

FRESH

NETWORKS

Unlocking markets for dairies globally

At FRESH Networks, we are dedicated to making safe, high-quality milk accessible to millions of families in cities globally, significantly enhancing their food security.



74% of milk

consumed by Kenyans
is unfit for consumption



THE PROBLEM

Milk is the largest source of nutrients for most Kenyans, Unfortunately, **68% of marketed milk is sold through unregulated, untraceable informal channels**, due to low prices and the option of purchasing smaller quantities. This informal **'bucket milk' sells for nearly 50% less than formal milk** with little or no quality control (kiosks, ATMs, etc.), resulting in frequent contamination and adulterations.





OUR SOLUTION

At Fresh Networks, we are deeply dissatisfied with this status quo. Our innovative solution involves **dispensing milk through smart ATMs** in neighborhood stores, supported by a quality-intelligent cold chain. This ensures that **our milk is always safe, nutritious, and affordable for 11 million urban Kenyans.**



WHY THIS MATTERS

In Kenya, over **53,000 DALYs (Disability adjusted life years)** and **~KSh 400B in public health costs are lost every year.** Solving this problem would result in fewer incidences of infectious disease and increase the quality of life for ~11 million low-income urban Kenyans.





OUR PROGRESS

Our successful pilots have sold over **140,000 liters of milk to 2,000+ households in Kenya and Rwanda** in 2023-24, and we've been refining our approach and technology for maximum impact. We have now readied our 4th generation of the technology and are preparing for large-scale commercial operations in 2025.



We have sold over
140,000 litres
2,000+ families
moved away from
unsafe milk

WHAT NEXT

We are now raising a pre-Series A funding to scale our network and **deliver 1.5 million liters of safe milk next year, improving food security for over 10,000 households.**





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