



HUDDLE CORP raises €1.5 million to address the animal nutrition market with a new generation of feeds

Nantes, 27 January 2020 - Intelligent feeds for animal nutrition - The start-up Huddle Corp closes its first round of investment (€1.5 million) to accelerate deployment in the animal feed market, with aquaculture nutrition as its primary target.

1.5 million euros & 1 mission: disrupt the animal feed market

[Huddle Corp](#) has announced the closing of its first round of fundraising of 1.5 million euros from DEMETER's Agrinnovation funds. Funds will be used to accelerate involvement in its first targeted market: aquafeed.

Since the company's creation in November 2018, [Huddle Corp](#) has been working hand-in-hand with farmers in order to provide high quality animal proteins to consumers, increase animal well-being and improve sustainability. The startup developed two innovative feed products for early stage fish and shrimp raised in hatcheries.

Huddle Corp invents a new way to build feed for animal nutrition

The cofounders Abdeslam EL HARRAK and César CRETEL combined their strong expertise in launching innovations on the market with their notable experience in the industry. Their awareness of issues operating in the animal nutrition market and their scientific backgrounds helped them reinvent the feed manufacturing process.

Based on new patented encapsulation technologies, the company developed a manufacturing process that preserves the nutrient quality of raw materials during each step of production, in contrast with the high temperature processes currently used in the sector. Huddle Corp's innovation not only improves the nutritive quality of animal proteins for final consumers, but also the economics and environmental performance of exploitations.

"Thanks to the specific feed architecture, nutrient release is controlled in the gut of the animal. Our approach allows distribution of the nutrients at the right time and place in the digestive system." explained Abdeslam EL HARRAK, CEO.

Initial trials in industry-standard rearing conditions showed the feed's capability to increase zootechnical performance of early stage fish (development and survival) up to 30%, compared to a traditional feed on the market.

The innovative architecture of [Huddle Corp's](#) feed contributes to a more sustainable society by helping produce quality animal protein for consumers using fewer resources.

"[Huddle Corp's](#) approach, which focuses on compound feed manufacturing processes, is a real breakthrough in animal nutrition technology. The market is huge (over €500 billion), and is looking for innovations capable of both improving product quality and generating more value within the industry." explains Majdi NAJAH, Investment Director at Demeter.

Lowering pressure on raw materials & increasing product quality for final consumers

The major challenge for animal farmers is to support the fast-growing, global demand of animal protein: 70% more animal protein will be required by 2050. But resources are dramatically lacking to support such an increase. Huddle Corp's innovation helps to solve this problem by decoupling nutrient assimilation within the digestive system of the animal. The animal benefits from the nutritive quality of the feed, limiting the undigested wastes that are rejected into the environment.

[Huddle Corp's](#) patented technology is also based on a clever mix of well-balanced nutritive intake which stimulates the immune system and the microbiome of reared animals, resulting in healthier and stronger animals that can fight infections, avoiding the use of antibiotics.

The Company contributes to sustainable agriculture that offers higher quality products to final consumers: well-fed animals lead to a better product for the people.

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About HUDDLE CORP:

Huddle Corp (www.huddlecorp.com) is an AgTech company founded in 2018. It has developed a new way of designing feeds in animal nutrition to improve the economic performance of livestock farmers, their environmental footprint and the quality of their finished products. Huddle Corp's innovation enhances the nutritional value of raw materials and targets nutrient release to maximize digestibility. Better nutrient access improves animal growth and wellness and reduces undigested waste that goes into the environment. In this way, the company contributes to a more sustainable and healthier agriculture that offers better quality products to end consumers: well-fed animals lead to a better product for the people. Huddle Corp was supported by French Tech Emergence from BPI and is recently incubated at Atlanpole.

About DEMETER:

Demeter (www.demeter-im.com) is the leading European private equity company in energy and ecological transition. Its funds invest between 1 and 30 million euros in companies in the sector at every stage of their development: innovative and disruptive startups, fast-growing SME's and midcap companies, and infrastructure projects. The Demeter team has 35 people in Europe, located in France, Spain and Germany. With 1,000 million euros under management and 130 investments made over the past 15 years, Demeter has established itself as one of the main energy-transition, environment, and sustainable-development funders. In 2018, Demeter launched Agrinnovation, a fund intended to finance innovative start-ups in the agricultural sectors that contribute to the food transition and to more sustainable agriculture. The Agrinnovation fund has raised €72 million in commitments from institutional and industrial investors and several Family Offices.