



WHOLE WOMAN NETWORK (WWN) Social Enterprise was founded in 2022 to provide financial literacy coaching, business consulting services and marketplace solutions to women-owned food producers of healthy ethnic spices, snacks and super grains.

We currently support clients by distributing their products in 57 ethnic grocery stores across Canada, and the numbers are increasing based on growing demand. Social Responsibility and Sustainability are core values of our company. We are committed to the UN Sustainable Development Goals (SDGs).



OBJECTIVES

- To develop relationships with potential business partners, merchandising representatives of grocery chains, specialty and health food companies interested in diversifying their product offerings with more healthy, flavorful and nutritious afro-ethnic foods; spices, sauces, super grains and snacks.
- Our products are sourced from women cooperative farmers in West Africa and BIPOC women food producers in Canada, using environmentally sustainable processes, with measurable, transformative social, cultural, and economic impact.

NAICS CODES

611430 (Business Coaching);
4131 (Food and Beverage Wholesale).

CERTIFICATION

WEConnect Certification *in Progress*

UNIQUE VALUE PROPOSITION

- We offer culturally informed, co-operative-based financial literacy coaching and business training to BIPOC Women; enhancing their ability to innovate traditional recipes to appeal to diverse cultural palates, and access local and global markets.
- We have exclusive distribution rights of diverse brands, with a current roster of products that includes: "Kilishi", a West- African Style Beef-jerky. We offer the only brand of made-in-Canada, halal and non-halal Kilishi, made from premium Canadian Beef. These nutritious protein-rich, healthy snack come in five different flavours – tandoori, curry, mild, hot, and extra hot. Other products are: "Chin Chin", a popular West African baked or fried sweet dough (in original, lemon, chocolate, and vanilla flavours); and unique spices such as "Suya spice" (a hot peanut-flavoured spice for barbecues), and Jollof rice sauce and spice.

PROFFESIONAL AFFILIATIONS/AWARDS

- Canadian Government Grant for Social Enterprise & Innovation, 2024
- Racialized And Indigenous Support for Entrepreneurs Grant, 2024
- Winner, Black Advisory Hub Pitch Contest, 2023
- Cooperative Spirit Awards, 2023 – Outstanding Contribution to Awareness, Diversity and Equity Building (Ontario Co-operative Association, Canada)
- Circle of the Year Award, 2023 (PARO Women's Enterprise Centre)
- Recipient, Lenovo Digital Transformation Grant for SMEs, 2022



**JULIET 'KEGO
UME-ONYIDO**

CEO / PRESIDENT

- ☎ +1 437 324 7539
- 🌐 wholewomannetwork.org
- 📘 [wholewomannetwork](https://www.facebook.com/wholewomannetwork)
- 📷 [@wholewomannetwork](https://www.instagram.com/wholewomannetwork)
- 📧 [@wholewomannetwork](https://www.instagram.com/wholewomannetwork)
- ✉ contactus@wholewomannetwork.org
- 📍 #123 – 9325 Yonge Street
Richmond Hill, Ontario, L4C 0A8, Canada





WHOLE WOMAN NETWORK IS HERE TO HELP YOU DIVERSIFY!

If you are in the Food Industry Why should this matter?
.....Consumers are embracing global foods!



■ Globally, the ethnic foods market is projected to grow to US\$98 billion in 2028, growing a staggering 10.33% annually, according to Fortune Business Insights. Increased consumer spending, rising immigration and demand for ready-to-eat food products are all expected to boost sales in the sector.

■ Globally, the ethnic foods market is projected to grow to US\$98 billion in 2028, growing a staggering 10.33% annually, according to Fortune Business Insights. Increased consumer spending, rising immigration and demand for ready-to-eat food products are all expected to boost sales in the sector.

■ In fact, 56% of Canadians agree grocery stores that do not offer internationally inspired foods are not keeping up with the times, and 45% say they are more likely to shop at grocery stores that offer these foods.

■ Tastes have shifted to become more diverse and inclusive. Retailers have to start thinking about the new demographic mix, which is no longer mainstream, so it is important to cater to the growing demand of taste palates, consumers who are open to trying new-to-them foods and a wide array of culturally-inspired dishes. People love trying new foods and recipes, especially those inspired by cultures from around the world. Whole Woman Network will help your company offer customers a taste of diverse cultures and enriching experiences.

STRATEGIC ALLIANCES

Whole Woman Network is a Cohort Participant of the City of Richmond Hill's Centre for Local Innovation & Collaboration (CLIC) Program; focused on human-centered design thinking for social enterprises, towards actualizing a social innovation project that integrates technology, power of community, and culturally informed economic solutions for BIPOC Women. George Brown College, Ontario, Canada – is a project partner for the CLIC Program.

- ☎ +1 437 324 7539
- 🌐 wholewomannetwork.org
- 📘 [wholewomannetwork](https://www.facebook.com/wholewomannetwork)
- 📷 [@wholewomannetwork](https://www.instagram.com/wholewomannetwork)
- 📧 [@wholewomannetwork](https://www.twitter.com/wholewomannetwork)
- ✉ contactus@wholewomannetwork.org
- 📍 #123 – 9325 Yonge Street
Richmond Hill, Ontario, L4C 0A8, Canada



contactus@wholewomannetwork.org | wholewomannetwork.org