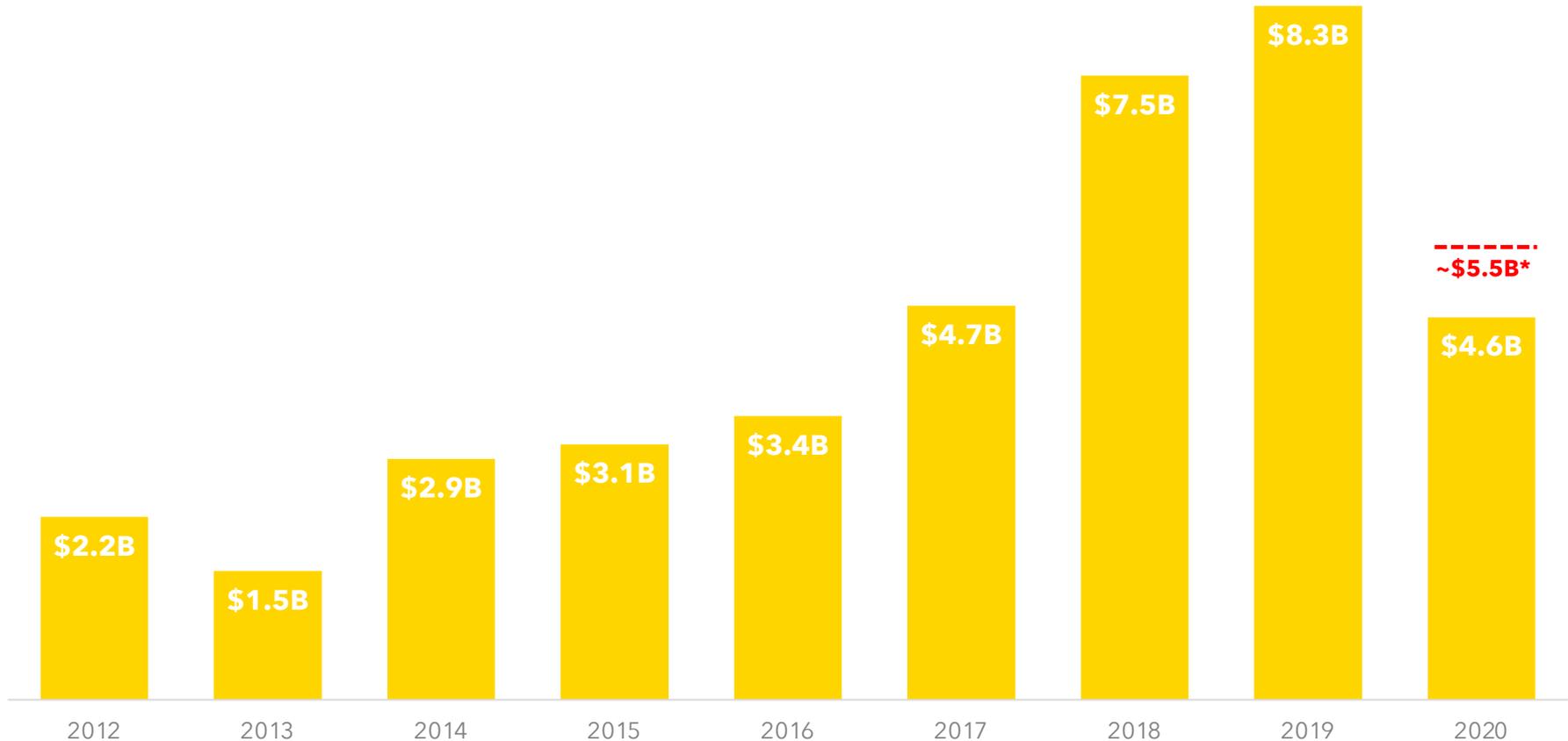
LARGEST DEAL

# Annual Financings | 2012-H1 2020



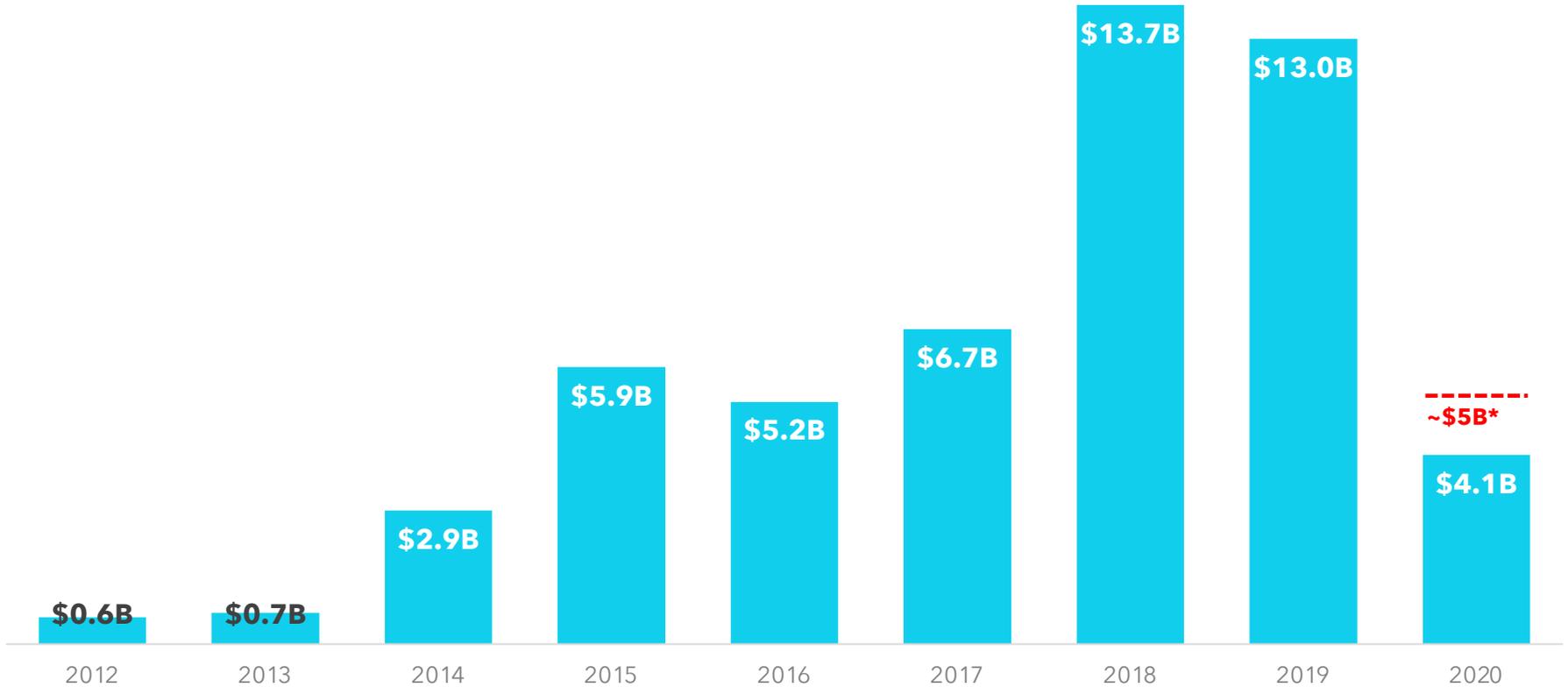
\*projected H1 total. See p. 42 for more info.

# Annual Financings | 2012-H1 2020

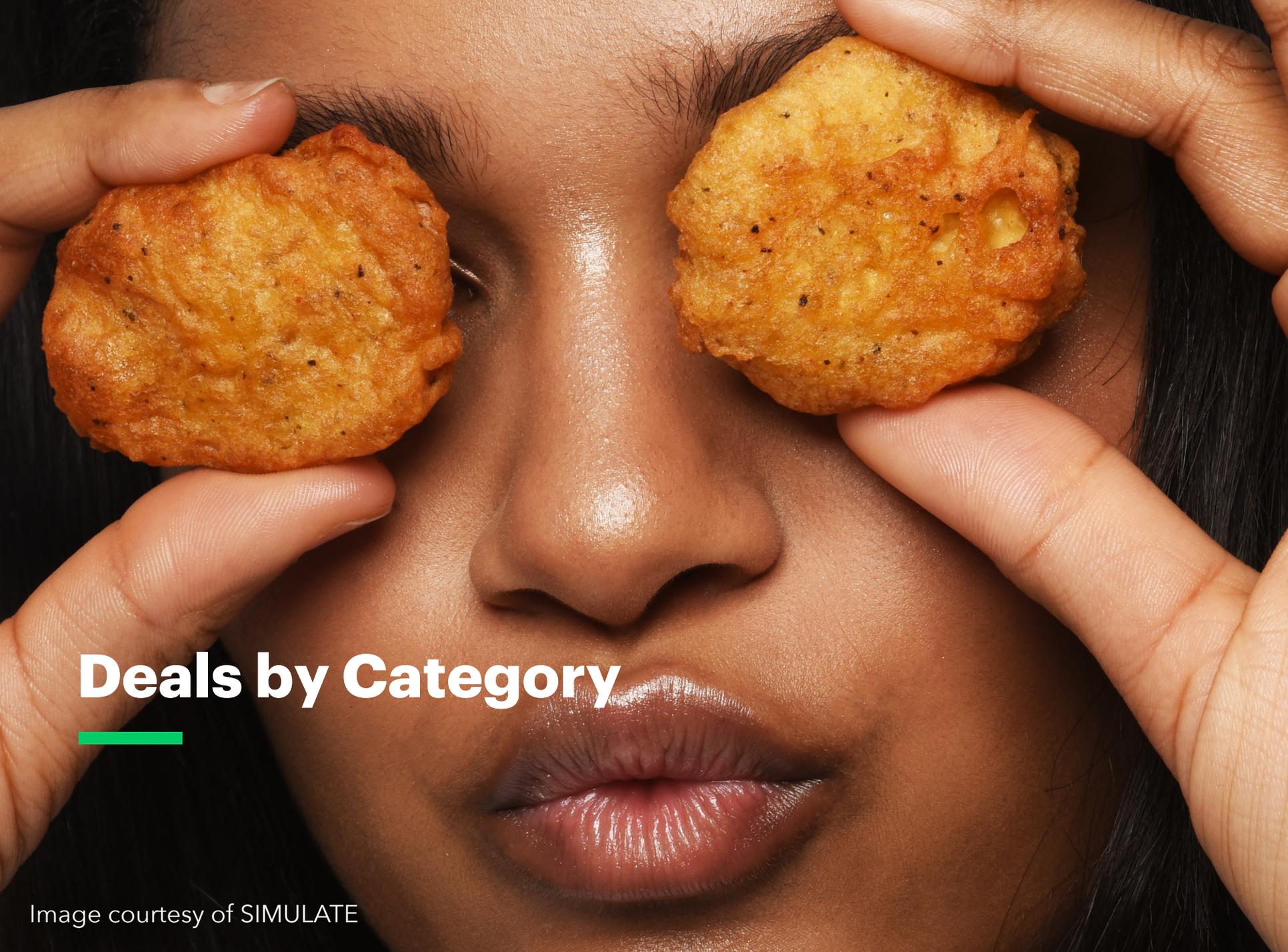


\*projected H1 total. See p.42 for more info.

# Annual Financings | 2012-H1 2020



\*projected H1 total. See p.42 for more info.

A close-up photograph of a person's face, focusing on the eyes and nose. Two golden-brown, fried snacks, possibly fritters or dumplings, are held over the person's eyes by their hands. The person's lips are slightly parted, and the overall lighting is warm and soft. The text "Deals by Category" is overlaid in white on the lower left side of the image, with a green horizontal line underneath it.

# Deals by Category

Image courtesy of SIMULATE

# AgriFoodTech Category Definitions

 <p><b>Ag Biotechnology</b> On-farm inputs for crop &amp; animal ag including genetics, microbiome, breeding, animal health.</p>	 <p><b>Innovative Food</b> Cultured meat, novel ingredients, plant-based proteins.</p>
 <p><b>Agribusiness Marketplaces</b> Commodities trading platforms, online input procurement, equipment leasing.</p>	 <p><b>In-Store Retail &amp; Restaurant Tech</b> Shelf-stacking robots, 3D food printers, POS systems, food waste monitoring IoT.</p>
 <p><b>Bioenergy &amp; Biomaterials</b> Non-food extraction &amp; processing, feedstock technology, cannabis pharmaceuticals.</p>	 <p><b>Restaurant Marketplaces</b> Online tech platforms-delivering food from a wide range of vendors.</p>
 <p><b>Farm Management Software, Sensing &amp; IoT</b> Ag data capturing devices, decision support software, big data analytics.</p>	 <p><b>eGrocery</b> Online stores and marketplaces for sale &amp; delivery of processed &amp; unprocessed ag products to consumer.</p>
 <p><b>Farm Robotics, Mechanization &amp; Equipment</b> On-farm machinery, automation, drone manufacturers, grow equipment.</p>	 <p><b>Home &amp; Cooking Tech</b> Smart kitchen appliances, nutrition technologies, food testing devices.</p>
 <p><b>Midstream Technologies</b> Food safety &amp; traceability tech, logistics &amp; transport, processing tech.</p>	 <p><b>Online Restaurants &amp; Mealkits</b> Startups offering culinary meals and sending pre-portioned ingredients to cook at home.</p>
 <p><b>Novel Farming Systems</b> Indoor farms, aquaculture, insect &amp; algae production.</p>	 <p><b>Cloud Retail Infrastructure</b> On-demand enabling tech, ghost kitchens, last-mile delivery robots &amp; services</p>
 <p><b>Miscellaneous</b> eg, fintech for farmers</p>	<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: yellow; margin-right: 5px;"></span> Upstream</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: cyan; margin-right: 5px;"></span> Downstream</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: green; margin-right: 5px;"></span> Both</li> </ul>

# Key Insights – by Category

There was a bit of shuffling at the top among the best-funded agrifoodtech categories between 2019 and mid-2020. Expect to see more rank-swapping throughout the year, as the economic impacts of the global pandemic stretch on.

eGrocery – already flush with investor capital – dominated fundraising, having become a quasi-essential service for locked-down consumers. It retained its top funding spot, accounting for 20% of all agrifoodtech funding this year so far. The other main food delivery category – Restaurant Marketplaces – dropped from third spot in 2019 to fourth spot in H1 2020. It was buoyed by large rounds for US-based DoorDash, India's Zomato and Swiggy, and Finland's Wolt.

Midstream Technologies and Innovative Food bumped Cloud Retail Tech and Restaurant Marketplaces out of the number two and three spots respectively. Midstream Tech, which supports food logistics, supply chains, and traceability, is well on its way to beating 2019's \$2.1 billion in funding owing to high demand in the current environment. Innovative Food, which includes the red-hot alt-protein segment, has already surpassed its total 2019 funding in the first half of the year. Surging consumer demand surely plays a key role – as does the category's

defensible nature compared to pure consumer packaged goods, making it appealing to a wider variety of VCs.

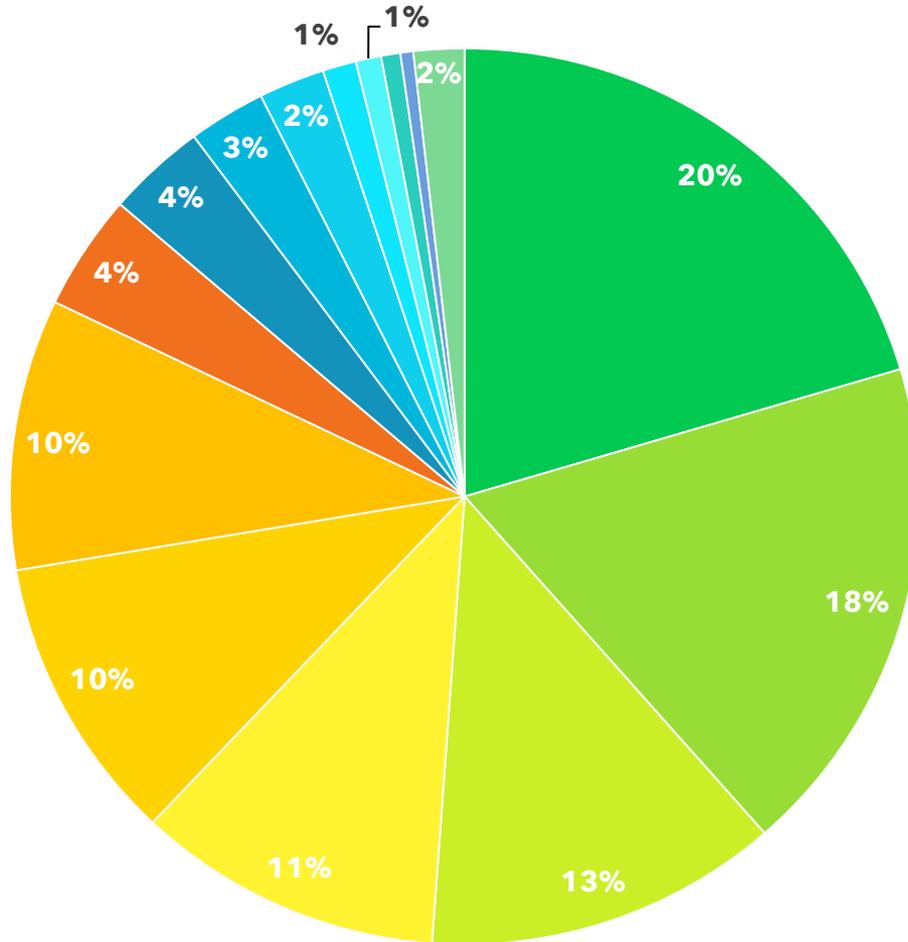
Another sign of that is a bump in Ag Biotechnology investment in the first half of 2020. Ag Biotech is on track to beat its FY 2019 total, raising \$862 million in H1 2020 compared to \$1.1 billion last year. Like many Innovative Food companies, new ag-related biotechnologies are capital intensive with long development timelines. There's also a strong market need for new crop varieties and on-farm treatments – particularly those with a reduced environmental impact to the mainstay range of chemicals. Sustainability is increasingly high on the agenda.

In-Store Retail & Restaurant Tech held its place in the top five, but that's likely to change. US-based Toast's \$400 million raise accounted for 43% of the category's funding in H1 2020, but after closing the round in February it laid off 50% of its staff when lockdowns started. It's hard to imagine many significant deals in this category this year.

Investment in Farm Management Software, Sensing & IoT is down at the year's mid-way point, representing 2% of funding versus 4% in FY 2019. A tough category to invest in, many investors have made their bets here and are waiting to see some success stories before making more.

# H1 2020 AgriFoodTech Investment

DEALS BY CATEGORY



- eGrocer
- Midstream Technologies
- Innovative Food
- Restaurant Marketplaces
- In-store Retail & Restaurant Tech
- Ag Biotechnology
- Bioenergy & Biomaterials
- Agribusiness Marketplaces
- Online Restaurants & Mealkits
- Farm Mgmt SW, Sensing & IoT
- Novel Farming Systems
- Cloud Retail Infrastructure
- Home & Cooking
- Farm Robotics, Mechanization & Other Farm Eq
- Miscellaneous

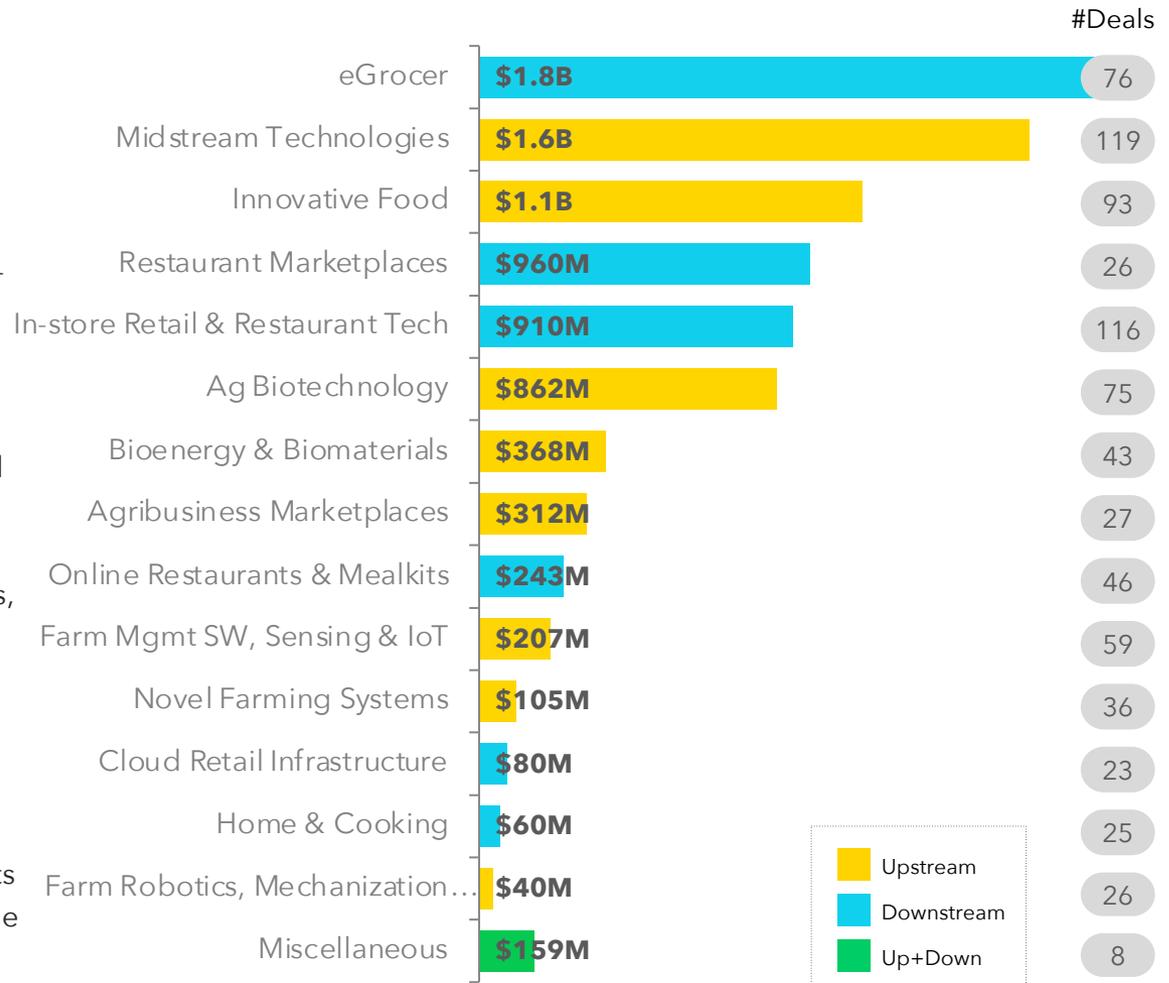


# H1 2020 Deal Volume and Activity by Category

The eGrocery sector was already in a strong position going into 2020, as the most funded agrifoodtech category in 2019. And while the \$1.8 billion raised so far this year isn't quite on pace with 2019 levels – which topped out at \$3.9 billion – the sector has undoubtedly fared well amid a global pandemic that has many investors in the retreat.

Midstream Tech, the second most funded category in H1 2020, is well on its way to beating its \$2.1 billion 2019 total. Technologies helping to improve logistics, supply chain efficiency, and food traceability are in high demand in the current environment.

Cloud Retail Infrastructure, having raised an astounding \$3.6 billion last year, attracted only \$80 million in H1, despite its increasing importance supporting at-home dining. A few large July deals in the category indicate better performance before the year is out.

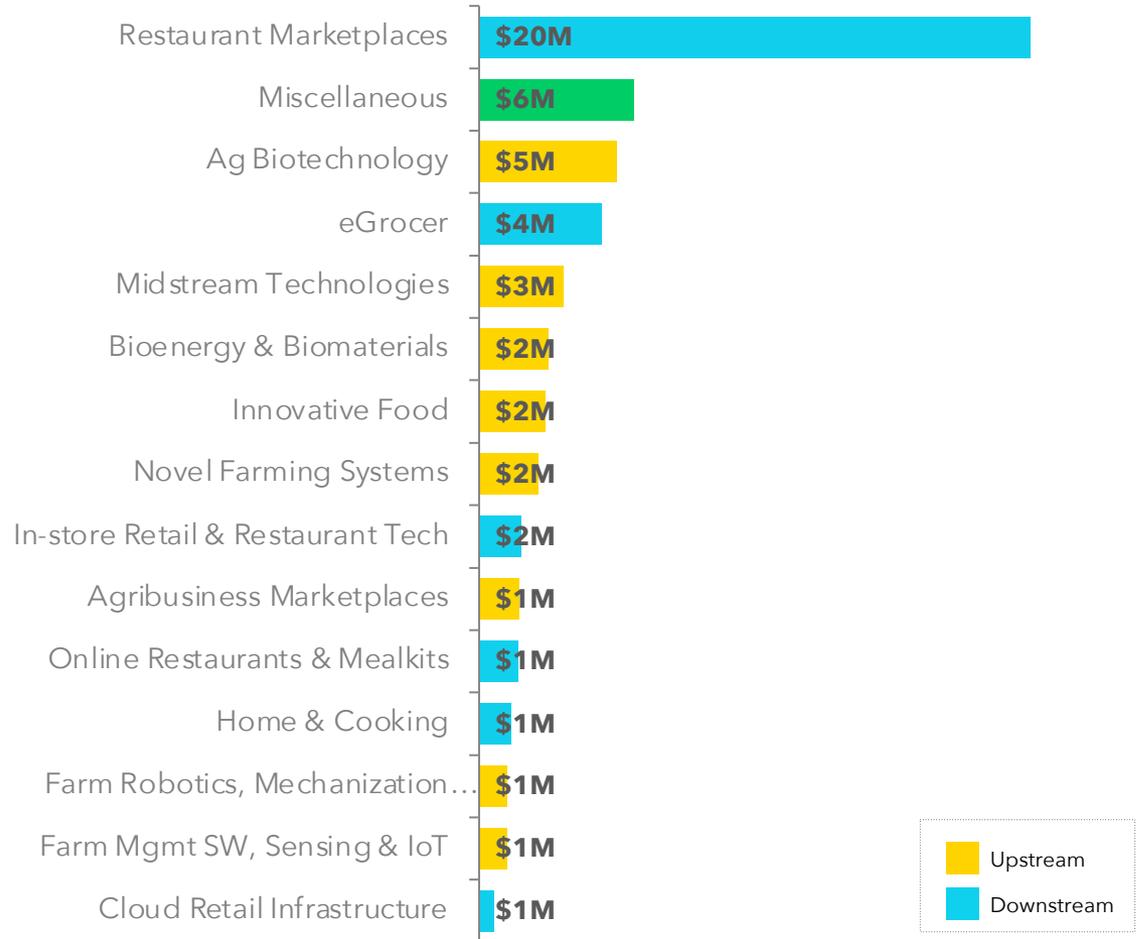


# H1 2020 Median Deal Size by Category

The median deal size in Restaurant Marketplaces was substantially higher than all other categories owing to several large funding rounds for delivery platforms: US-based DoorDash raised \$400 million, India's Zomato and Swiggy each raised about \$115 million, and Finland's Wolt raised \$108 million. These reflect continued demand for food delivery tech, which started out of consumer interest and continues this year out of necessity.

The Miscellaneous category included a \$108 million debt round for UK-based iwoca, which offers short-term credit for small businesses, including farms, needing to cover cashflow gaps.

Median deal sizes are generally in line with 2019 levels, with some sectors like eGrocery and Ag Biotech up (from \$3.4 million and \$3 million respectively) and others like Cloud Retail Infrastructure down (from \$2.6 million last year.)





# GROW Impact Fund

Invest in new technologies and innovative business models to deliver impact and sustainability to our food system.

Learn more: [agfunder.com/invest/impact-fund/](https://agfunder.com/invest/impact-fund/)

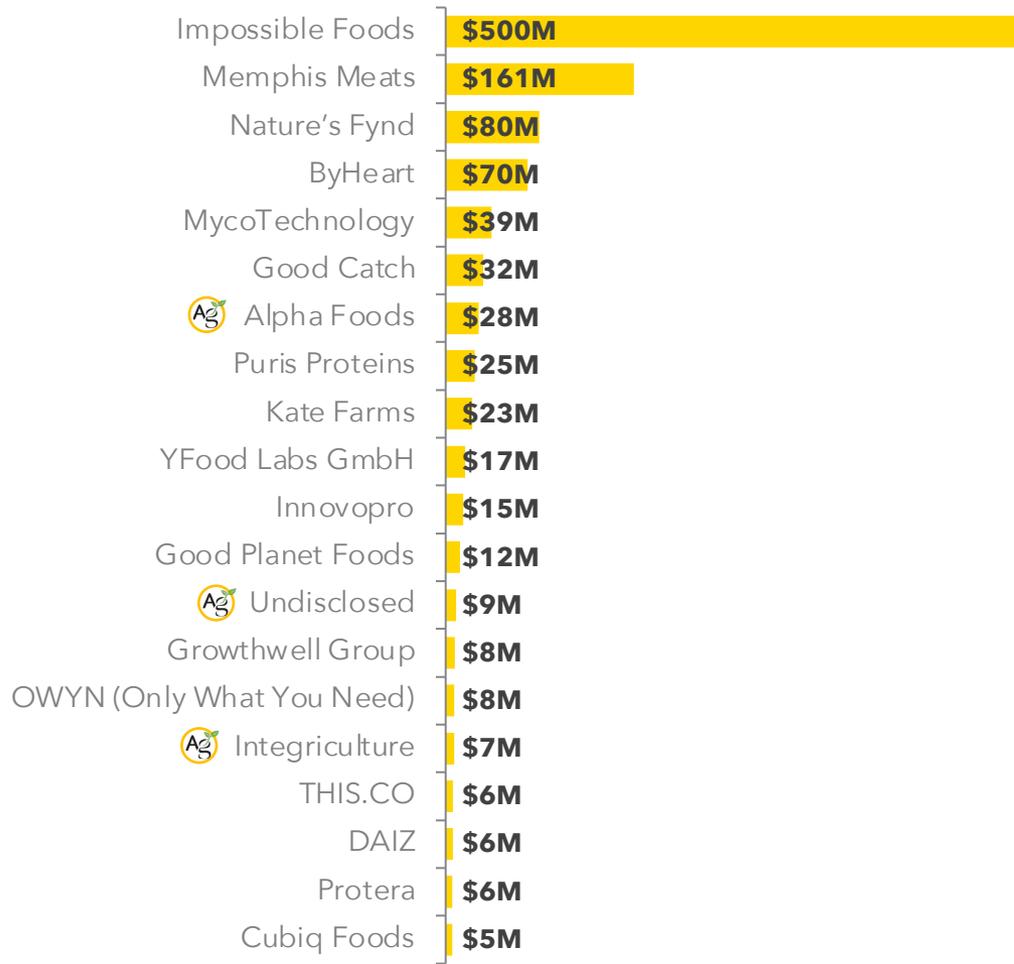
# Top Innovative Food Deals



Innovative Food companies raised more in the first half of 2020 than all of 2019. While Impossible Food’s mega bridge round no doubt played a big role in the category’s \$1.1billion funding achievement, consumer demand for alt-meat and alt-dairy products spiked during the first half of the year.

Alongside Impossible, mature players like Memphis Meats, Nature’s Fynd, Good Catch, and MycoTechnology raised sizable rounds. Newer entrants like AgFunder portfolio companies Alpha Foods and Integriculture also made it into the top deals list.

Outside of meat and dairy alternatives, ByHeart is conducting breastmilk research to make better baby formulas. Cubiq Foods is producing cellular fats. And three companies are addressing nutrition: YFood and OWYN with bars and drinks, and robotic smoothing company Panaceutics Nutrition.

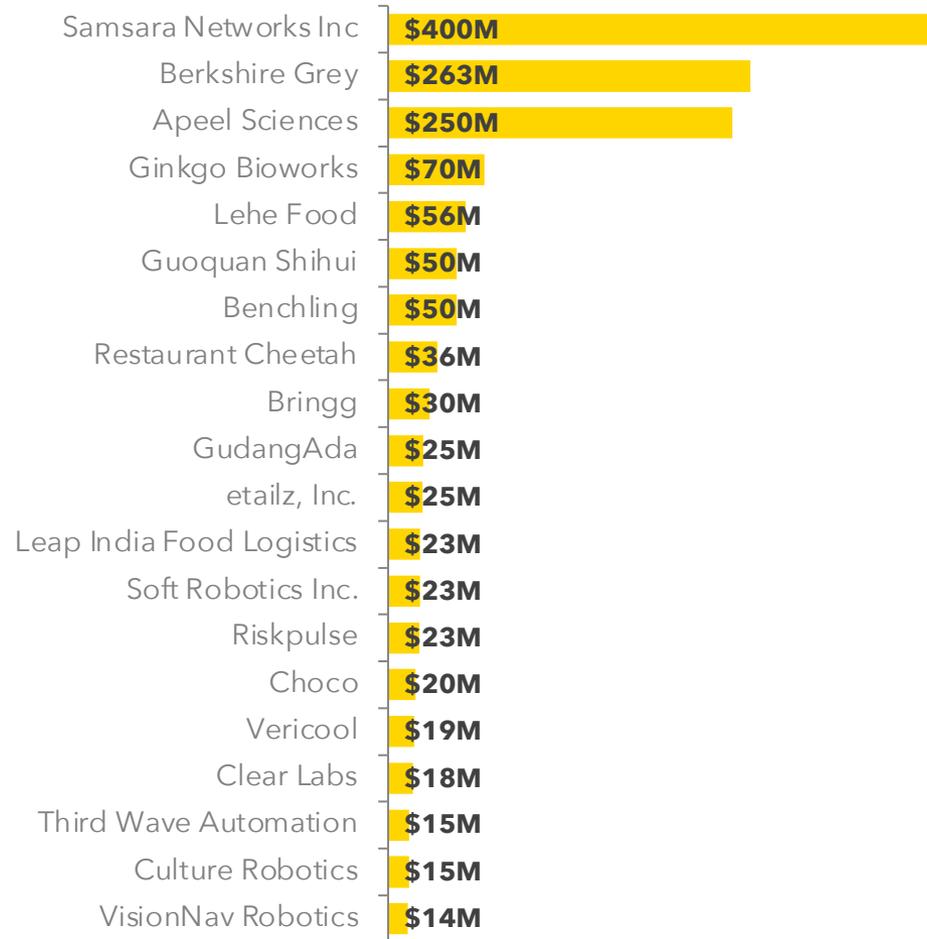


 AgFunder portfolio company

# Top Midstream Tech Deals

Midstream Technologies, which help to drive efficiency and cut waste in the food chain, have drawn extra interest from investors amid the pandemic's enormous disruption to the flow of goods worldwide. The category's overall share of agrifoodtech funding increased to 18% in H1 2020 from 11% in FY 2019. The sector is also on pace to beat its 2019 investment total, having secured \$1.6 billion already this year.

The range of solutions in this category is highly diverse given the broad nature of the sector. Samsara's IoT-based platform is streamlining manufacturing and production lines for food and other industries. Apeel Sciences is making life-extending food coating. Vericool is building cold chain preservation tech. Israel's Bringg has developed delivery and logistics management software. Riskpulse is a forecasting tool for anticipating both natural and man-made risks' impact on logistics.

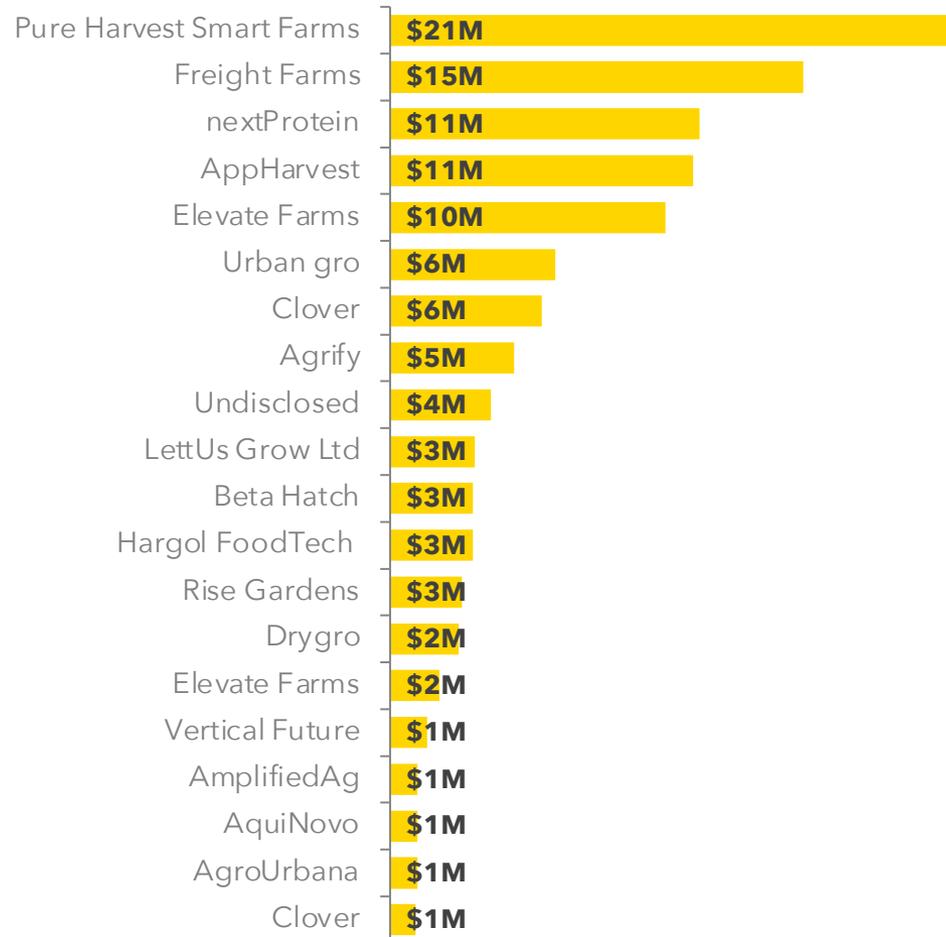


# Top Novel Farming Systems Deals

Funding for Novel Farming companies is down from 2019 levels at the mid-year mark. Across the group, startups have raised \$105 million in the first six months, compared to more than \$700 million last year. In 2019, however, there were several \$100 million-plus rounds in the sector and the top 10 deals were all at \$20 million or above. So far this year, only one deal has raised more than that.

That honor goes to Abu Dhabi-based vertical farming venture Pure Harvest Smart Farms, which secured funding from Kuwait-based Wafra.

Boston-based Freight Farms makes farming units in old shipping containers. Kentucky's AppHarvest secured Series C funding to expand its high-tech greenhouse operations. Toronto-based Elevate Farms combines vertical farming with blockchain-based traceability tech.



# Top Farm Management SW, Sensing & IoT

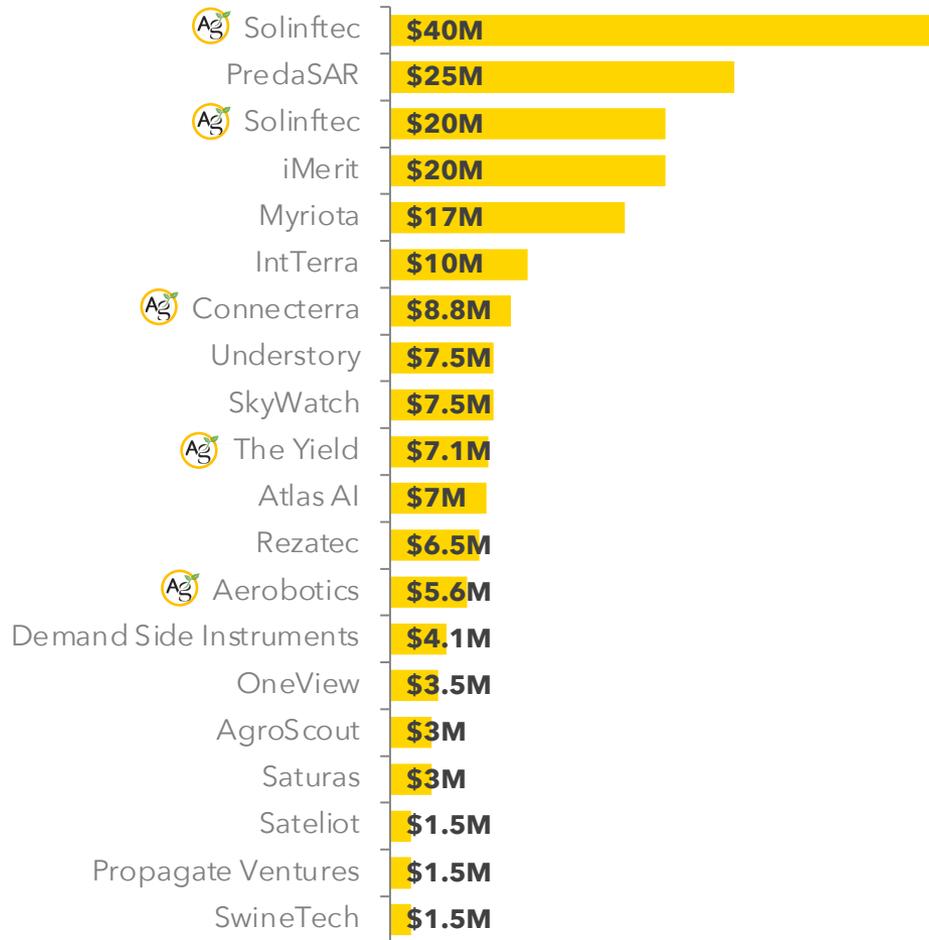
Remote sensing dominated this category in 2019 and the same has held true so far for 2020.

Funding across the category is down at the mid-way point of the year. In 2019, 205 Farm Management Software, Sensing & IoT ventures raised \$887 million, accounting for 4% of all agrifoodtech funding. This year, only 59 companies have secured funding, totaling \$207 million - or just over 2% of total investment.

The top deals so far in 2020 have been earlier-stage and smaller than in 2019.

Last year, the five largest rounds were all at Series C and D stage. Three closed just before the year's end.

This year, the latest-stage rounds have been at Series B, including Brazil's automation tech startup Solinftec, US-based data-tagging company iMerit, and Australia's satellite venture Myriota.



# Top Ag Biotech Deals

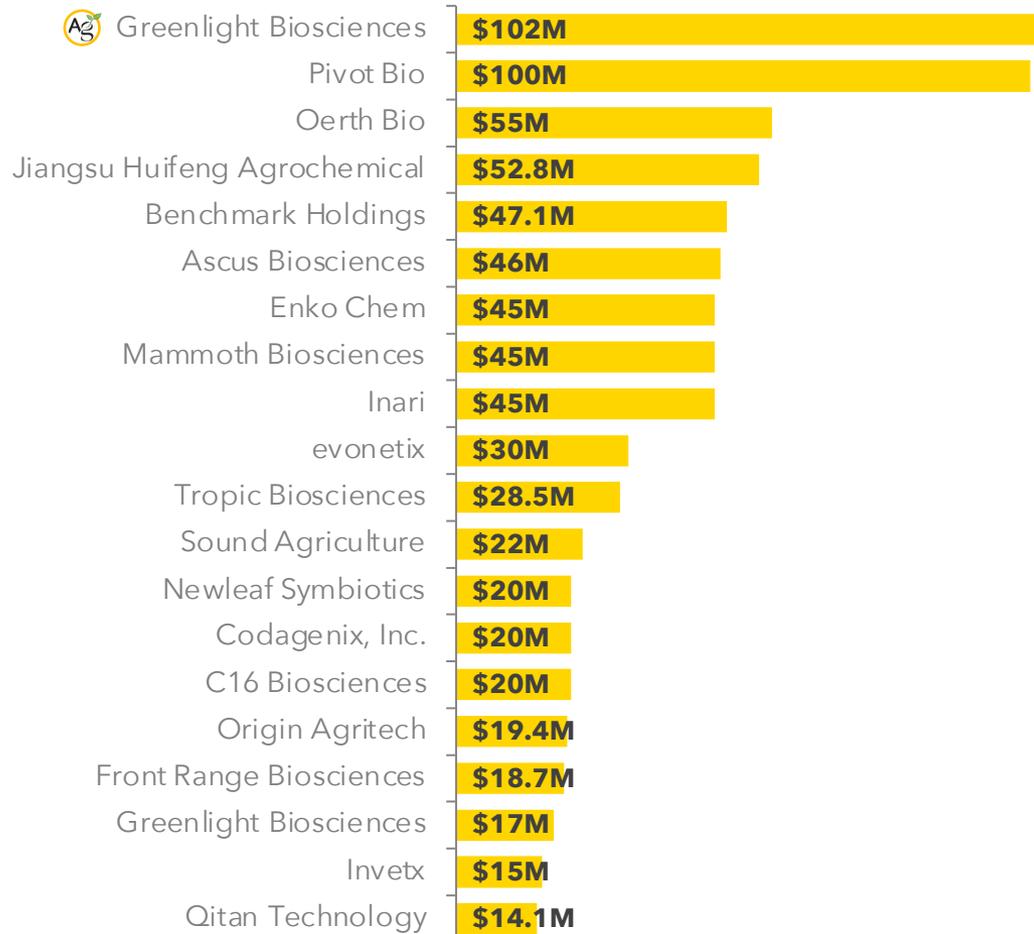
Ag Biotech is on track to beat its 2019 total, raising \$862 million in the first half of 2020, compared to \$1.1 billion for the whole of last year. That said, 2019 was a down year for the sector.

Top deal sizes so far this year are generally consistent with 2019. ‘Sustainable chemicals’ company Greenlight Biosciences, which closed back-to-back rounds in May and June, took in the largest share of funding as it turned part of its attention towards a Covid-19 vaccine.

Enko Chem is applying drug discovery tech to develop new crop treatments and is one of the few startups working to make new and affordable agricultural treatments for emerging markets.

Many in the list are focused on gene editing technologies, including Mammoth, Inari, and Tropic Biosciences.

Pivot Bio raised Series C funding for its nitrogen fixing microbe product.



 AgFunder portfolio company

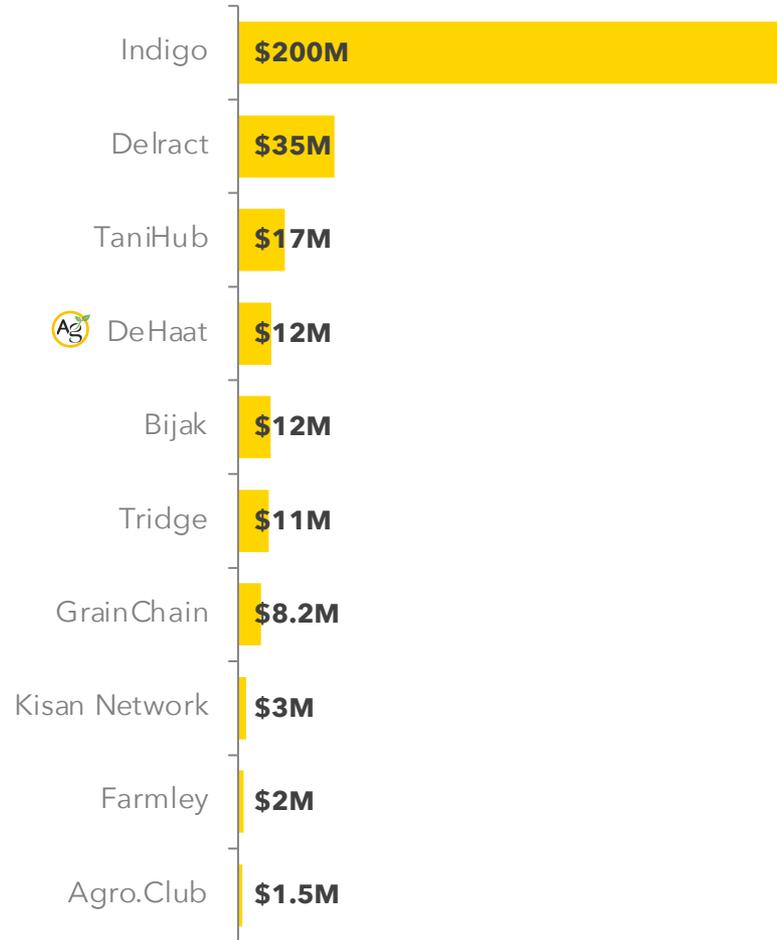
# Top Agribusiness Marketplace Deals

Ag marketplaces connect farmers with resources like crop inputs, financing, agronomic support, and marketing.

In January, Massachusetts-based Indigo raised \$200 million in debt from FedEx, with indications the delivery company might get involved in its carbon trading initiative. Indigo is reportedly in the midst of raising a \$500 million Series F round.

What is otherwise notable about Agribusiness Marketplace deals in 2020 is their geographic diversity. Marketplaces in India dominate the list, including DeHaat, Bijak, Kisan Network, and Farmley (previously Technifybiz). Their focus is largely on connecting smallholder farmers to supplies and markets.

TaniHub is a B2B marketplace connecting farmers to suppliers, buyers, and lenders in Indonesia. Tridge is a globally-focused platform based in South Korea. GrainChain in Texas is a commodity exchange built on blockchain.



 AgFunder portfolio company

# Top In-Store Retail & Restaurant Tech Deals

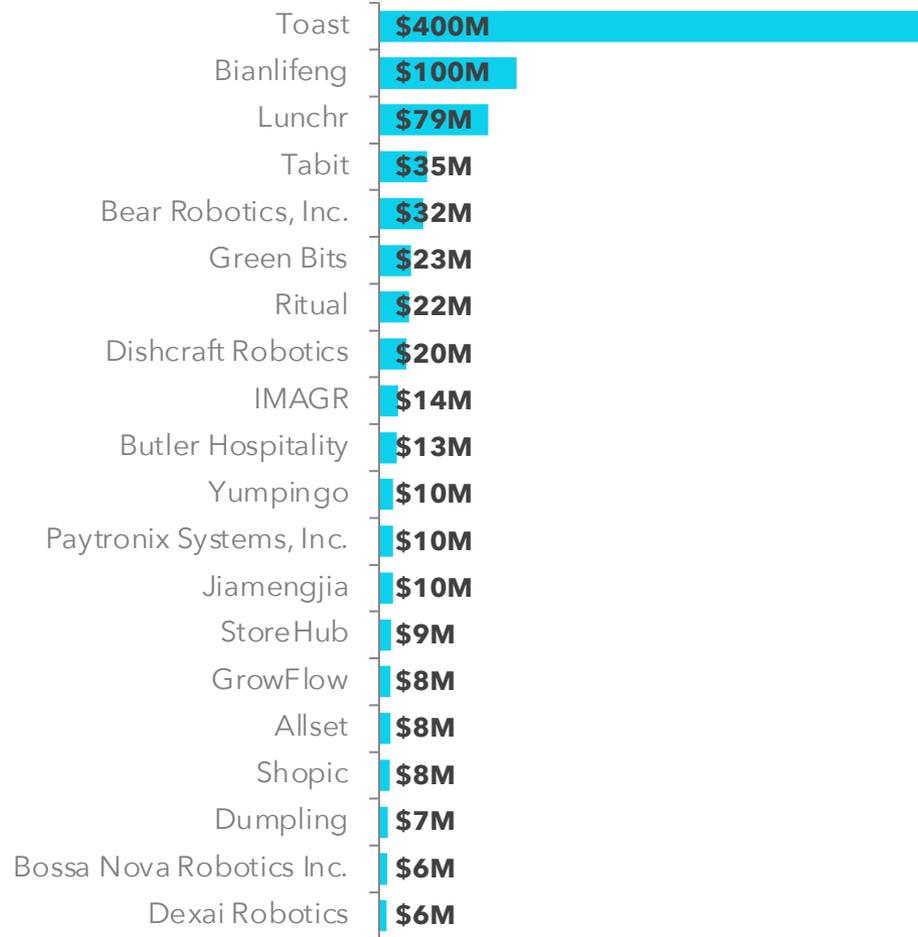


Well, this is awkward. US-based Toast, whose point-of-sale tech is designed for restaurants and hospitality businesses, closed its \$400 million Series F round in February - right before Covid-19 escalated globally. Less than two months later, the company fired 50% of its staff.

The deal accounts for 43% of the total funding raised in the In-Store Retail & Restaurant Tech category in the first half of this year. It's hard to imagine seeing more deals of this size in this sector as 2020 continues.

China's Bianlifeng secured \$100 million in May for its 'cashierless' convenience stores and vending machines - tech that is ripe for a moment defined by 'social distancing.'

Other companies have raised smaller rounds for contactless and 'humanless' tech. US-based Dishcraft Robotics is automating foodservice tasks while Shopic offers mobile-based grocery checkout.



# Top 20 eGrocer Deals



With \$3.9 billion raised last year, eGrocery was the biggest agrifoodtech investment sector by dollar volume in 2019 - and already on a tear going into 2020.

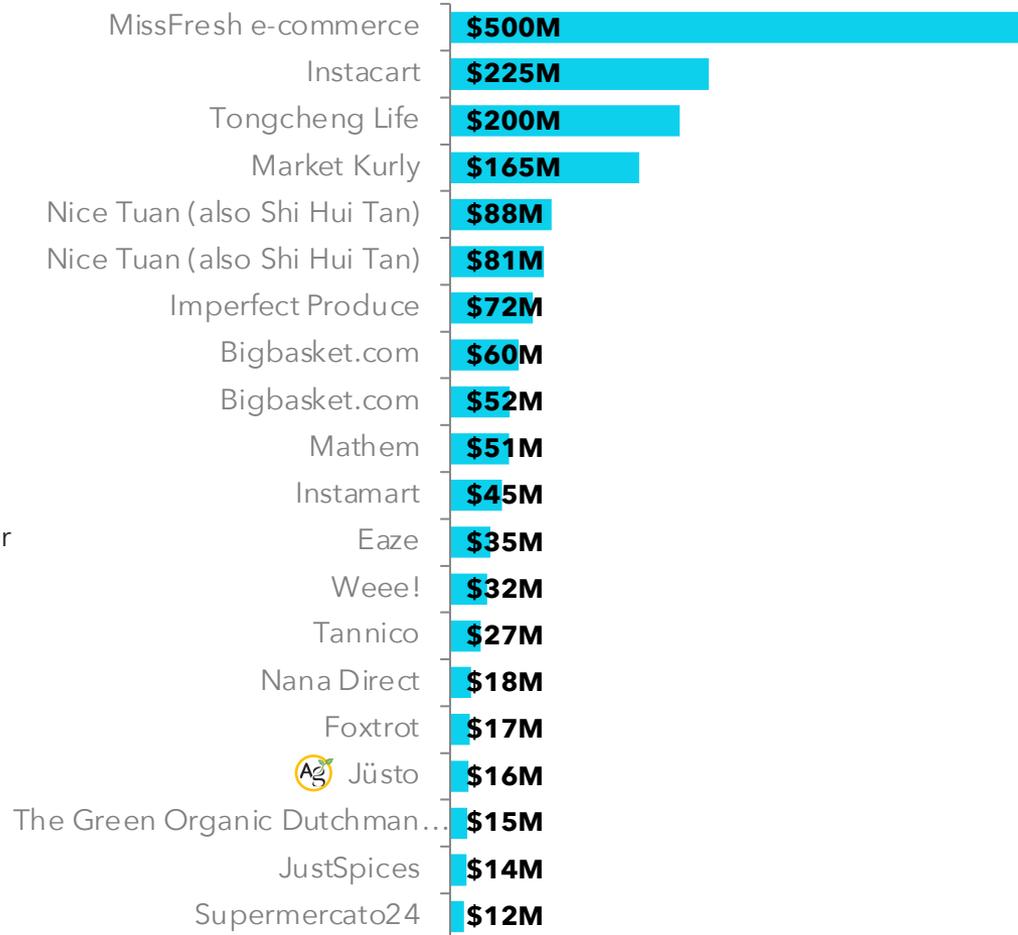
If there is any sector that could be buoyed by global stay-at-home orders, this is it.

China's Nice Tuan closed three rounds within months of each other: the first in January, when China was badly affected by the coronavirus, the second in May, as the rest of the world faced the brunt of the impact, and a third in July (a little too late for this report) all of a similar size.

US-based Instacart closed a \$225 million round in June. India's Bigbasket secured debt and equity fundings in April.

There are some more unusual deals in the mix, too. Imperfect Produce salvages 'ugly' produce to sell via delivery at a discount.

AgFunder made its first investment in the category in Mexico's Justo.



AgFunder portfolio company



## Deals by Stage

---

Image courtesy of Black Sheep Foods

# Key Insights – by Stage

One might never know there was a global pandemic happening based on agrifoodtech investing activity in the first half of 2020. Stage-by-stage, the trends look remarkably like last year. Dollar volumes and deal count at both the early and late stages are roughly half of 2019 levels at the mid-way point of 2020. We also expect to uncover more deals data for H1 2020 as the year progresses.

In terms of broad-based trends, upstream ventures out-raised their downstream peers at the early stages. In areas of the agrifoodtech sector known for being more technologically complex, more capital intensive, and slower to market, investors seem more willing to commit the early-stage capital needed for emerging solutions. This is in spite of (or perhaps because of, depending on who you ask) the global pandemic.

Of particular note is Series B funding for upstream companies, which was nearly three times greater than for downstream companies while only twice as many upstream companies secured funding. This suggests investors are spotting more opportunity, and cutting bigger checks on average, in growth-stage upstream tech than downstream.

There are plenty of deals across all funding stages that speak to the current moment, even though they weren't

conceived during the pandemic. At the Series A stage, Bianlifeng – a Chinese chain of cashierless convenience stores and snack machines – seems ripe for a moment defined by 'social distancing.' On the upstream side, US-based RiskPulse offers a supply chain management platform that accounts for climate and natural disaster risk. In one of the biggest single funding rounds of the year so far, US-based Berkshire Grey raised \$263 million at Series B for its production and manufacturing automation tech.

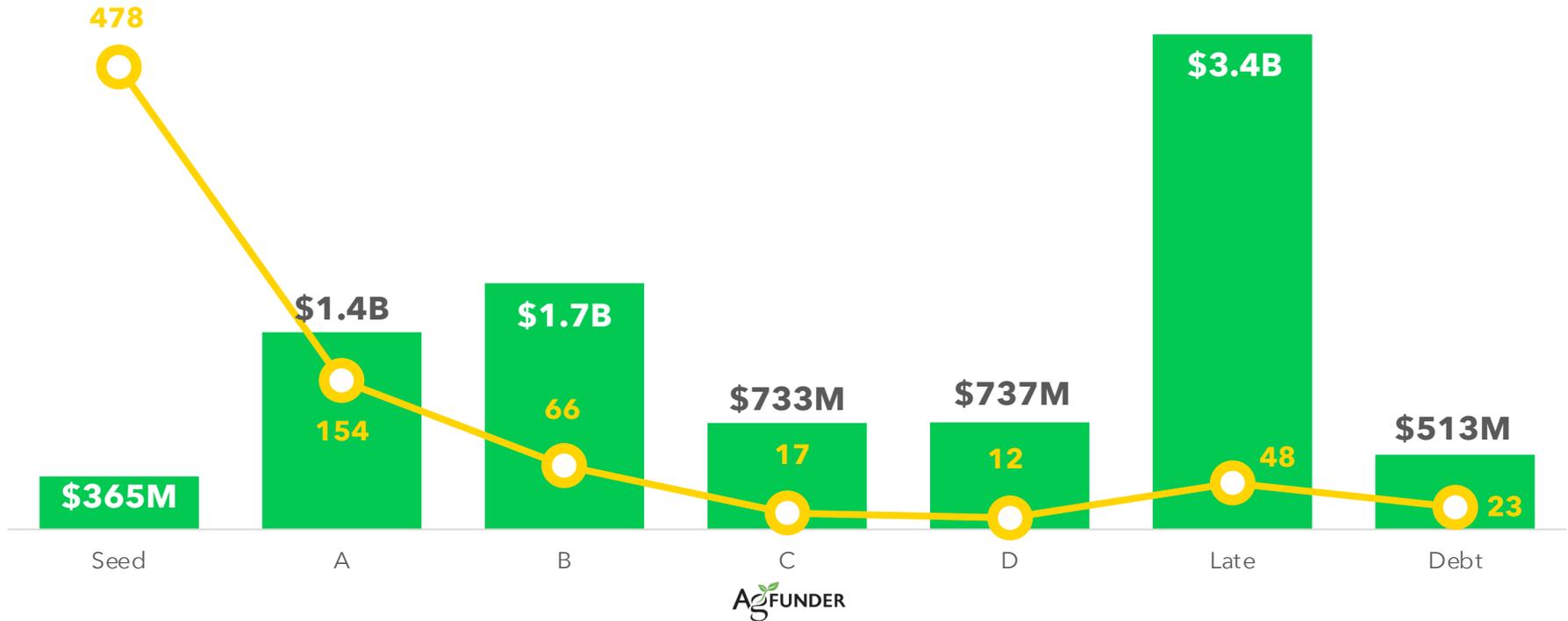
Then, of course, there is the long roster of e-commerce and food delivery platforms worldwide that secured funding as restaurants closed for indoor dining and shoppers were encouraged to stay at home as much as possible.

Such companies accounted for much of Series D and later-stage investment in H1 2020. Deals in these categories involved the likes of China's MissFresh, US-based DoorDash and Instacart, and India's Zomato and Swiggy.

Nevertheless, more upstream companies (28) raised late-stage funding in H1 2020, though downstream companies (19) netted \$1 billion more in dollar terms. Alt-meat maker Impossible Foods (\$500 million) and IoT manufacturer Samsara Networks (\$400 million) were the biggest upstream post-Series C deals.

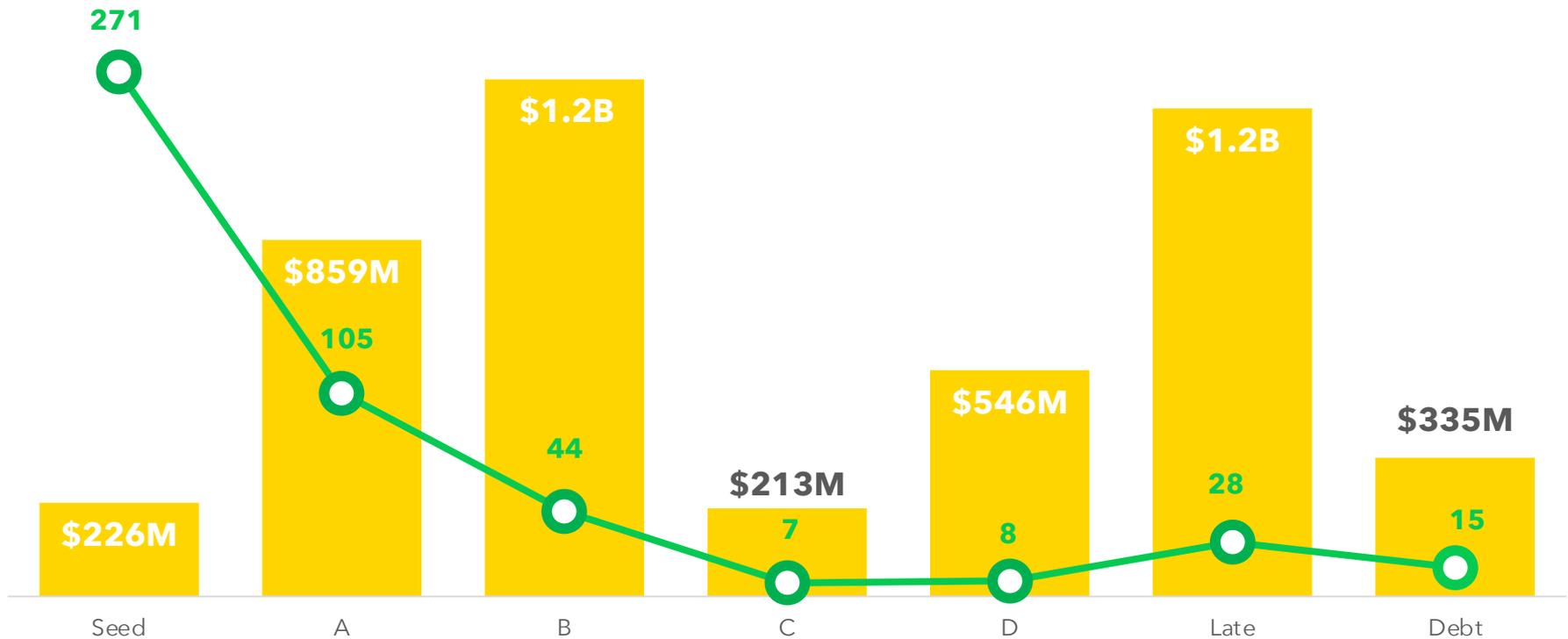
# Overall Deal Volume and Activity by Stage

2020 may feel anything but predictable. Nevertheless, agrifoodtech investors have so far replicated their investment trends from 2019 according to stage. From Series A to post-Series D, dollar volumes are roughly half of 2019 levels at the mid-way point of 2020. That also holds true for deal count, although we can expect to collect more deal data for H1 2020 as the year progresses.



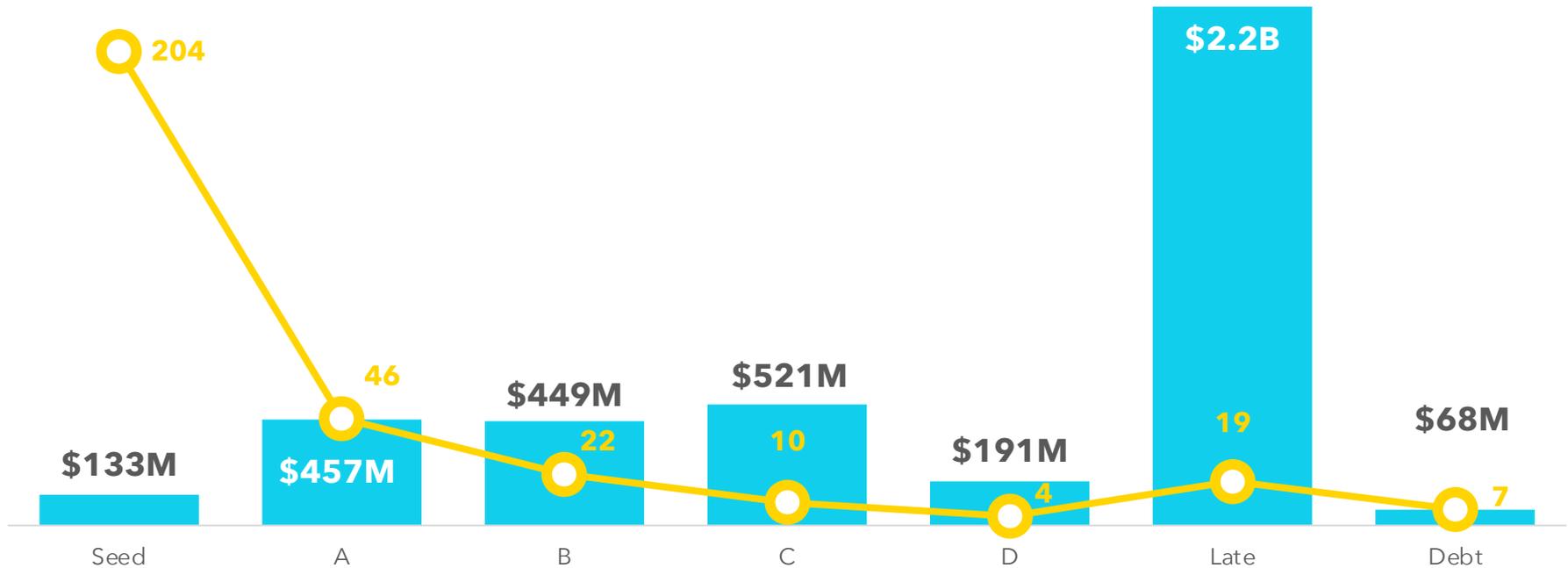
# Deal Volume & Activity by Stage

We're halfway through the year and already Series A upstream investments are at 66% of their 2019 total by dollar volume, while Series B investments are at 120%. More early-stage companies are getting funding too: 105 scored Series A funding in the first half of 2020, compared to 194 in all of 2019.



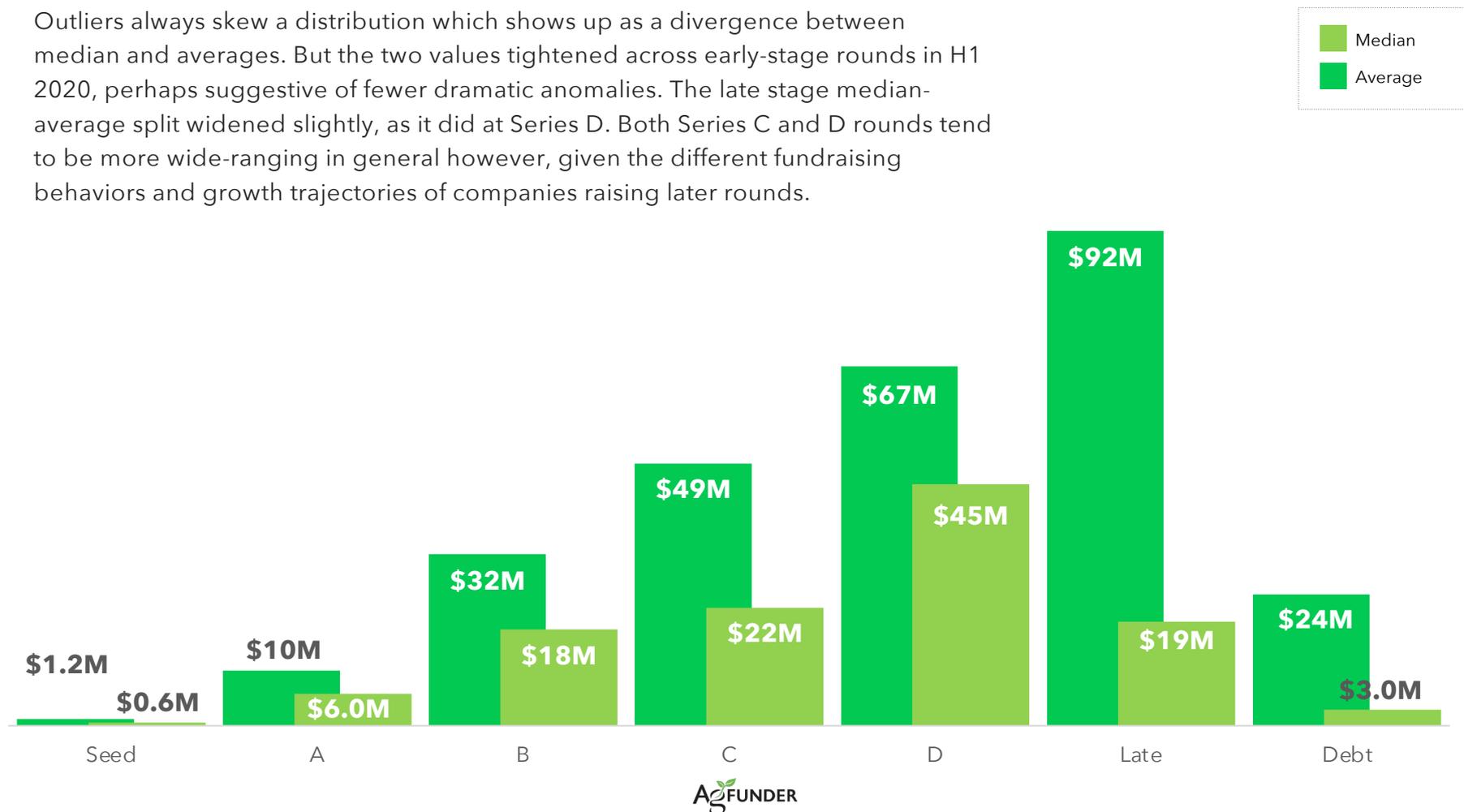
# Deal Volume & Activity by Stage

By contrast, early-stage funding for downstream agrifoodtech investments is low, relative to total commitments in 2019. By dollar volume, Series A deals are at just 29% of the 2019 total at the mid-year mark, while Series B deals are only at 16%. The number of companies receiving funding is also less than half that of last year, suggesting that investors are finding more attractive opportunities upstream.



# Deal Average and Median by Stage

Outliers always skew a distribution which shows up as a divergence between median and averages. But the two values tightened across early-stage rounds in H1 2020, perhaps suggestive of fewer dramatic anomalies. The late stage median-average split widened slightly, as it did at Series D. Both Series C and D rounds tend to be more wide-ranging in general however, given the different fundraising behaviors and growth trajectories of companies raising later rounds.

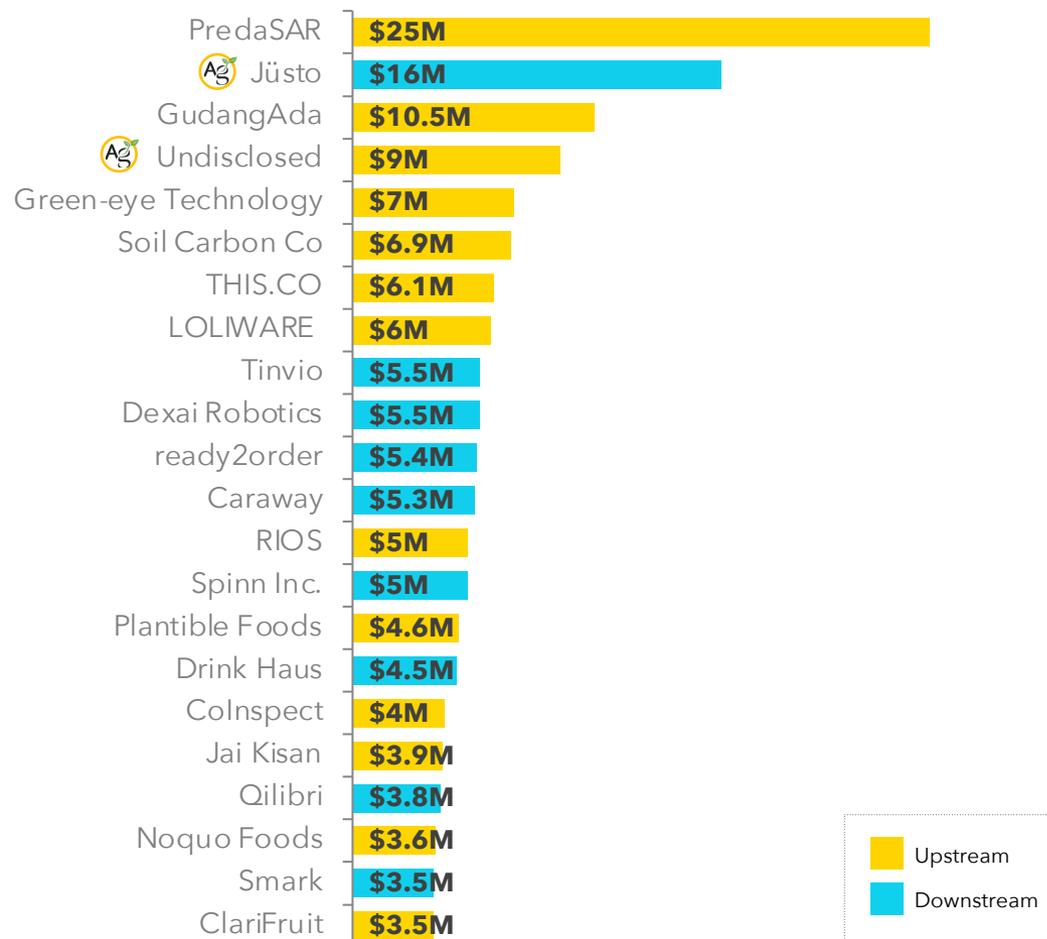


# Top 15 Seed Deals

The top seed stage deals in the first half of 2020 are representative of how expansive, both in terms of subject matter and geography, agrifoodtech innovation has become.

The top five deals on this list alone include a satellite data company from the US, an e-commerce platform from Indonesia, a precision agriculture startup from Israel, an eco-crop treatment and carbon capture venture from Australia, and an alt-meat company from the UK.

This shortlist of top seed financings also reflects the opportunity investors are spotting in upstream technologies versus downstream: the six largest deals are upstream ventures.



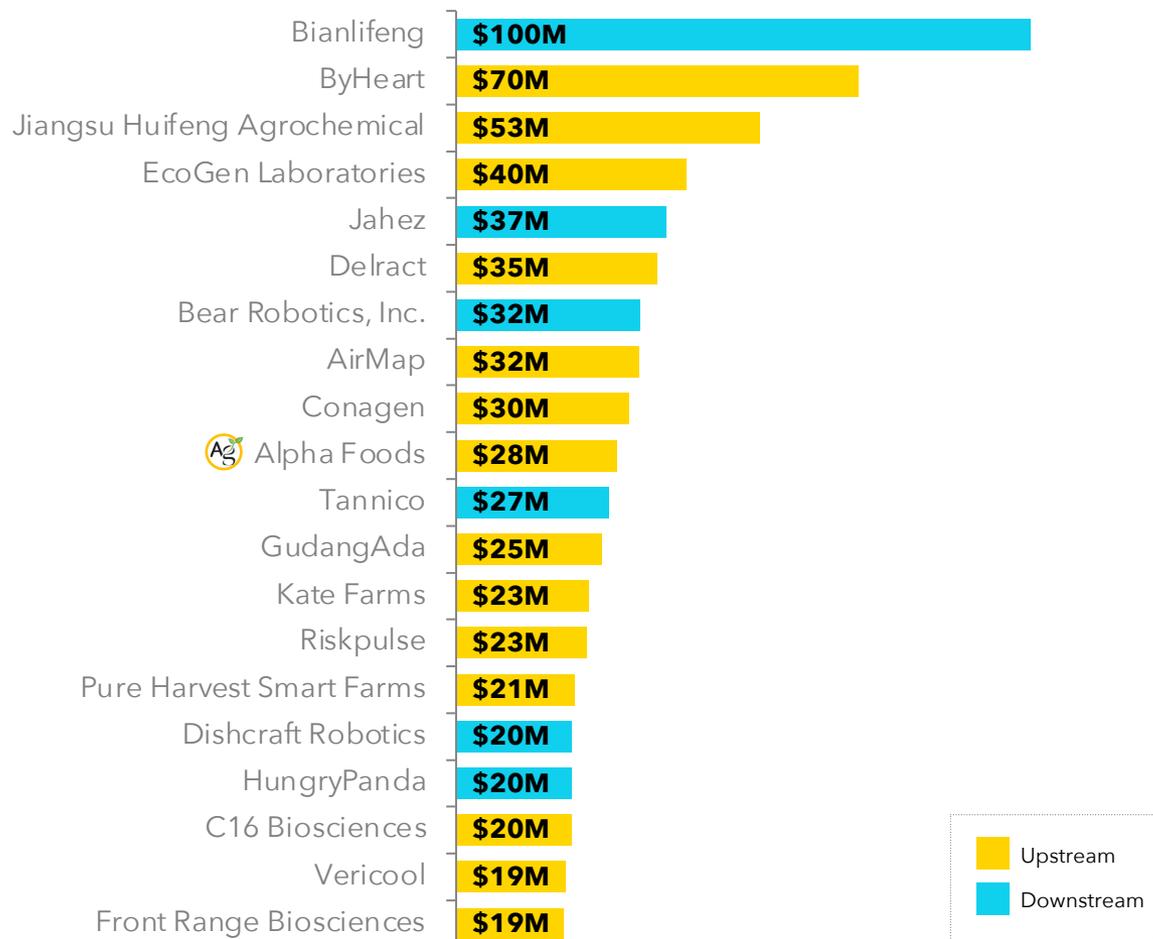
# Top Series A Deals

One would never know, looking at the top 15 Series A investments so far this year, that the average deal size at this stage is only \$10 million.

The top 15 add up to \$674 million, accounting for nearly 50% of all Series A capital in H1 2020. That means the other 139 ventures that secured Series A funding split the remaining \$726 million.

Upstream Series A funding (\$859 million) was nearly double downstream funding (\$457 million) in H1 2020.

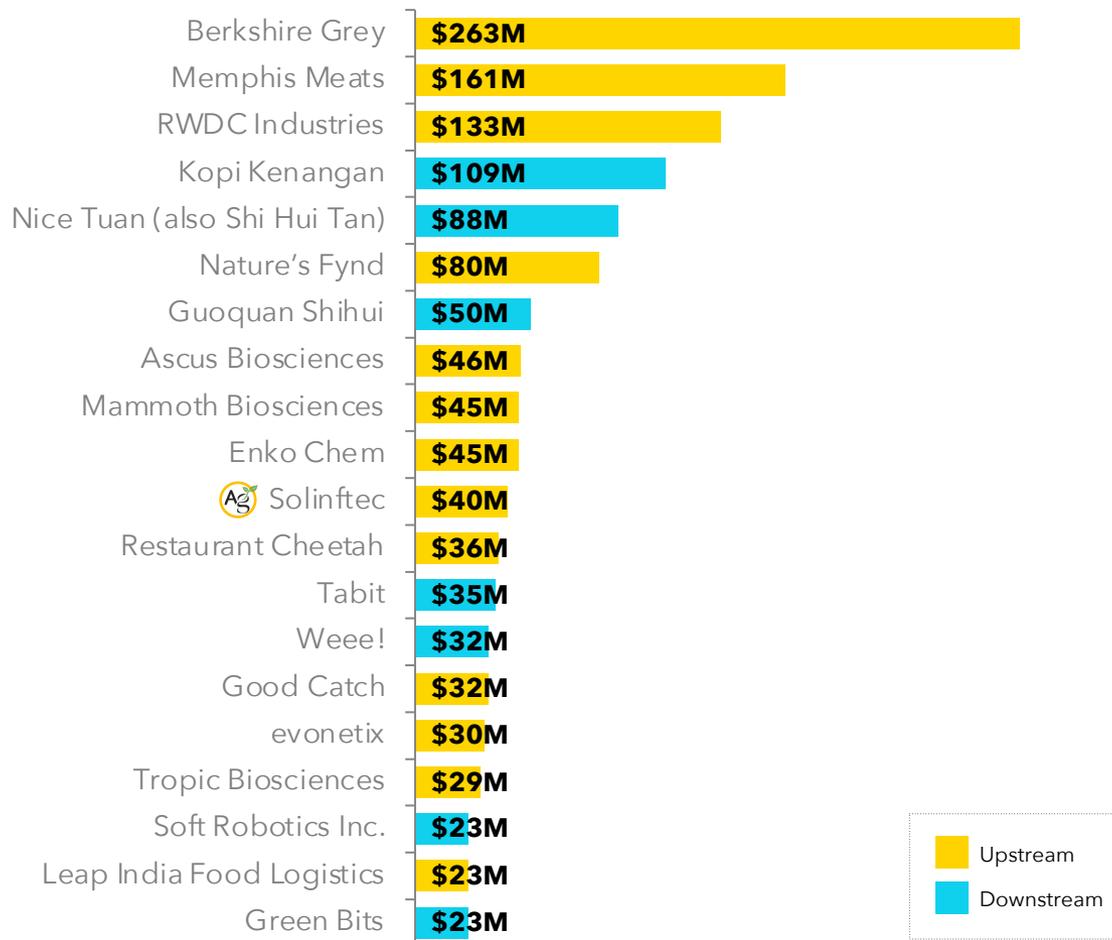
Across the top 15 are examples of companies that speak to the current moment. Among them are Chinese contactless and cashierless convenience store chain Bianlifeng and US supply chain platform RiskPulse, which incorporates natural disaster risk management.



# Top Series B Deals

Series B funding for upstream companies was nearly three times greater than for downstream businesses, while only twice as many upstream startups secured funding. Perhaps it's too early to call it a trend or a turning point, but what's clear is that investors are getting keener on growth-stage upstream tech. They're also devoting larger sums to it on average compared to downstream business models.

US-based Berkshire Grey, which makes automation tech for production and manufacturing, alone claimed 15% of all Series B capital invested. Together the top five deals accounted for 44% of H1 2020 Series B funding. Their technologies encompass lab-grown meat, eco-materials, a grab-and-go coffee chain, and online grocery.



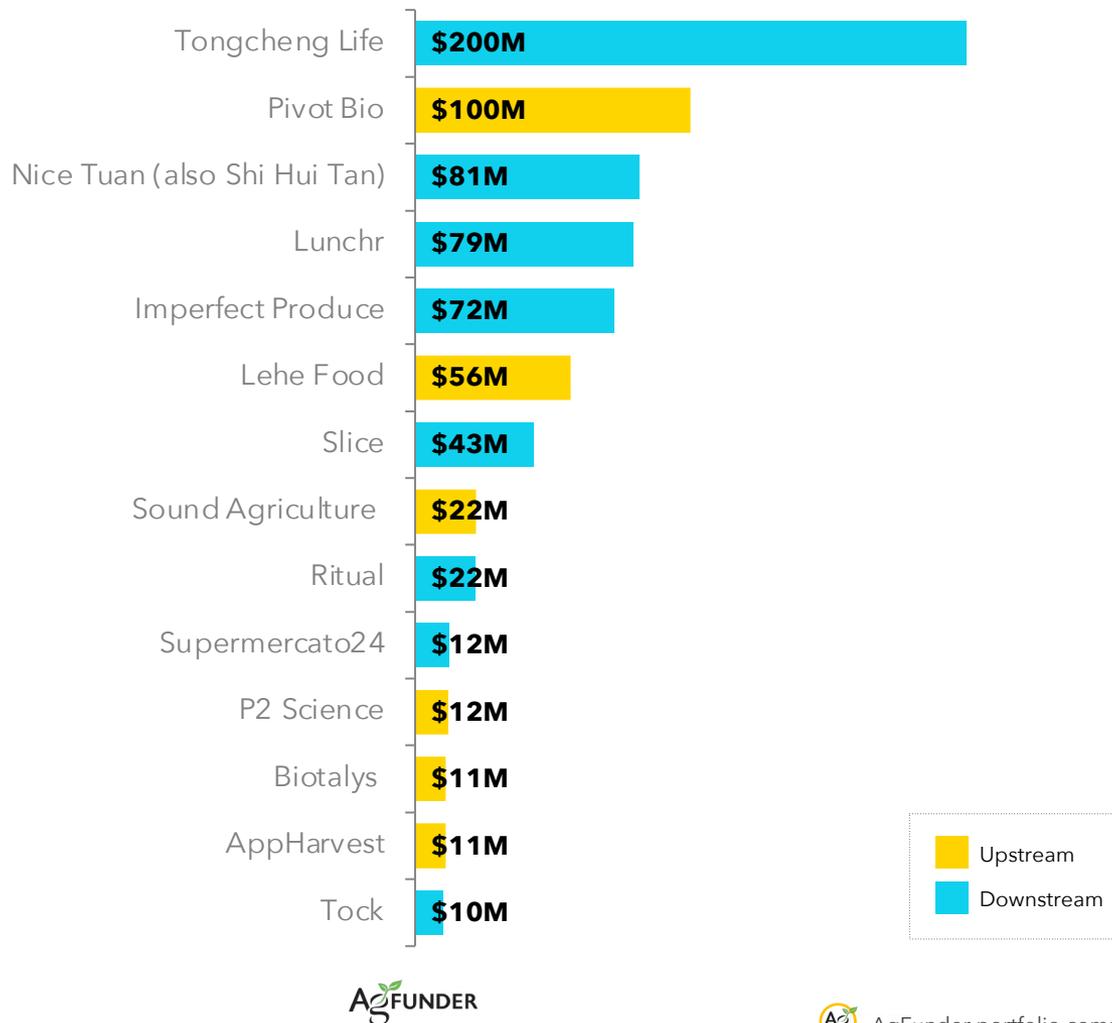
# Top Series C Deals

Series C deals are always a bit of a mixed bag, given the different growth trajectories, business strategy pivots, and funding needs of companies hunting for growth capital at this stage.

Take US high tech greenhouse developer AppHarvest, for example. Its \$11 million Series C round pales in comparison to its \$97 million Series A raise last year.

Downstream investing overtook upstream at this stage. The 10 downstream companies that raised Series C funding in H1 2020 netted a collective \$521 million - more than double that of their seven upstream peers.

US-based crop treatment developer Pivot Bio took in nearly half of upstream Series C funding with a \$100 million round led by Breakthrough Energy Ventures and Temasek. Chinese e-commerce platform Tongcheng Life claimed more than a quarter (27%) of total Series C funding with its \$200 million raise led by Engage Capital and Jooy.



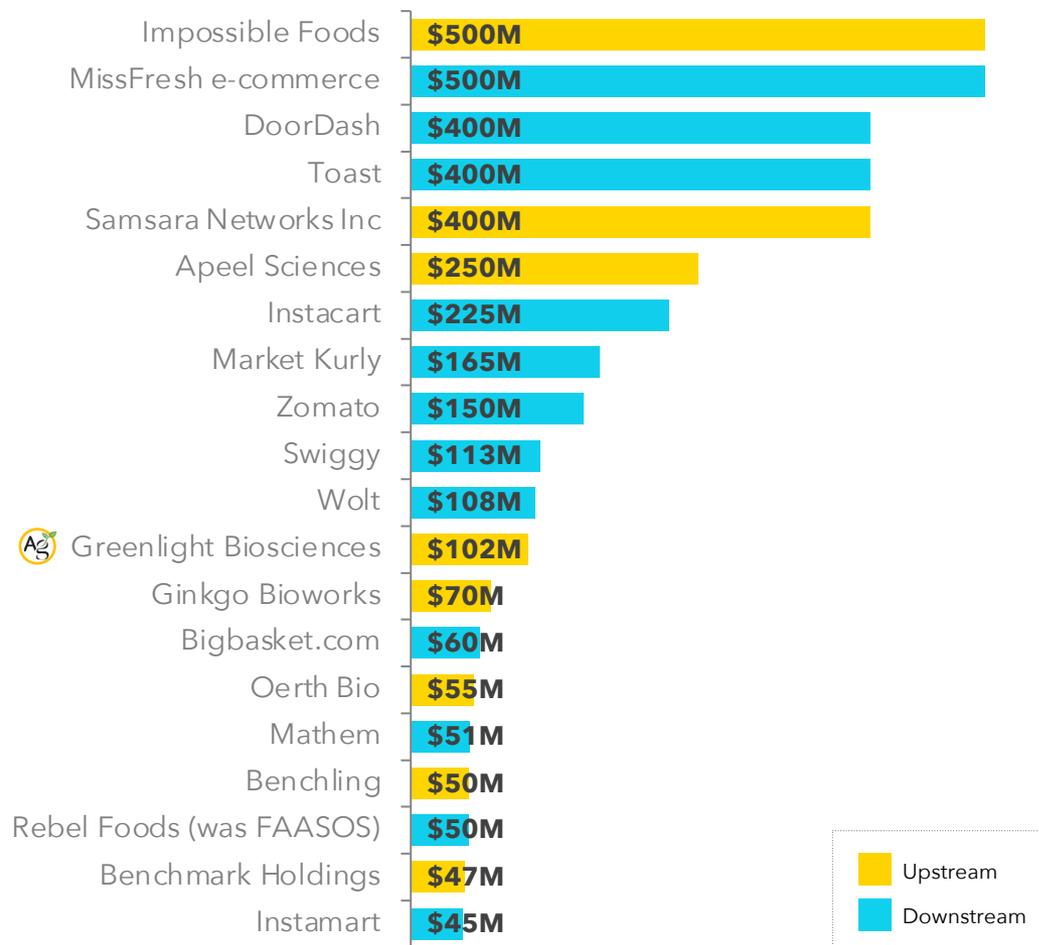
# Top Late Deals

2020 hasn't had a 10-figure funding round yet. By this time last year, Colombian delivery app Rappi had made news with its \$1 billion Series E round led by SoftBank's Vision Fund.

More upstream companies secured funding at Series D or later in the first half of 2020, though downstream companies raised more capital in dollar terms than their upstream peers. Most of those downstream startups are on-demand delivery or e-commerce platforms.

Alt-meat maker Impossible Foods and IoT manufacturer Samsara Networks took the lion's share of upstream-focused late-stage capital.

Other upstream startups to secure funding include biotech ventures such as Ginkgo Bioworks and Greenlight Biosciences, as well as food coating innovator Apeel Sciences, which got investment from Oprah Winfrey and Katy Perry among others.



LIVE



# Deals by Country & Exits

<p>Activity Trends</p> <p><b>1,599</b></p> <p>Avg. Trees/Day</p> <p>Last 7 Days</p>	<p>Shaking Progress</p> <p><b>117</b></p> <p>Blocks Shaken</p> <p>Last 7 Days</p>	<p>Blocks Status</p> <p><b>80</b></p> <p>Blocks are in Sweeping</p> <p>Last 30 Days</p>
---	---	---

Image courtesy of FieldIn

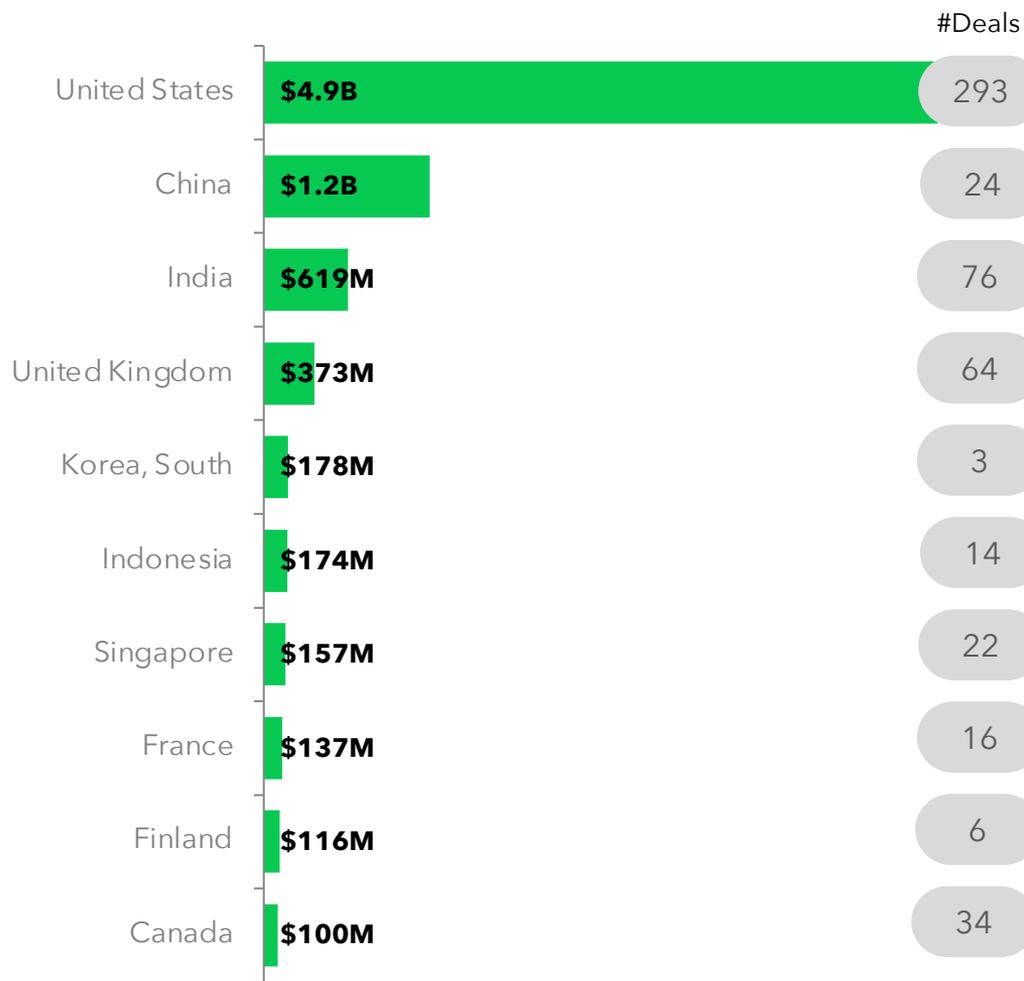
# AgriFoodTech Investment by Country

The line-up of the top four agrifoodtech investment markets hasn't changed. Dollars flowing to US and Indian startups is roughly on track with last year, when US-based companies raised \$8.7 billion and Indian ventures raised \$1.3 billion.

With lower overall dollars committed at the year's mid-way point, the share of US-based capital has risen from 44% in 2019 to 56% in H1 2020.

Investors appear to be holding back in China's agrifoodtech sector. Last year, 181 companies in the country raked in \$3.2 billion. Even with lower global commitments, China's share of the market so far this year is under 14%, compared to 16% last year. Most H1 2020 rounds were large: only 24 Chinese companies have been funded, compared to 181 in 2019.

Israel, whose agrifoodtech scene ranked sixth globally in FY 2019 with more than \$500 million in funding, isn't even in H1 2020's top 10.

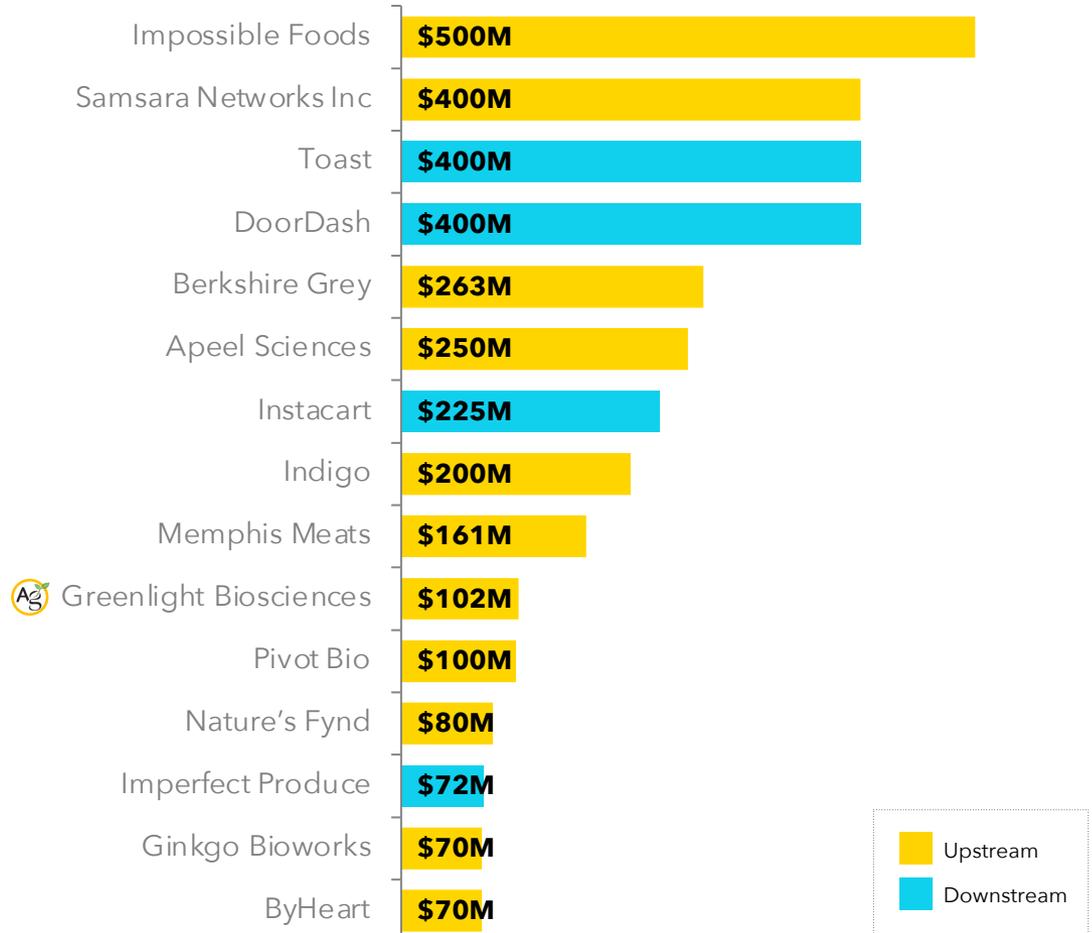


# Top US Deals

The color composition of this chart is the most striking difference from AgFunder’s 2019 year-end report. Half of the biggest US-based funding rounds last year went to downstream companies, with two taking in nearly 25% of all US agrifoodtech venture capital. This year, most of the list is comprised of upstream businesses.

This explains why the bottom end of this H1 2020 list has smaller figures. The exceptions are alt-meat maker Impossible Foods and IoT sensor manufacturer Samsara Networks, which both raised sizeable late-stage rounds, while food coating innovator Apeel Sciences closed its Series D round in May.

Imperfect Produce is unique in that it wears many hats along the food chain. It sources directly from farmers and delivers produce to consumers. It’s tackling food waste through market efficiency with a focus on serving low-income customers, giving its mission a social bend.

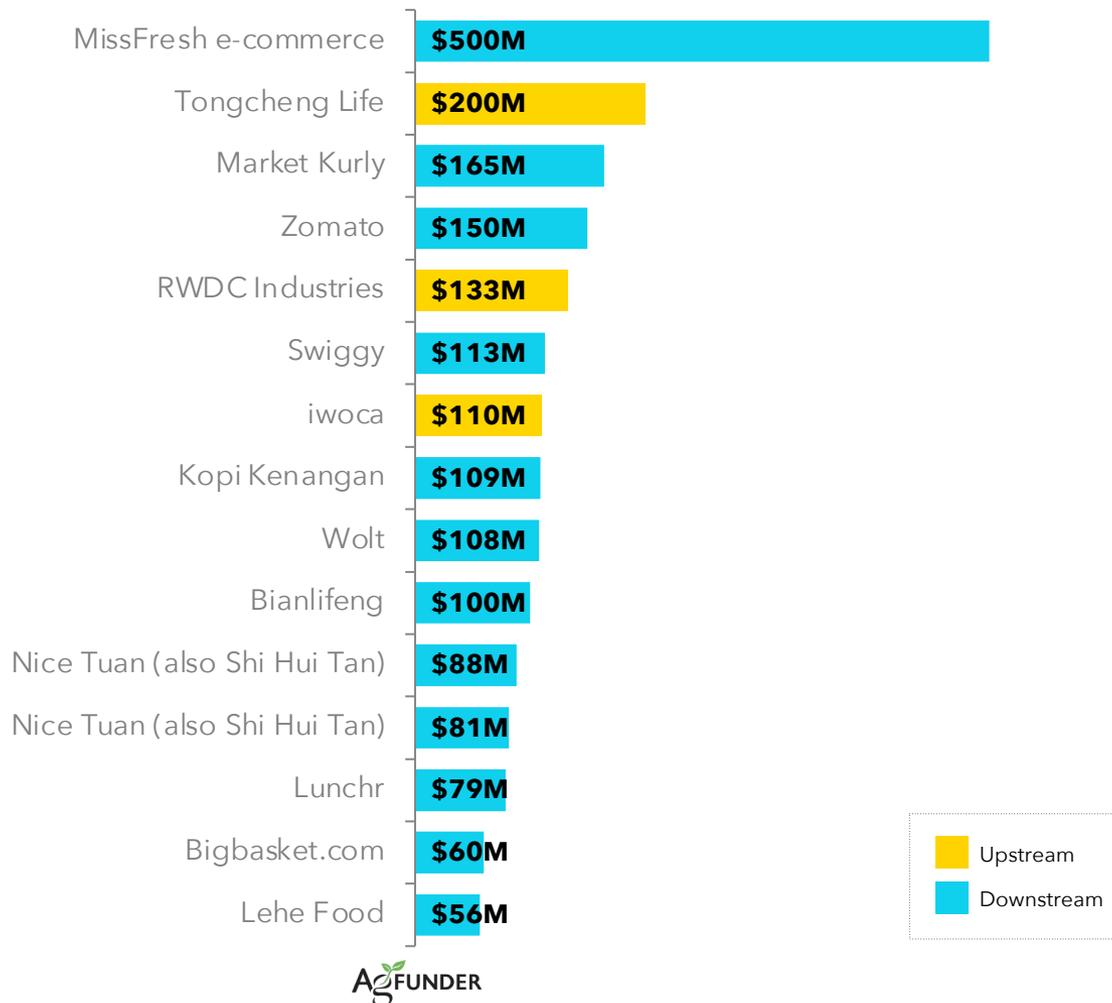


 AgFunder portfolio company

# Top Non-US Deals

Here the colors are noticeably different from FY 2019 as well, with some pops of yellow (for upstream ventures) on what was an entirely blue chart last year. At the top of that group, China's Tongcheng Life is still largely centered around e-commerce, handling logistics and storage for food and popular consumer goods.

The list has lost some of last year's geographic diversity however, with Chinese and Indian companies dominating. Exceptions include Singaporean eco-packaging maker RWDC. Its Series B round was the third largest deal at that stage so far this year, behind two US-based companies. Indonesian coffee chain Kopi Kenangan, Finnish restaurant delivery platform Wolt, and France's Lunchr (now called Swile), which offers employee perks like lunch vouchers, are among the others bucking the China-India trend.



# Top 20 AgriFood Exits



Three of the top 20 biggest agrifood exits of all time happened in H1 2020 compared to four in FY 2019, according to data provided by our partner S2G Ventures.

Date	Target	Target country	Acquirer	Acquirer country	Type	Target enterprise value	Target industry
Dec 2015	E. I. du Pont de Nemours and Company	US	The Dow Chemical Company	US	Merger	\$69.1B	Chemicals
May 2016	Monsanto Company	US	Bayer AG	Germany	Acquisition	\$63.5B	Agribusiness
Dec 2018	International Flavors & Fragrances	US	DuPont Nutrition & Biosciences	US	Merger	\$45.4B	Specialty chemicals
Feb 2016	Syngenta AG	Switzerland	China National Chemical Corporation	China	Acquisition	\$45.1B	Agribusiness
Sep 2016	Agrium Inc	Canada	Potash Corporation of Saskatchewan Inc	Canada	Merger	\$18.3B	Agribusiness
Apr 2018	Ele.me	China	Alibaba Group	China	Acquisition	\$9.5B	Food delivery
Mar 2018	Bayer (seed and herbicide businesses)	Germany	BASF	Germany	Acquisition	\$9.38B	Seeds, herbicides
<b>Jan 2020</b>	<b>Just Eat</b>	<b>UK</b>	<b>Takeaway.com</b>	<b>Netherlands</b>	<b>Acquisition</b>	<b>\$7.8B</b>	<b>Food delivery</b>
Mar 2012	Viterra Inc	Canada	Glencore	Switzerland	Acquisition	\$6.2B	Agribusiness

# Top 20 AgriFood Exits - Continued

Date	Target	Target country	Acquirer	Acquirer country	Type	Target enterprise value	Target industry
Jan 2015	Novartis Animal Health	Switzerland	Eli Lilly and Company	US	Acquisition	\$5.28B	Animal health
Aug 2018	SodaStream International	Israel	PepsiCo, Inc	US	Acquisition	\$5.06B	Home beverage carbonation
<b>Apr 2020</b>	<b>Woowa Brothers</b>	<b>South Korea</b>	<b>Delivery Hero</b>	<b>Germany</b>	<b>Acquisition</b>	<b>\$4.6B</b>	<b>Food delivery</b>
Feb 2019	Arysta LifeScience	US	UPL	India	Acquisition	\$4.2B	Agrochemicals, ag biotech
May 2019	Beyond Meat	US	-	-	IPO	\$3.87B	Plant-based meat alternative
Mar 2019	Antelliq	France	Merck & Co	US	Acquisition	\$3.67B	Animal health
Jul 2013	Gavilon	US	Marubeni	Japan	Acquisition	\$3.6B	Agribusiness
<b>Jun 2020</b>	<b>Dada</b>	<b>China</b>	<b>JD Daojia</b>	<b>China</b>	<b>Merger</b>	<b>\$3.56B</b>	<b>Grocery delivery, logistics</b>
Dec 2019	Arnott's Biscuits	Australia	KKR	US	Acquisition	\$2.2B	Snack foods
Nov 2018	Schwan's Company	US	CJ CheilJedang	South Korea	Acquisition	\$2.18B	Frozen foods
Jan 2008	United Agri Products	US	Agrium Inc	Canada	Acquisition	\$2.16B	Agribusiness

## Sources & Methodology

---





# Sources & Methodology

## Data Sources & Curation

This report covers financings that closed in the period January 1 to June 30, 2020.

Utilizing new advanced machine-learning algorithms and artificial intelligence to help identify and categorize agrifoodtech startups, our knowledge base has grown to over 29,939 companies, with new startups and historical data being added each day.

The raw data for our reports comes from Crunchbase, which gathers publicly-available information such as press releases and US Securities and Exchange Commission filings, as well as crowdsourcing directly from the industry. AgFunder contributes data from its own collection methods, including private communications with investors and companies. We also collect data from partners across the globe (see page 45) to ensure we have the most comprehensive, accurate and curated dataset and knowledge base of agrifoodtech companies and investments.

The raw data are painstakingly curated by the AgFunder team to ensure they are relevant, accurate, up-to-date, and categorized according to AgFunder's proprietary tagging system.

We update and improve our dataset continuously throughout the year, meaning total figures from previous years' reports will shift as our dataset becomes more complete. To provide numbers that can

be more fairly compared to previous periods, we indicate on various charts how much we expect deal volumes and totals to increase over time as more data come to light. These predicted ranges (+20% for dollar volumes and +50-100% for deal count) are based on trends in historical data dating back to 2013.

While we are happy to share our findings, we reserve all rights with respect to AgFunder research and this report and we require it to be fully and accurately cited when any of the data, charts, or commentary are used.

## Undisclosed Financings

Of the 798 financings in this report's curated dataset, 236 were undisclosed and could not be determined through research or direct sources. We exclude undisclosed financings when computing averages and median values. In some cases, we're able to confidentially obtain financing figures directly from investors on the condition they're only included in aggregate.

## Multiple Financings

In some cases, Crunchbase displays multiple financings for the same company in the same year. This can be because a company closes subsequent rounds in the same year, but it can also be the result of several closes of the same round. We keep them separate unless they are announced as one single round.

# Sources & Methodology

## Categorization

AgFunder's categorization system is designed to capture broad themes across the complex agrifoodtech value chain (see page 10 for a list of categories). The agrifood sector has a wide supply chain spanning inputs and industrials, farming, logistics, wholesale distribution, processing, retail distribution, and the consumer. In many cases, technologies such as marketplaces connect different links in the supply chain and so in this report we've chosen to focus on high-level themes. To assist with the categorization and to avoid subjectivity, AgFunder first employs over 150 machine learning and artificial intelligence models to suggest category placement and to help tag the company according to the technology and its place in the supply chain. Finally, the AgFunder team manually reviews the suggestions for each company, often with significant research and debate among our team.

In 2019, we added a new category, Cloud Retail Infrastructure, to relieve the Midstream Tech category of 'later-stream' deals we felt no longer fit. Cloud Retail Infrastructure includes the growing number of technologies enabling companies to provide customers with on-demand, at-home dining such as ghost kitchens and last-mile delivery services including delivery robots.

We've also taken a stricter stance on cannabis and CBD-related startups; there needs to be clear proprietary technology

involved. We will not include pure consumer packaged goods or pure production, as we wouldn't include pure production in any other crop. If we believe the growing facilities are particularly high tech or utilize proprietary technology, we will still include it in our Novel Farming Systems category. The same goes for processed products; if the extraction technique is particularly innovative, we'll include it as a Biomaterials or Midstream Tech startup. Large vertically-integrated cannabis companies are also excluded.

## Special Acknowledgement

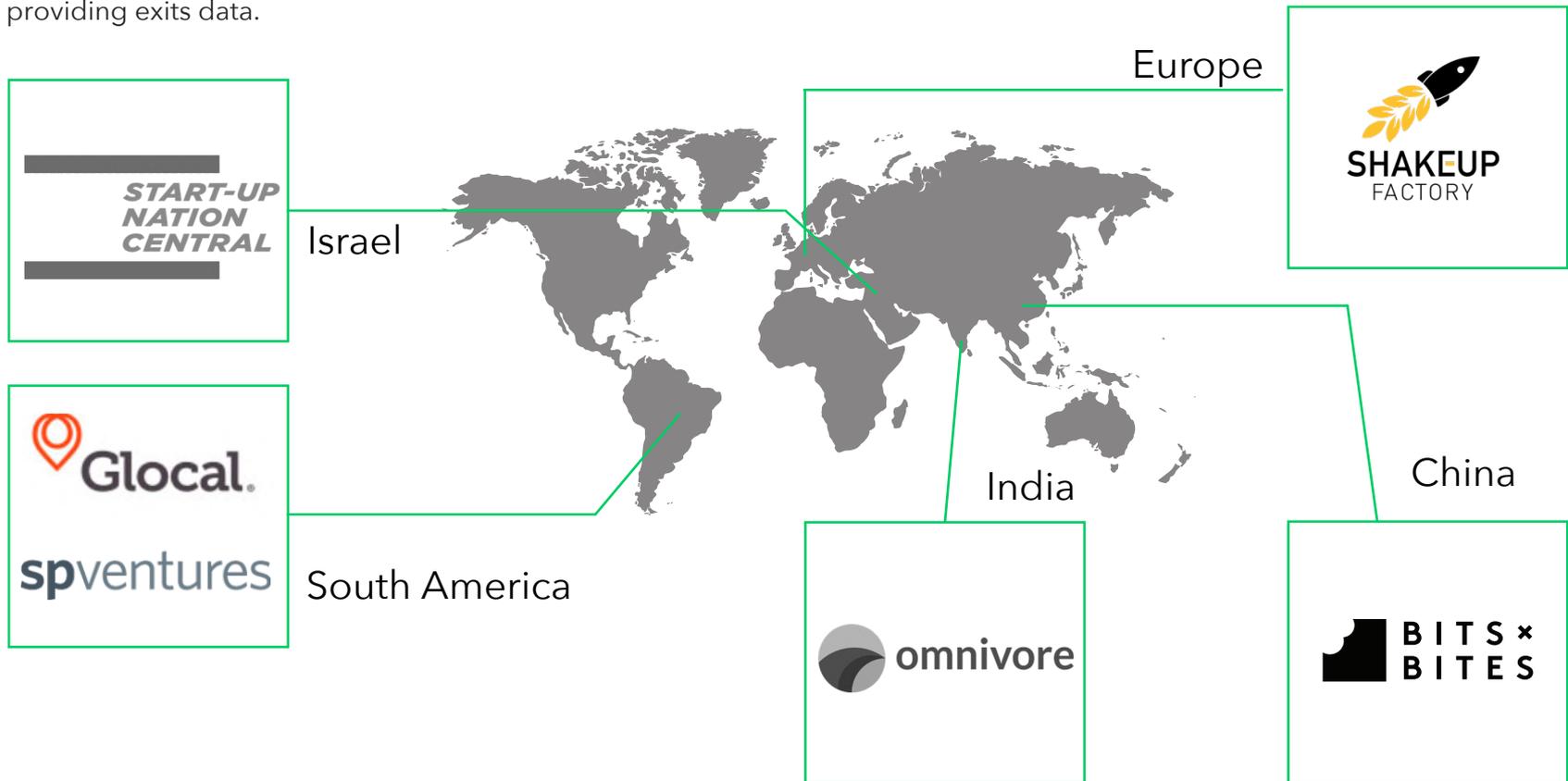
Special thanks to Tim Li, Ellen Ehram, and the rest of the Crunchbase team for their support and assistance.

*data powered by*

**crunchbase**

# Our International Data Partners

In addition to our partnership with **Crunchbase**, we've partnered with several groups from around the world to help us collect more international data at the local level to ensure we can present the most comprehensive data set in the industry. Our partners for the 2019 report include Start-up Nation Central in Israel, SP Ventures in Brazil, Glocal in Argentina, Bits x Bites in China, ShakeUp Factory in Europe, and Omnivore in India. Thanks also to Sofia Ramirez for her Latin America contributions and to S2G Ventures for providing exits data.



# Cover & Section Images

Special thanks to our portfolio companies who contributed images to this year's report



**Verdant Robotics** provides autonomous farming services, transforming grower profits by digitally mapping the entire farm across time and space.

[Learn more](#)



**SIMULATE** uses innovative protein technologies to create a tender and meatier 'chicken' nugget that is more advanced than an animal-based nugget.

[Learn more](#)



**Black Sheep Foods** is developing a plant-based alternative to lamb that's free of antibiotics, hormones, cholesterol, gluten, dairy, sugar, and soy.

[Learn more](#)



**FieldIn** helps growers manage and optimize pesticide applications, harvest activities, and other critical field operations using proprietary sensors and mobile devices.

[Learn more](#)



**Phylagen** offers traceability technology based on microbial environmental fingerprinting.

[Learn more](#)



**Atomo Coffee** is on a mission to reduce the environmental impact of coffee production. It has molecularly mapped conventional coffee and is rebuilding it from the atom up by upcycling plant waste.

[Learn more](#)



Are we missing your data?  
Don't forget to send it to us!

[Data@AgFunder.com](mailto:Data@AgFunder.com)  
or add direct onto  
[Crunchbase.com](https://Crunchbase.com)