

InvestEco announces an investment into The Jackfruit Company

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The Jackfruit Company is a high growth company that is on a mission to mainstream the consumption of jackfruit for the good of farmers, consumers and the planet. Founded in 2011 and located Boulder, Colorado, The Jackfruit Company is an innovative entrant into the meat alternative space. Its CEO, Annie Ryu, was a Harvard medical student who was delivering a program for maternal health in India when she first learned about jackfruit. Intrigued by its meaty texture and delectable flavours, as well as its healthy fiber-rich nutritional profile, Annie saw an opportunity to repurpose this abundant Indian plant as a meat alternative for North American consumers.

The company today has a number of product offerings, including refrigerated and frozen meal starters that focus on clean ingredient decks and minimal processing, which it sells to retail and food service customers throughout the US. With its strong management team, first-mover brand positioning as a “whole food” solution in the exciting plant-based meat alternatives segment of the market, and proprietary supply chain of over 1,000 farmers in Southern India, InvestEco believes The Jackfruit Company is positioned for success and we are excited to be participating in the company going forward.