



*We have*  
**1001 reasons**  
**to invest in sorghum**

## HOW INNOVATE WITH SORGHUM-BASED SOLUTIONS :

ORI SORGHO, incremental approach



*We have*  
**1001 reasons**  
**to invest in sorghum**



**4<sup>th</sup> European Sorghum Congress Budapest**

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# Mohamed ZELLAMA

ORI SORGHO group  
Founder & CEO



# Sorghum As A Service : SAAS

## transforming the physical products with data engineering and science.

# Tunisia & African Heritage

## My Background

- Many varieties of sorghum, each village has its own genetics : **great for biodiversity**
- Dual-purpose varieties; food & feed: maximize the use : **smart versatility**
- Sorghum African food: flour, beer, semolina: **only few daily processing\***
- In large African cities, little or no sorghum is consumed, as it is considered a product of the poor and rural areas: **more processed products are consumed, less natural products.**
- Sorghum consumer since childhood, **thanks Mam , yummies recipes !**
- Architect with Experience in Tunisia, Guinea and Dubai : **Architect Designer**



# French & EU Experiences



## ORI SORGHO, food startup

- **Industrial project engineer** for 15 years in Europe within multinationals Manufacturing Group, in positions as **Engineering Director & Capex Construction Manager**, Mohamed is starting a new chapter with the launch of ORI SORGHO in a **blue ocean, from scratch, on bootstrap mode**, to develop **Clean label** sorghum Brand.
- Create an Impact Company, with a main mission: **to act for global health with Sustainable activities.**
- Create connexion with final consumers : **sorghum as smartfood** final products .
- Additional activities: **sorghum as an ingredient** in B2B, sorghum extractions, API, bioplastics, .....

# Sorghum grain, versatile food solutions

# Sorghum by French Touch Gastronomy



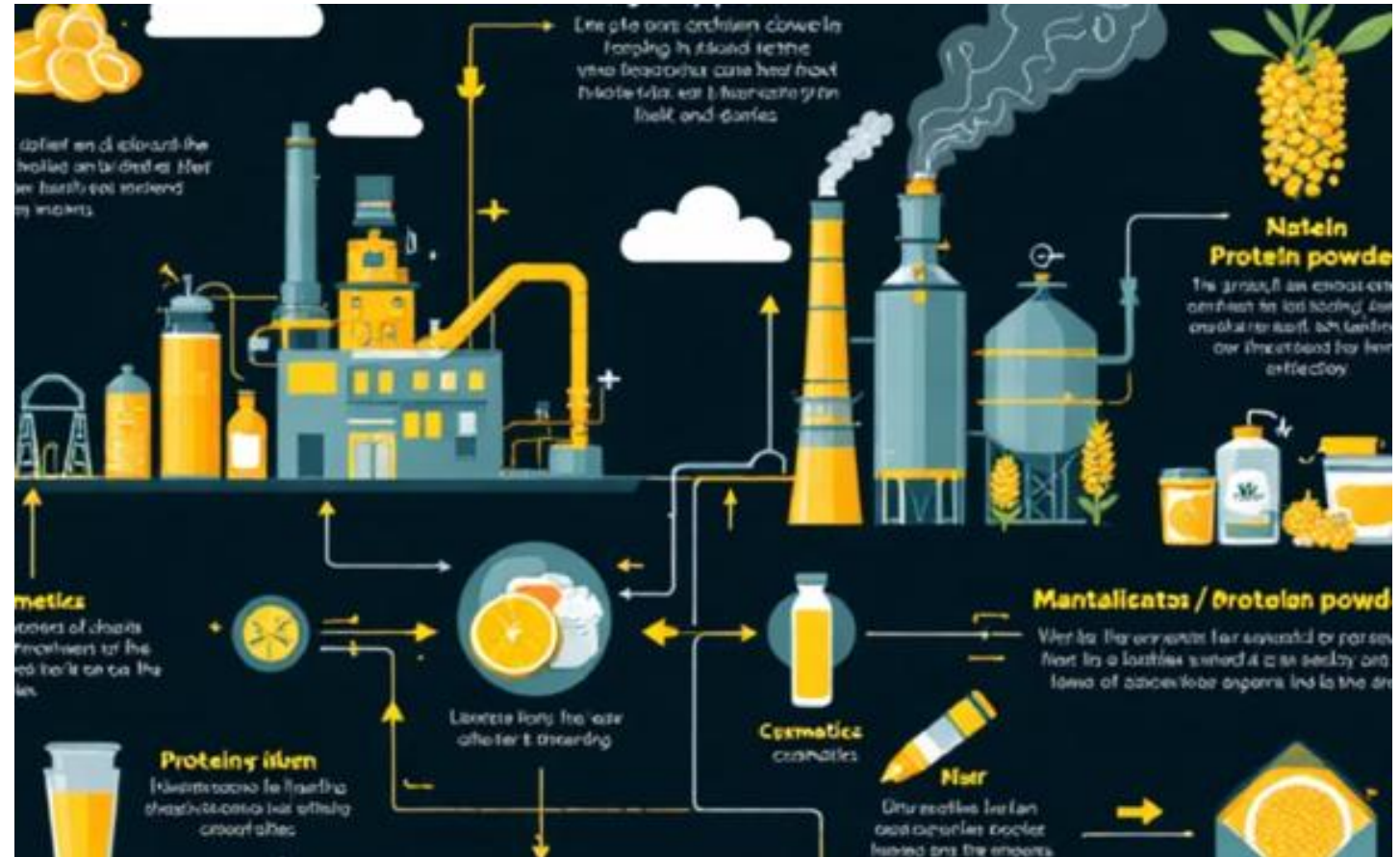
# ORI SORGHO, visionary company 2025 - 2030

## ORI SORGHO, today

- We are a **B2C / B2B2C foodtech** brand
- And **grocery Sorghum ingredient** B2B brand
- And **bioactifs & API extraction** B2B activities

## ORI SORGHO, tomorrow

- The Market & Customers need **to strengthen the traceability of sorghum ingredients**
- The Market & Customers need **to strengthen the stability of grain markets**, impacted by climate change
- The Market & Customers need to improve **vertical integration** of their products and solutions: food, feed, bioplastics, APIs, nutraceuticals, pharmaceuticals, etc.
- The Financial Market & Institutional Clients need **to strengthen their ESG policies and respond to demands for green financial products...**  
sorghum is a new solid vector ,



# Sorghum trends : 2025 Vs 2030

## EU : 2024 - 2025

### •Annual EU production (2024/25): ~1.09 million t

- EU area: ~221,000 ha • Average yield: ~4.9 t/ha. FAS IPAD
- Producing countries:
- France (~45% of the EU total), Italy (~31%), Hungary (~11%).

### •Seeds 2024:

- European seed areas at a record level (~2,600 ha, +34% YoY).

### •Main use:

- Sorghum remains a niche crop (1.09 Mt vs. ~284 Mt of total cereals projected in Europe), but is gaining ground in drylands.
- Primarily animal feed in producing countries; gradual increase in food and gluten-free uses depending on national markets.

## EU : 2030

### •Base case (most likely)

- Prod. 1.1–1.2 Mt (area 200–240 k ha; yield 5.0–5.2 t/ha).
- Drivers: Adoption of "dry climate" in France/Italy/Hungary/Central Europe, progress in seeds, but persistent competition from maize when water is available.
- Macro reference: Stability of cereals + slight decline in overall feed. Agriculture and rural development

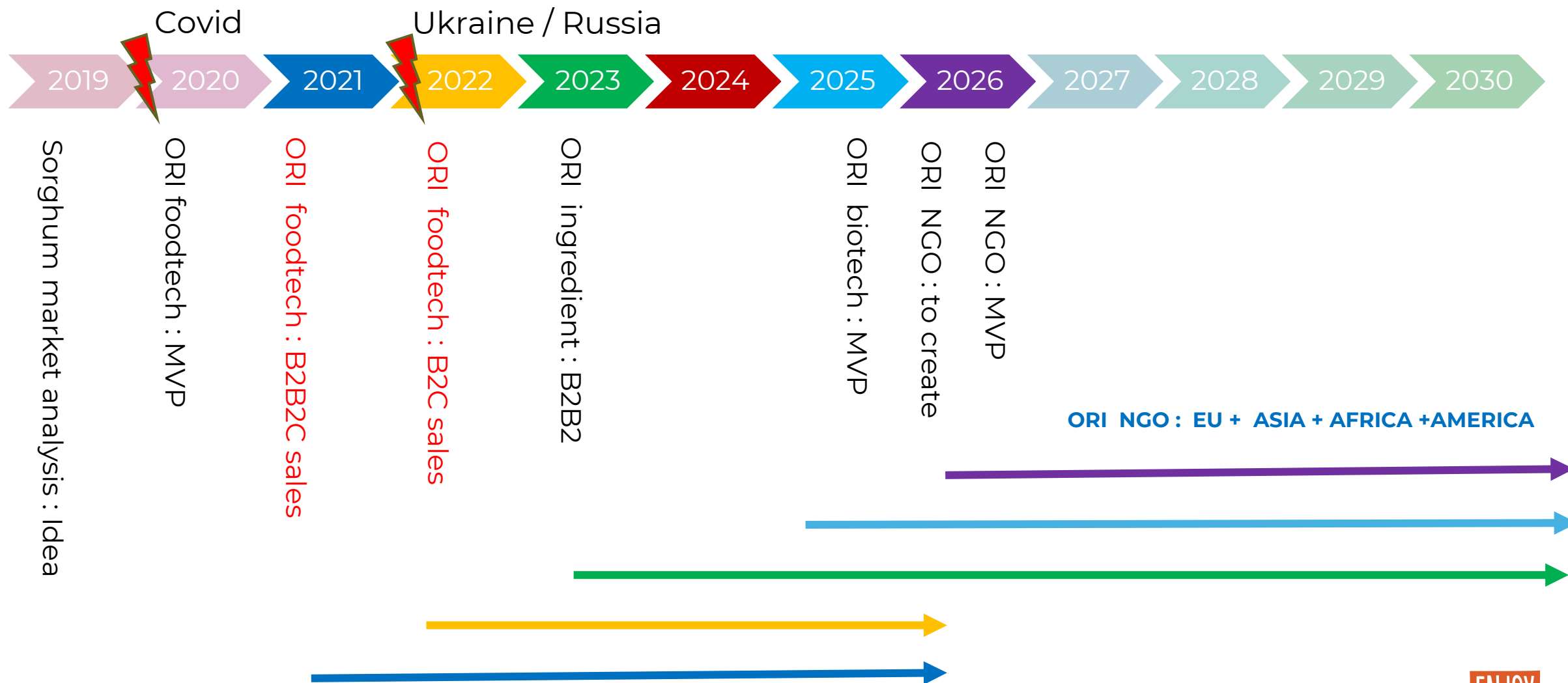
### •Upside (heat/drought + varietal effect + low-input rotation)

- Prod. 1.3–1.5 Mt (area 260–300 k ha; yield 5.2–5.5 t/ha).
- Conditions: Repeated hot summers, agricultural trade-offs in favor of sorghum (water/irrigation), confirmation of the "seed" boom.

### •Downside (return of maize + shift in acreage towards protein/pulses)

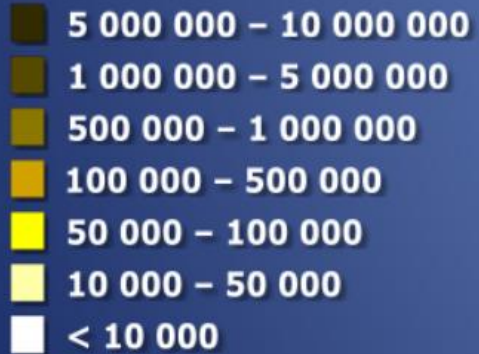
- Prod. 0.8–0.95 Mt (area 160–190 k ha; yield 4.7–5.0 t/ha).
- Context: Attractive corn prices/premium, CAP & markets tilted toward soybeans/pulses.

# ORI SORGHO : Milestones & Activities



# ORI SORGHO : Fields and Commercial activities 2030

## PRODUCTION DE SORGHO (en tonne)



≈ 0 ou données indisponibles



Source : Food and Agriculture Organization,

# ORI NGO : Strategic Partners 2030



# ORI NGO: we need you NOW, Partners !



## 1 Seed Compagny

Expert in Sorghum seeds and genetics

TASK in progress



## 1 Farming Company

Expert in Sorghum farming and collect

TASK in progress



## 1 Blockchain Company

Expert in Web 3 technologies and Tokens

TASK in progress



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## ORI SORGHO