

Pre-made Dishes Boost Rural Revitalization and Integrated Development

Peng Nanfeng
Vice President
Executive Deputy Secretary
General of China Prepared
Vegetable Industry Alliance

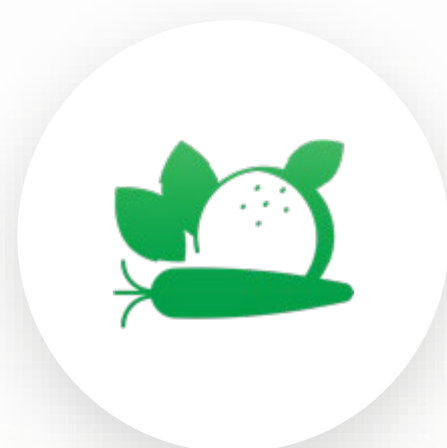


A prefecture-level city's **transformation path** -- from an agricultural city to a strong industrial city



High standard
farmland

6.077 million mu



Annual vegetable
production

7 million tons



Modern Agricultural
Industrial Park

**1 National Park
2 Provincial Parks**



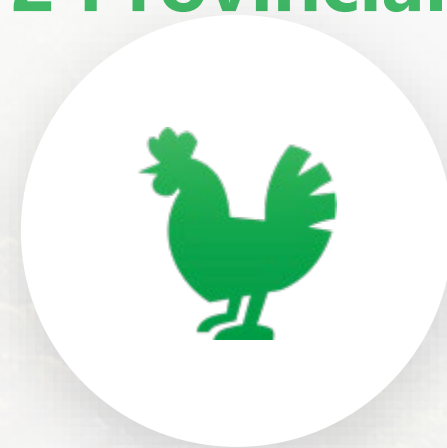
Annual Stock of Pigs

**3.5425 million
heads**



Leading enterprise
of agricultural
industrialization

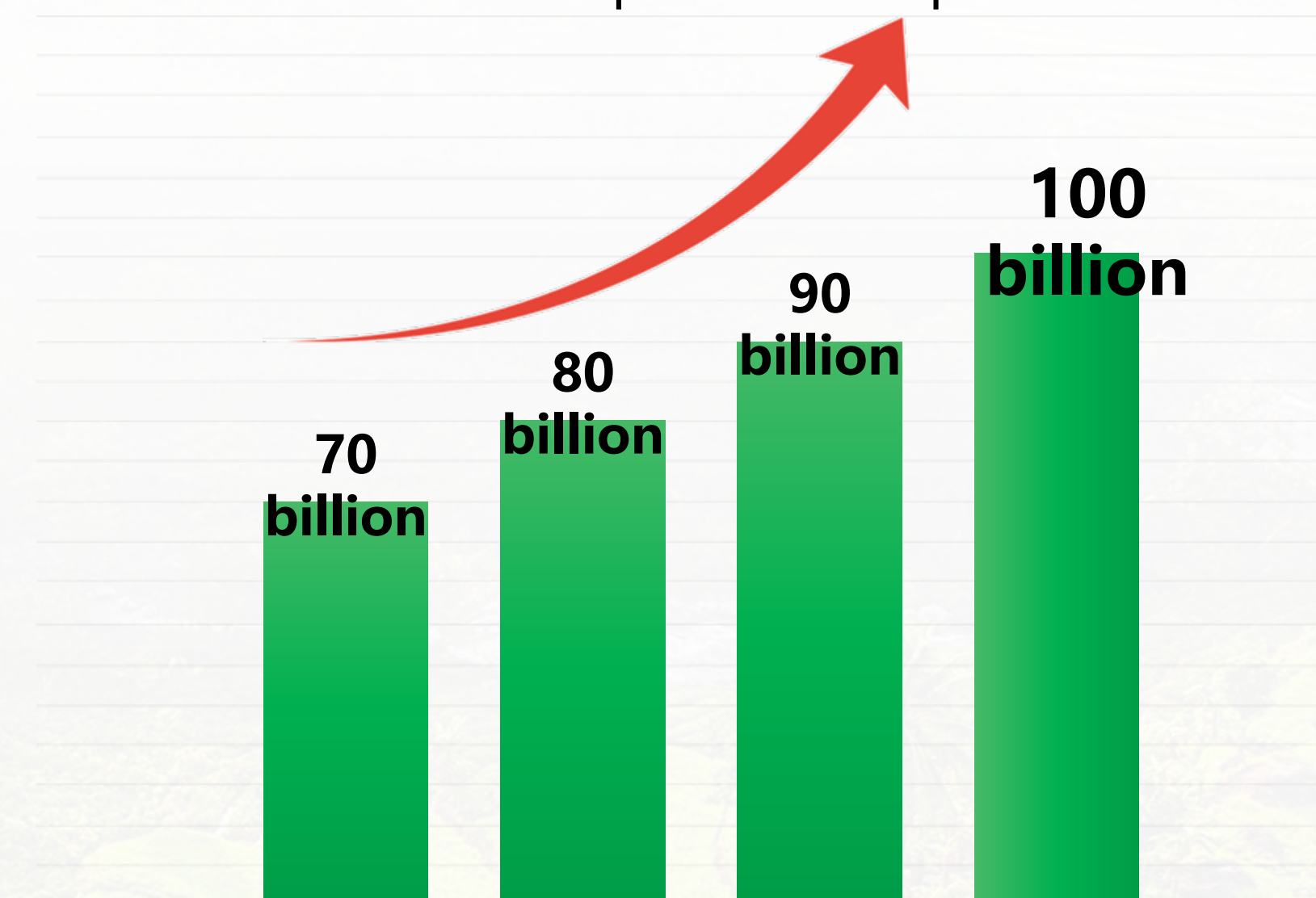
**10 national
flagship
companies**



Annual stock of
poultry

64.982 million

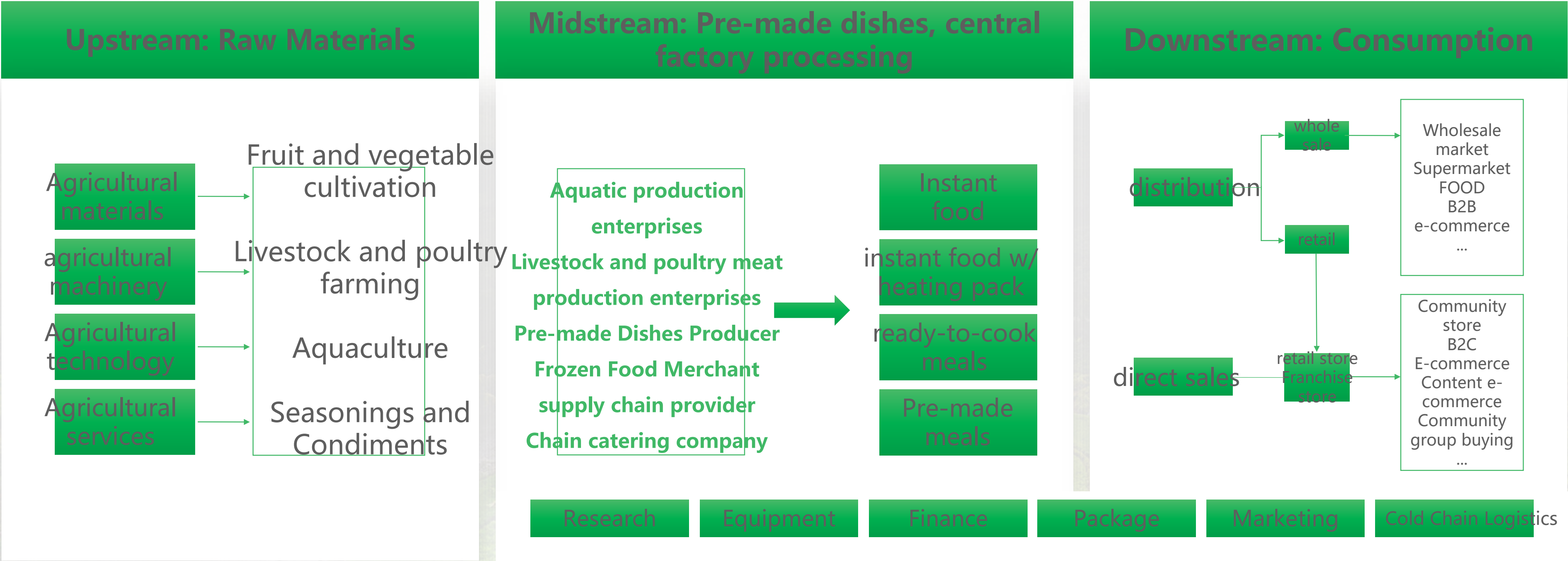
How does the agricultural
output value leap?





Vigorously develop the Pre-made Dishes industry to create an industrial cluster worth tens of billions

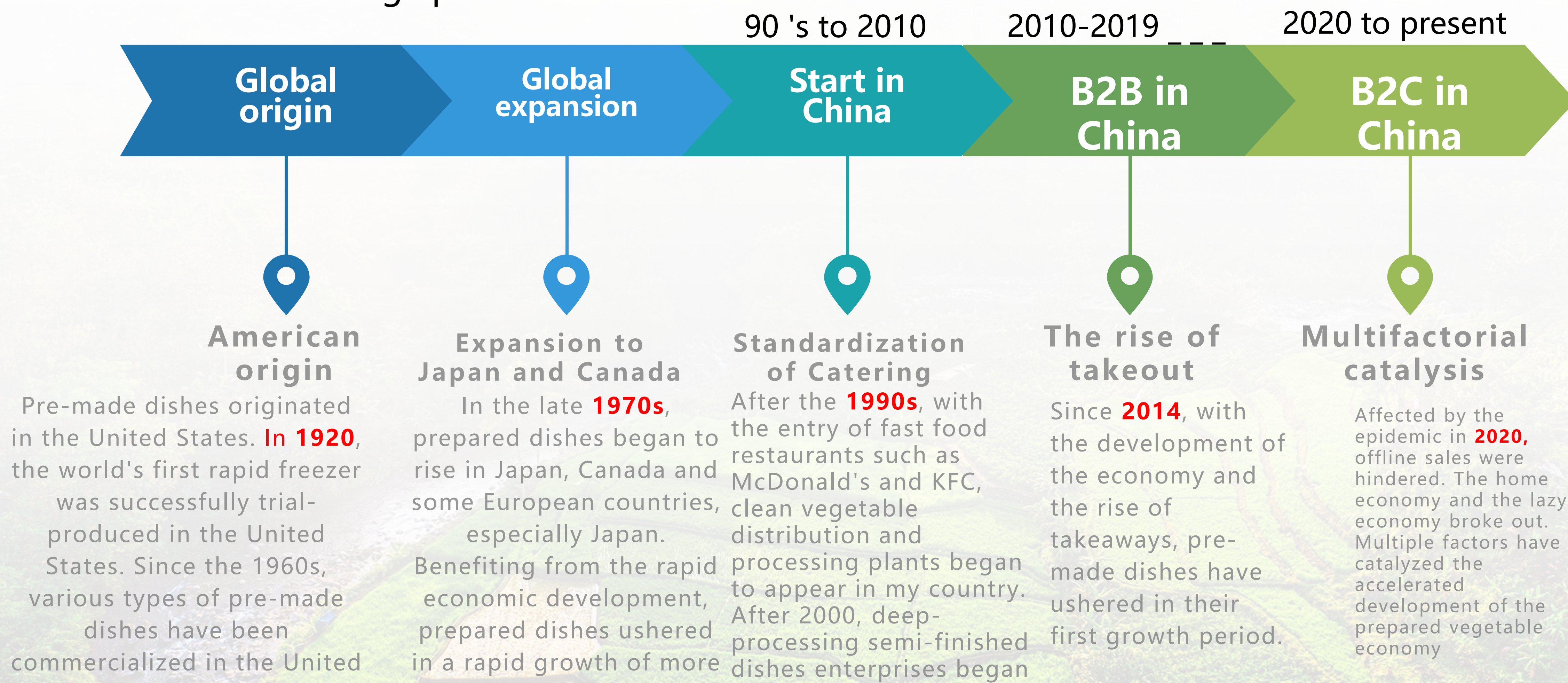
The pre-made dishes industry connects the primary industry with secondary and third industry. It drives up the output value and supports rural and agricultural modernization. It therefore increased farmers' income, improved business efficiency, increased government tax revenue and extended the agriculture value chain. It connects small household farmers with modern organic farming.





Status Quo of China's Pre-made Dishes Industry - Development History

In 2020, the size of the **Japanese** pre-made dishes market will reach 23.85 billion US dollars, with **a penetration rate of over 60%**, while that **in China is only 8%** in the same period. The economic model, consumption culture, and dietary structure of China and Japan are highly similar. There is huge potential.





Status Quo



Remarks: The data is quoted from relevant research reports released by the consumer industry, NCBD , Lemon Brand Club, China Business Industry Research Institute, and iResearch.



Status Quo of China 's Pre-made Dishes Industry – Capital Investment

From 2019 to 2022 , according to incomplete statistics, more than 40 pre-made dishes companies have received financing, amounting to tens of billions of yuan.

brand	Financing time	financing round	major investor	brand	Financing time	financing round	major investor	brand	Financing time	financing round	major investor
Tongue Workshop	April 2022	angel wheel	Angel investor Zhao Yurun led the round	pot ring	August 2021	D+ wheel	Moutai Jianxin Fund, Wumart	fresh food	January 2021	Pre-A round	little red book
full of fresh	April 2022	angel wheel	Funeng Investment		March 2021	D round	CMB International, Tiantu Investment	love to cook	January 2021	angel wheel	Jiayu Capital
silver food	January 2022	angel wheel	Dangerous Peak K2VC		July 2020	C round	Jiayu Fund, Qicheng Capital, IDG Capital, Doubt Ventures	Meal bursting ingredients	December 2020	A+ round	Donghe Venture Capital
Delicious Plum Garden	January 2022	B+ round	Baidu Ventures, Dingxiang Capital, Zero One Ventures		February 2020	round B	Jiayu Fund, IDG Capital, Doubt Ventures		September 2020	angel wheel	Merrill Lynch Ventures
	October 2021	round B	Xingtuo Capital, Zero2IPO Asset Management, Guosheng Capital, Zero One Ventures, Deju Brothers		October 2019	A+ round	Sanquan Foods, Doubt Ventures	Weiku Seafood	November 2020	C+ wheel	Donghe Venture Capital
	March 2021	A round	Guosheng Capital		August 2019	A round	Doubt Ventures		November 2020	C round	DCM China, Matrix Partners China, SG Hainer Asia Venture Capital Fund
	December 2020	Pre-A round	Innovation workshop	Weijie	July 2021	A round	Thrive Investment	Flavor House	July 2020	A round	Hezhi Investment
	September 2020	angel wheel	Zero One Ventures	Exploring the Lion	September 2019	angel wheel	Zhuhai Jietou Consulting Services Partnership (Limited Partnership)			strategic investment	
Lehe Foods			CDH Investment and Zhongding Capital jointly led the investment, Meituan Longzhu (four consecutive rounds of investment), Xingtou (Beijing) Capital joined the investment		July 2021	angel wheel	Tiantu Investment, Source Code Capital	Shuhai	July 2020		Yuzhi Holdings, Sun Vista, Ting He Ming
	December 2021	E round	Bell Ding Capital, Meituan Longzhu, CDH Investments	Ding Ding bag	July 2021	angel wheel	Tsingshan Capital	Lotus Vegetable Net		B+ round	
	December 2020	D round	Meituan Longzhu, CDH Investment, Hezhi Investment, Jingdong Technology, Hongfeng Capital, Hongde Longsheng Investment, Depu Capital, Xinwo Investment, Zhonglu Jinsu	Monkey Restaurant	July 2021	A round	Hunan Xiyan		June 2020		Meicai.com
	May 2020	C round				A+ round	Zhonghai Investment, Meihua Venture Capital	Great Hidden	June 2020	round B	Jinyi Capital, Sequoia Capital China, Jiangu Capital, etc.
	October 2019	B+ round	Meituan Dragon Ball, Hezhi Investment	three meals	June 2021	A round	Inno Angel Fund, Plum Capital	Easy Xiaoxian	June 2020	A round	Shangcheng Capital
	March 2019	round B	Hezhi Investment, Jiufite Investment, Baiyi Entrepreneurship		December 2020	angel wheel	Frozen online	cannibals	May 2020	A+ round	Fengshang Capital, Innovation Yizhou, Zhonghui Capital
				light cooking	October 2020		Yueheng Capital		May 2020	A round	Qingsong Fund, Zero One Ventures
				Master Frozen	June 2021	A round	Binh Duong Jingxing, IFC Venture Capital, Xintian Venture Capital, Strategy Capital	find food	September 2019	angel wheel	Galaxy Ventures
									April 2020	round B	Junchuan Capital, Sunshine Ventures, Hidden Mountain Capital, Toutoushidao Investment Fund
								Ding Ding Fresh	April 2019	A+ round	Daily Excellent Fresh Ecological Chain Fund
											GSP Ventures, Toutoushidao Investment Fund



The development trend of the Pre-made dishes industry in various regions

1

Increased policy support

2

North-South Co-construction East-West Cooperation

3

Professional development of the whole industry chain

4

A new stage for young people's innovation and entrepreneurship

5

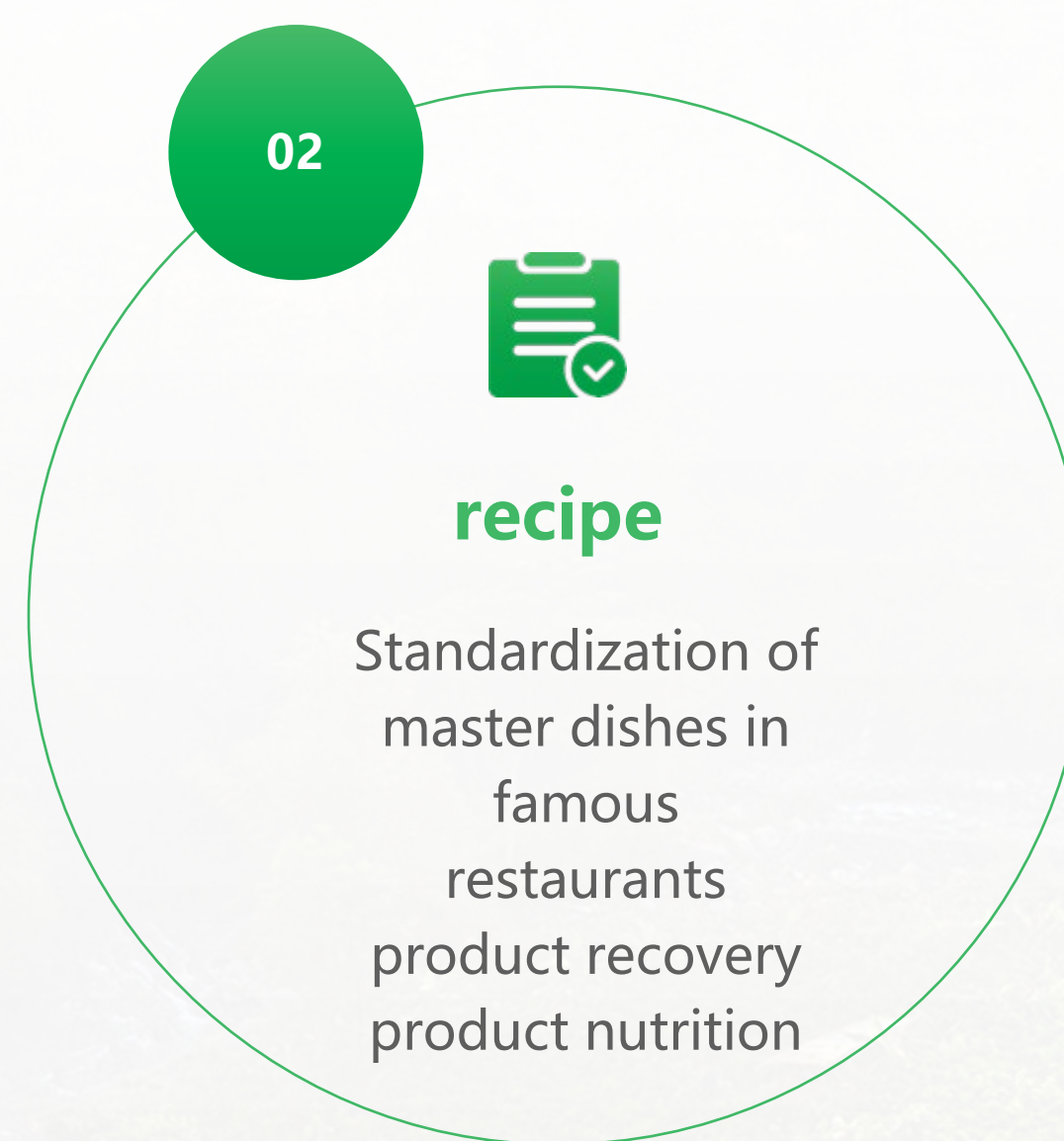
R&D and branding are competitive heights

6

Huge space for internationalization

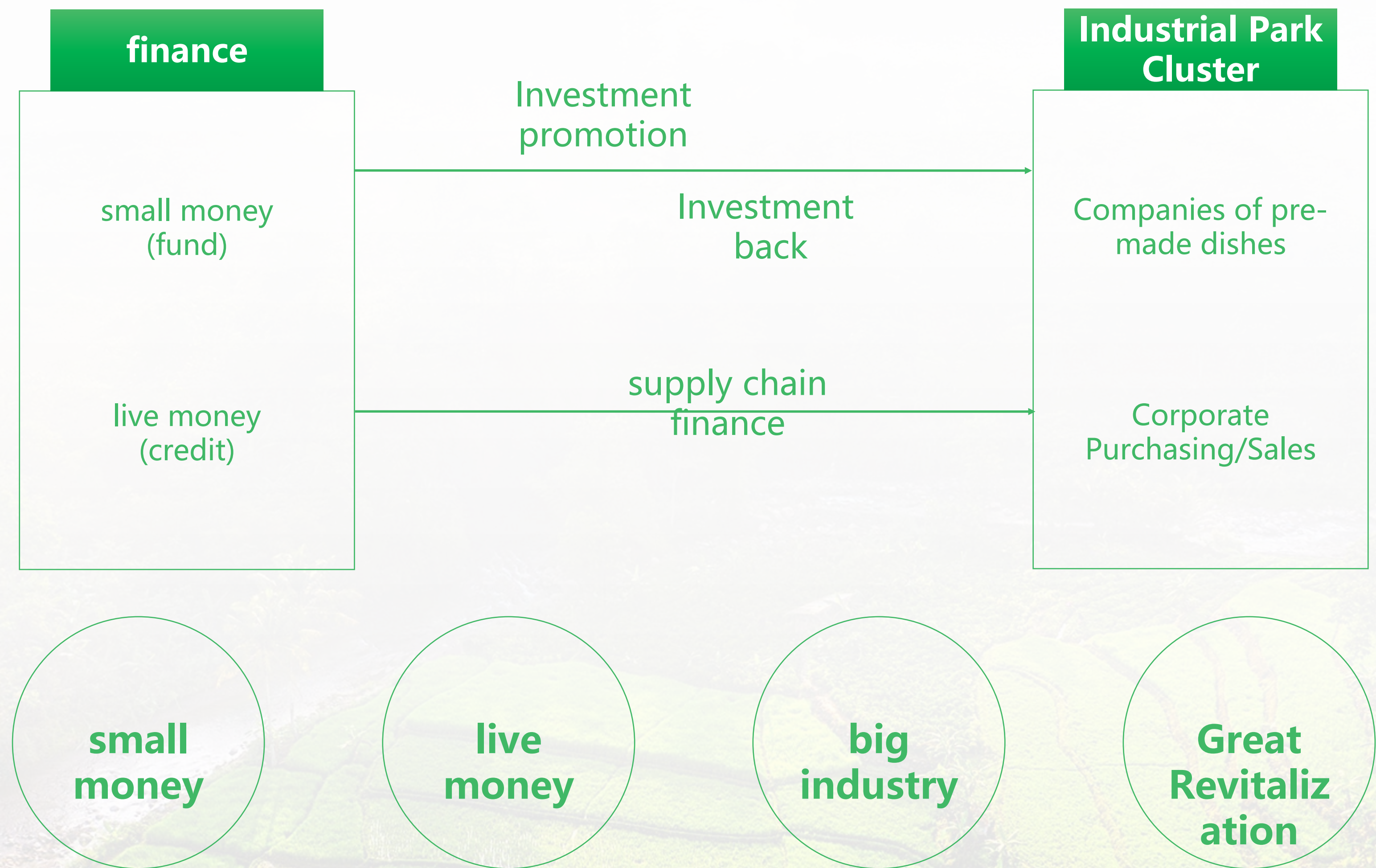


Three Core Elements of the Development of the Pre-made Dishes Industry (CRC)





Rise of the local "industry-financial interaction" model





中国预制菜产业联盟
China Pre-made Food Alliance



中国预制菜 一起飨未来

中国预制菜产业联盟成立大会

Launch Ceremony of China Pre-made Food Industry Alliance

Directed by
Agricultural Trade Promotion
Center of the Ministry of
Agriculture and Rural Affairs
Agricultural Product Quality and
Safety Center of the Ministry of
Agriculture and Rural Affairs
China Green Food Development
Center

Support Units

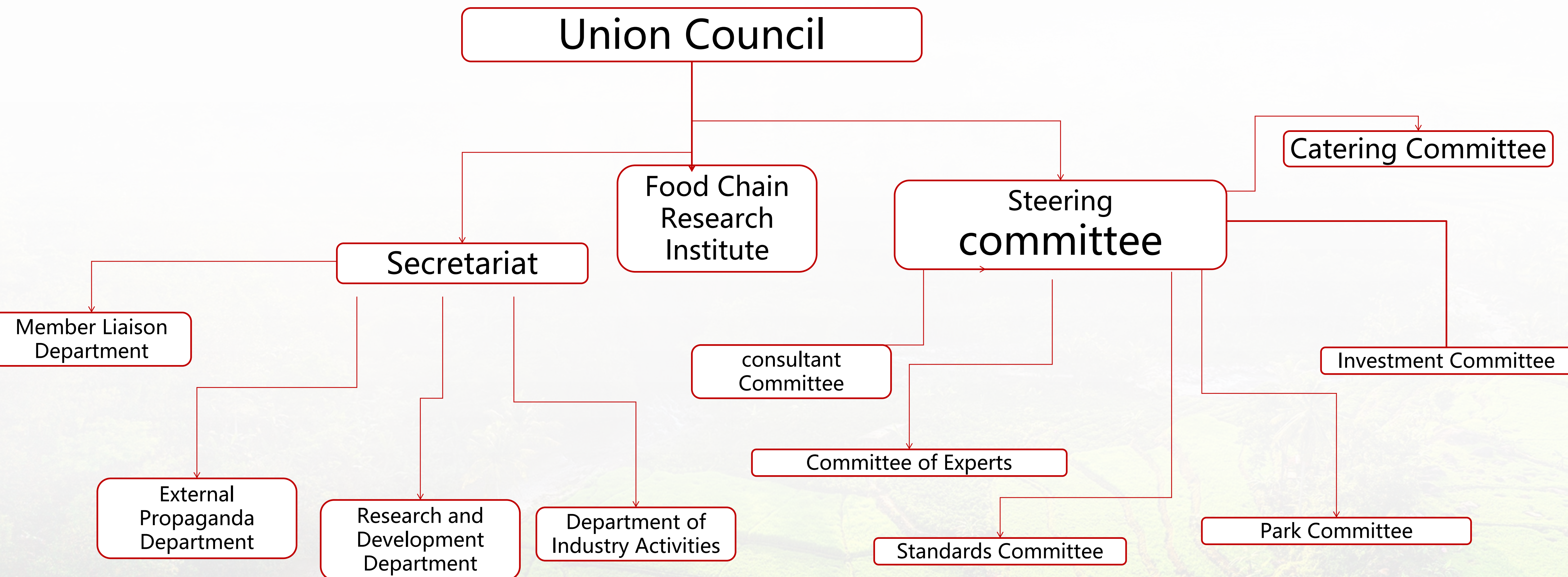
State Post Bureau
Development Research
Center
Shanghai Agriculture and
Rural Committee
Shanxi Provincial
Department of Agriculture
and Rural Affairs
Department of Agriculture
and Rural Affairs of Jiangsu
Zibo Municipal People's Government
Datong Municipal People's Government
Puyang Municipal People's
Government
Fuzhou Municipal People's Government
Weifang Municipal People's
Government
Meishan Municipal People's
Government
National European Standards Research
Center of Shenzhen Institute of

Overseas support unit
Japan Food Chemical News Agency
Hong Kong Trade Development Council
German Agricultural Association..
Danish Agricultural Council

CPFA Research Institute (Expert
Committee)
Jiangnan University
Institute of Food and Nutrition
Development, Ministry of Agriculture
and Rural Affairs
Institute of Agricultural Products
Processing, Chinese Academy of
Agricultural Sciences
School of Agriculture and Rural
Development, Renmin University of
China



Organizational Structure of China Pre-Made Dishes Industry Alliance



China Pre-made Dishes Industry Alliance - Local Industry Service



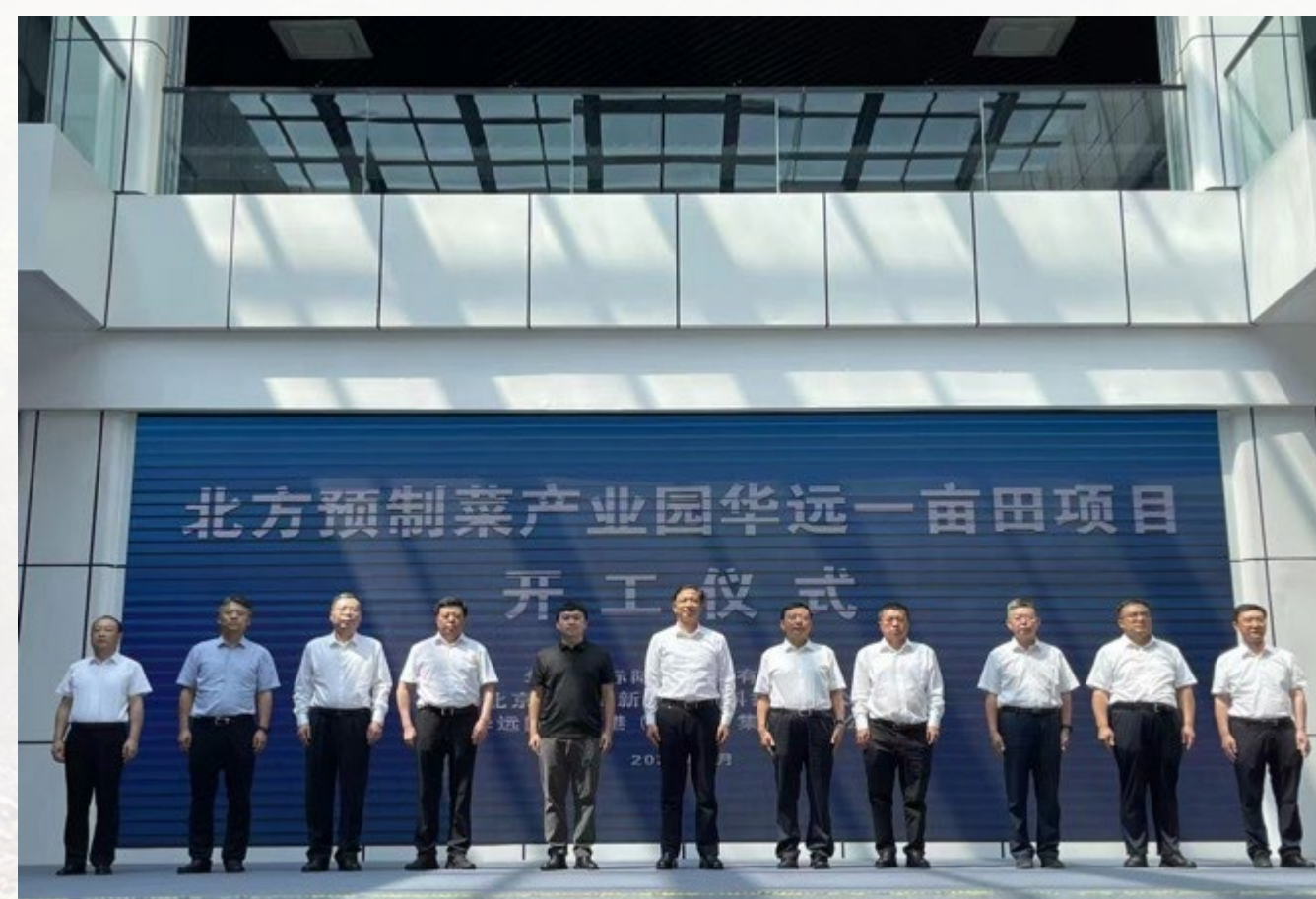
Support Zibo to establish Industrial Park Federation



Support Yuanyang to establish a whole industry chain innovation center



Support the development of the pre-made dishes industry in Puyang City



Invest in the Northern Pre-made Dishes Industrial Park



Cooperative Industry Fund with Dezhou Finance and Economics

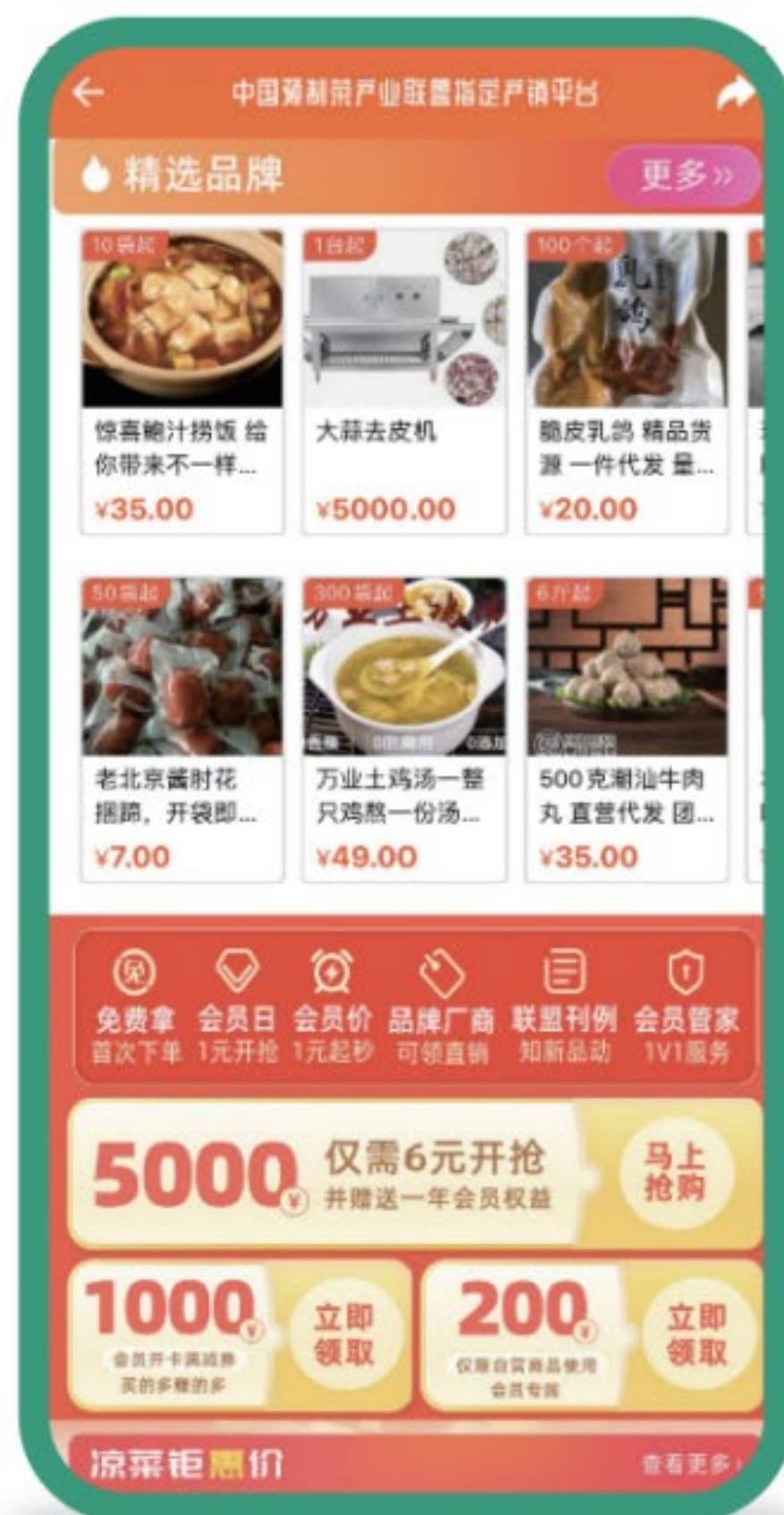
China Pre-made Dishes Industry Alliance – Food Professional Tasting and Food Map Lighting



China Prepared Dishes Industry Alliance – Pre-made Dishes Sales Channel Expansion



中国预制菜产业联盟
China Pre-made Food Alliance



一亩田合作专区



天猫合作专区



京东合作专区

China Pre-made Dishes Industry Alliance Service



Investment promotion platform

Industry Fund
Industrial Park Investment and Operation
Year of investment by merchants
Investment Conference



Influence building platform

Theme meeting
Exhibition Forum
Park study
Food Map
Food Innovation and Entrepreneurship Creative Competition

Marketing promotion platform

Big data platform
Applets
100,000 sellers
O2O display and sales

Think Tank Platform

Industry Planning
Exchange consultation
training seminar
data report
Joint research and development

Make urban and rural life better
Make Chinese culture more flavorful



China Pre-made Food
Industry Alliance