

# Mister NONI · Food & Agriculture

---

## Mister NONI

---

**Country:** El Salvador · San Salvador **Category:** Food & Agriculture **Impact Areas:** Mitigation, Adaptation, Circular Economy, Nature-Based **Stage:** Private Beta **Team Size:** 2 **Website:** —

---

## Elevator Pitch

---

We offer products for human consumption and organic farming made from the NONI fruit (*Morinda citrifolia*). NONI is often called the "magic plant," and science classifies it as a superfood due to its high nutritional density. SUPERFOOD!

## Climate Problem

---

Related to the production of chemical fertilizers and animal feed: water pollution, soil degradation, greenhouse gases, loss of biodiversity, deforestation, resource use (land, forests, water), and antibiotic use.

## Solution

---

With two products made from noni fruit: Produce fertilizers and animal feed that replace chemical products and their polluting manufacturing processes.

## Revenue Model

---

There is a market for organic agriculture that is growing year after year. We have two organic products that will be integrated into a value chain that already has a demand for them: feed for fish, poultry, and livestock, as well as foliar and soil fertilizers.

## Target Market

---

1. Feed buyers (aquaculturists, poultry farmers, etc.)
2. Large-scale organic farmers.

## Social Impact

---

Indigenous Peoples, Refugees - Asylum-seekers and Internally Displaced People, People Living in Extreme Poverty, Women

## Demand Evidence

---

Original research and interviews: Organic feed and fertilizers have seen steady growth over the past 10 years. They command a premium of between 50% and 90% compared to traditional chemical products. Demand remains strong, and current prices are high.

## Competitors

---

There aren't any. The products are the result of an innovation process.

## Founder Expertise

---

1. Product R&D&I.
2. Experience in Lean Startup and Lean Innovation.
3. Proven track record as the owner of a consulting firm.
4. Hands-on experience in logistics, planning, finance, and organization.
5. Experience in Europe.

## External Support

---

NONE

---

Source: ClimateLaunchpad 2026 Application · App ID: 8928 Ingested: 2026-05-25

---

Revisión #3  
Creado 2026-05-25 17:45:35 UTC por Angelica Diaz  
Actualizado 2026-05-28 22:33:34 UTC por Angelica Diaz