



Chufaland-Chufa Bistro Pitch Deck (Iyar® Biotechnology, Inc.)

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Chufa builds stronger immune response against infections, including those from antibiotic-resistant bacteria, viruses, diseases, cancer and much more. And Chufa milk is the world oldest and best health milk.

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<https://youtu.be/Svt4v5UDWtc>
<https://youtu.be/QAKhyZDmAmk>

Chufaland | Gold Nuggets

We will nourish America with our *Chufa flour, milk and oil. Become our Investors.

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* Chufa (Spanish) is the common name of *Cyperus esculentus*—the “Gold Nuggets.” Chupa or Chuppah in Hebrew means “canopy” or “covering” over weddings and “good marriages.” Chufa are also called Tiger Nuts (Theophrastus-371-287 B.C), Zulu Nuts (Credo Mutwa, 1985, South Africa), and Aya (green North Africa Gold Nuggets).

<https://youtu.be/Svt4v5UDWtc>
<https://youtu.be/OuOGPKcoRbY>

“Nutcracker Man” was said to have lived on large amounts of tiger nuts . . . indicative of a diet high in tiger nuts (Chufa).*

* The Salt Fix. Dr. James DiNicola Antonia – Doctor of Pharmacy and Cardiovascular Research Scientist.

Some of Our Chufaland’s Nutrition Facts

Chufa Flour	Chufa Milk	Chufa Oil	Chufa Butter	Chufa CBD
Nutrition Facts 23 servings per container Serving size 1/4 cup (32g) Calories 130	Nutrition Facts 23 servings per container Serving size 1/2 cup (128g) Calories 80	Nutrition Facts 16 servings per container Serving size 1/2 cup (128g) Calories 130	Nutrition Facts 16 servings per container Serving size 1/2 cup (128g) Calories 130	Supplement / Nutrition Facts 16 servings per container Serving size 1/2 cup (128g) Calories 130
Total Fat 7g Saturated Fat 2g Trans Fat 0g Cholesterol 0g Sodium 0g Total Carbohydrate 17g Dietary Fiber 10g Total Sugar 6g Includes 1g Added Sugars	Total Fat 14g Saturated Fat 3g Trans Fat 0g Cholesterol 0g Sodium 0g Total Carbohydrate 14g Dietary Fiber 10g Total Sugar 6g Includes 1g Added Sugars	Total Fat 14g Saturated Fat 3g Trans Fat 0g Cholesterol 0g Sodium 0g Total Carbohydrate 14g Dietary Fiber 10g Total Sugar 6g Includes 1g Added Sugars	Total Fat 14g Saturated Fat 3g Trans Fat 0g Cholesterol 0g Sodium 0g Total Carbohydrate 14g Dietary Fiber 10g Total Sugar 6g Includes 1g Added Sugars	Total Fat 14g Saturated Fat 3g Trans Fat 0g Cholesterol 0g Sodium 0g Total Carbohydrate 14g Dietary Fiber 10g Total Sugar 6g Includes 1g Added Sugars

Chufaland also has ice creams, sorbets, rusks, cookies, puddings, cereals, flavored milks, creams, skin and hair oils, essential oils, soaps, shampoos, . . . and more, all from Chufa.

What are these Gold Nuggets?

Rise up . . . in America—and the world: Everyone should drink and eat “Chufa” . . . in all its forms.

Drink the planet’s best non-dairy “milk”—enjoyed for thousands of years. And Chufa also has its incredible, terrific, healthy oil and flour. This is “Chufa nuggets.” Chufa is the healthiest nutritious “superfood” on earth. And Chufa is a remarkable source of vitamins and minerals, including *Quercetin*, *Zinc*, Vitamins A (*Beta carotene*), B6 (*pyridoxine*), C, D, and E, good fatty acids, like high *Oleic acid*, and *Calcium*, *Magnesium*, *Potassium*, and much more.



Everyone Can Eat Chufa. The Spaniards say: “Is La Chufa sobrevivió a la inundación”— the Chufa survived the flood.” (Chufa, is also called Zulu nuts, or tiger nuts, et al.)

Download our PDFs at <https://chufaland.com/funding/angels> or our menu button at <https://chufaland.com> @ “Invest in Chufaland.”

Chufa is great for sweets, candy, bars, choco bites, cookies, cakes, biscotti, rusks, breads, granolas and cereals, granolas, butters, ice creams and sorbets, liqueurs and much more. Chufa, its oil, is also great for hair and skin treatments, and it is also used by us as an essential oil for herbs and seeds. And Chufa is also used good for laundering needs.

Chufa is great for all diets, such as *Paleo* and *Keto*. And Chufa is Kosher all year round, including Passover; supported by top kosher authorities, including Star-K. Chufa is loaded with *incredible* nutrients and *incomparable* important healthy properties.

Chufaland-Chufa Bistro Pitch Deck



We Are Shipping 5 Chufa Butters . . . Now. Ancient-Style, Tahina, Chocolate, Hemp, and Kacip Fatimah. Selling daily on Chufaland, Amazon (see daily orders below), and Etsy.

Order date	Order details	Image	Product name	Customer option	Order Status	Action
<input type="checkbox"/> 2 days ago 9/19/2022 10:37 PM PDT	111-7396942-8660202 Buyer name: Angela Fulfillment method: Seller Sales channel: Amazon.com		Chufa Butter Ancient Style, Chufa Gold Nugget's Butter (Tigemut Butter Organic or Aya Nuts) - Extra Fine Milled - for Paleo, Keto and Everyone. Popular for "Bread," Biscuits, Cookies, Rusks, Muffins and Pancakes, or just on spoons. Gluten-Free, Non-GMO, USDA Certified, No Sugar Added, 100% Vegan and Kosher Pareve, 8 fl.oz. ASIN: B0B3WFJY7Q SKU: CP-BMNS-PJFR Quantity: 1 Item subtotal: \$12.97	Standard Ship by date: Sep 20, 2022 Deliver by date: Sep 22, 2022 to Sep 26, 2022	Unshipped (1)	<input type="button" value="Buy shipping"/> <input type="button" value="Confirm shipment"/> <input type="button" value="Print packing slip"/> <input type="button" value="Cancel order"/>
<input type="checkbox"/> 22 hours ago 9/20/2022 1:32 PM PDT	113-3270192-3832227 Buyer name: Cheryl Fulfillment method: Seller Sales channel: Amazon.com		Chufa Butter Ancient Style, Chufa Gold Nugget's Butter (Tigemut Butter Organic or Aya Nuts) - Extra Fine Milled - for Paleo, Keto and Everyone. Popular for "Bread," Biscuits, Cookies, Rusks, Muffins and Pancakes, or just on spoons. Gluten-Free, Non-GMO, USDA Certified, No Sugar Added, 100% Vegan and Kosher Pareve, 8 fl.oz. ASIN: B0B3WFJY7Q SKU: CP-BMNS-PJFR Quantity: 1 Item subtotal: \$12.97	Standard Ship by date: Sep 21, 2022 Deliver by date: Sep 25, 2022 to Sep 27, 2022	Unshipped (1)	<input type="button" value="Buy shipping"/> <input type="button" value="Confirm shipment"/> <input type="button" value="Print packing slip"/> <input type="button" value="Cancel order"/>
<input type="checkbox"/> 22 hours ago 9/20/2022 1:52 PM PDT	113-8815209-3415456 Buyer name: Laetitia Fulfillment method: Seller Sales channel: Amazon.com		Chufa Butter Ancient Style, Chufa Gold Nugget's Butter (Tigemut Butter Organic or Aya Nuts) - Extra Fine Milled - for Paleo, Keto and Everyone. Popular for "Bread," Biscuits, Cookies, Rusks, Muffins and Pancakes, or just on spoons. Gluten-Free, Non-GMO, USDA Certified, No Sugar Added, 100% Vegan and Kosher Pareve, 8 fl.oz. ASIN: B0B3WFJY7Q SKU: CP-BMNS-PJFR Quantity: 1 Item subtotal: \$12.97	Standard Ship by date: Sep 21, 2022 Deliver by date: Sep 25, 2022 to Sep 27, 2022	Unshipped (1)	<input type="button" value="Buy shipping"/> <input type="button" value="Confirm shipment"/> <input type="button" value="Print packing slip"/> <input type="button" value="Cancel order"/>

Toward that end, we have been developing our Chufa products for 10+ years. We are based in South Carolina (USA). We are ready to produce, employ, and feed the world, babies to grandparents, and, important for our workers, and for their working creed . . . wholesale and retail . . . and with franchisees (Chufa Bistro).

We believe and pray that Chufaland/Chufa Bistro will be worth more than \$10M within 3 years . . . employing many people with our products and the farms in the south-east USA . . . and Africa. For more involved details, read our business plan at the conclusion of this pitch.

About Chufa

We have known and loved this super-food—its flour, its milk, and its oil—and we are thrilled to bring it to America. Chufa “nuggets” are tubers, like tiny potatoes. They are “milky” to drink, dry roasted like nuts, ground into flour, and have the best oil to extract. In every form, they are always bursting with sweetness and life. This is our passion, and we take it seriously.

viruses, like the corona viruses. It is a strong antioxidant . . . and has been safe for many generations.



Chufa is 100% safe.

Chufa is widely used to heal ailments, cancers, and inflammation, among many health authorities. Farmed in many “green” places in Africa, Chufa is a major prebiotic “resistance starch” source. It is also an excellent source of protein and great for correcting bad cholesterol ratios.

That sweet taste in Chufa flour and milk is all-natural and healthy. And it does not need cane sugars, from sugarcane or fructose, or other similar sugars. Chufa is 100% plant-based, gluten-free, lactose-free, and organic. There is no “oily” smell or “oily taste” with Chufa. And when our nuggets are “mined” and dried that last for years. And, sad thoughts of a possible nuclear war, dried Chufa nuggets can be stored to be used for years of isolation underground.

Scroll for more info about Chufa health; Chufa milk, oil, and flour; and our Chufa business model, opportunity, and funding.

So, How Chufaland Began

You may be wondering “*what Chufa is?*” Or “*why Chufa?*” These are valid questions. To answer them, let’s go back in time.

Chufa is one of the greatest and oldest food “plant” (*Cyperus esculentus*) and goes back to the beginning of time. Dr. James DiNicolantonio – Doctor of Pharmacy and Cardiovascular Research Scientist in Italy – said in his best-selling book, *The Salt Fix*: “*Nutcracker Man was said to have lived on large amounts of tiger nuts . . . indicative of a diet high in tiger nuts.*”

In Ancient Egypt, Chufa sustained people for thousands of years, even during the seven-year famine. Joseph, the viceroy of ancient Egypt, saved populations with Chufa—and exported to places such as Nigeria, Ethiopia, and Sudan. Chufa sweets and recipes have “been found in parchment records of around 1700 BC, the time of

Joseph.” Chufa farms in old Egypt were mostly along the river Nile (they consume a lot of water).

The top of Africa today is mostly dry and desert. Chufa is the great and old food “plant,” from the beginning of time.

Chufa was the popular oral and external medicine, and it still is . . . derived from the ages-old “nutsedge” plant. (*A History of Food in 100 Recipes, William Sitwell, Collins, 2012.*)

all consumed Chufa when they grew up back “home.” And *Chufaland* USA has huge support from everyone, down south.

We Can Grow Massively, Super-Fast, From Our Tiny Company. But We Need Funding to . . .



We have huge access to tubers,

We can get enormous amounts of Chufa from USA, Europe, Africa, India and other places . . .



we can launch our great products,

. . . and train others to join our recipes and speed up production.



employ many,

We will bolt our operations, perfect for farm production facilities, grow, and package well.



market and deliver . . .

We will market and teach people about Chufa and deliver to thousands of our great stores.



. . . help many people

Chufaland USA can grow exponentially. We have many families who will come south and need work and schools.



Chufa is suitable for people of all ages, from the very young to the seniors among us.

Iyar Biotechnology, Inc.

6

Chufa is suitable for people of all ages, from the very young to the seniors among us.

We are Growing, Producing and Packaging Chufa-Products Chufaland



Water, Sun and a Great Climate

We have plenty of water in Chufaland, great rivers and lakes.



Transporting and Trucking from South

Chufaland trains are efficient; and the trucking is great.



Excellent Workers and Students from South-East USA

We have many people that will do well and live happily in Chufaland.



Organizations, like NASA and published by Ancient Science of Life and others, reveal that chufa has powerful bacteria-fighting effects.



Organizations, like NASA and published by Ancient Science of Life and others, reveal that Chufa has powerful bacteria-fighting effects and also much essential fatty acids.

Chufa oil, milk, and flour helps fight viruses, like COVID-19 and others.

Organizations all around the world, including NASA, have unveiled the potential health benefits of Chufa. Many doctors have recommended Chufa for its potential health benefits.

Chufa Milk



Chufa gives a great “milk” . . . for flavors, creams, ice-creams, sorbet and more. Note: This farm is in South Carolina.

Chufa is a great substitute for cow’s milk . . . and it is without rival. Almond milk, soy milk, rice milk and others, do not offer the same health benefits that Chufa does, hands down.

Chufa Milk bottles can provide Whole Milk, Low-Fat Milk, and Fat Free Milk.

According to the National Digestive Diseases Information Clearinghouse, “some 30 million to 50 million Americans are lactose intolerant, including up to 75 percent of African Americans and American Indians and 90 percent of Asian Americans. Common symptoms include nausea, cramps, bloating, gas, and diarrhea that begin about 30 minutes to two hours after eating or drinking foods containing the milk sugar lactose.” For all these people, Chufa is there.

Tasty, a little sweet, and lasting fresh in the fridge for days on end, Chufa milk is an outstanding addition to any diet. You can even choose to make milk yourself from your Chufa nuggets or Chufa flour, then turning it into healthy ice cream, sorbet,

yogurt, and more. For babies, adults, and grandparents, Chufa in all its forms is the healthy, keto-friendly treat you need.

The magnesium in Chufa is perfect if you are working out and staying fit. There is also a heaping dose of calcium, which your body needs to keep your bones and your teeth strong.

Chufa Oil



Chufa oil is great for cooking, salads, skin, and hair creams, cosmetic, and is a biofuel for manufacturing. Chufa contains protein and carbohydrates that are excellent for Paleo and Keto diets.

Oil in every serving? Chufa oil can stand up next to even the healthiest and most delicious oils—without any oily smell or taste. You can use it at high temperatures, cooking and baking for hours. As well, it makes an excellent addition to a salad dressing or a DIY cosmetic that calls for oil.

Even more useful than many common essential oils, Chufa oil has become known around the world for cooking, skincare, and nutritional uses. Use it with coconut oil, apricot oil, avocado oil, dates, honey, and more.

Containing 36% high-quality, edible oil, this super-food makes an excellent addition to your balanced diet. There is a great deal of oleic acid, a healthy monounsaturated fatty acid, which is even healthier than the best olive oils, helping increase the body's high-density lipoproteins (HDL). Chufa oil comes loaded with *Vitamins, Zinc, Glucomannan, and Quercetin.*

By some measures, monounsaturated fatty acid composes as much as 66% to 76% of Chufa oil. Compare that to the enormous polyunsaturated fatty acids you find in typical cooking oils. Oleic acid, according to researchers, offer health benefits when consumed as part of a balanced diet.



Chufa's flour is great for baking, "buttering", health bars, cereals, stews, beverages, cordials, and any cooked, heated, and raw recipes. And is great for people who suffer from peanuts, almonds, cashews, and others. (Chufa Flour now selling on Amazon, Etsy and more.)

Chufa Flour is 100% gluten-free . . . and "Nut-Free." Chufa flour comes packed with fiber, vitamins, and minerals. You can use it for all your favorite baked goods: bread cakes, breadsticks, shortcakes, biscotti, cookies, shortcake, and more.

Here's how we do it. Grinding our Chufa nuggets into flour, we create a nut-free, gluten-free flour that you can use for a healthy, low-calorie, probiotic, celiac-friendly, non-allergenic snack.

With 20% fewer calories than peanuts and 50% fewer calories than almonds, Chufa flour also offers six times the protein and twice the iron in every serving. Even a small serving of Chufa will include 10 grams of protein.

Chufa for Everyone

About 25 Chufa "Nuts" Daily Dose



Zinc - 1mg	Calcium - 14 mg
Potassium - 12 mg	Vitamin C - 5 mg
Phosphorous - 5.5 mg	Vitamin E - 10 mg
Magnesium - 17.5 mg	Energy - 86.5 Kcal / 361.8 KJ
Copper - 36 µg	Protein - 1.5 g
Iron - 0.7 mg	Fiber - 2.5 g
Arginine - 280.2 mg	Fat - 5.7 g
Folic Acid (B9) - 70.5 µg	Sugar - 1.6 g
Starch - 5.5 mg	Carbohydrates - 8.5 g






Oleic acid (65.89%)

Fat monounsaturated (64.59%)

Fat polyunsaturated (9.21%)

Fat saturated (15.23%)





Chufa promotes the production of urine, as a preventive measure for cystitis, prostatitis, hernia, rectum deformation and prolapsed (anal feature-small painful flesh and the tip of the anus) and to prevent endometriosis or fibrosis as well as blockage of the tip of the fallopian tube.

Chufa Zn and K



ZINC HEALTH BENEFITS



BOOSTS EYE HEALTH



REDUCES RISK OF ACNE



TREATS COMMON COLD



PROMOTES MUSCLE GROWTH



HELPS WOUNDS HEAL FASTER



SUPPORTS COGNITIVE FUNCTION



SUPPORTS REPRODUCTIVE HEALTH



SUPPORTS IMMUNE SYSTEM



PROMOTES HEART HEALTH



POTASSIUM HEALTH BENEFITS



PROMOTES HEART HEALTH



IMPROVES BONE HEALTH



KEEPS BLOOD PRESSURE UNDER CONTROL



MANAGES BLOOD SUGAR



MAINTAINS GOOD METABOLISM



STIMULATES BRAIN FUNCTION



PREVENTS KIDNEY STONES

Chufa is great nutrition food. Low calories, good carbs, great protein, easy grams fiber, calcium, and more. Great with Zinc and Potassium.

Chufa Vitamins C+E



VITAMIN C HEALTH BENEFITS



GOOD FOR BRAIN WORK



LIMITS THE EFFECT OF FREE RADICALS



IMPROVES MOOD



PREVENTS EYE DISEASES



CAN FIGHT CANCER



TREATS COMMON COLD



KEEPS SKIN YOUTHFUL



HELPS WOUNDS HEAL FASTER



PROTECTS SKIN FROM UV DAMAGE



FADES DARK SPOTS



VITAMIN E



HELPS PMS SYMPTOMS



BALANCES HORMONES



IMPROVES COGNITIVE FUNCTION



DECREASES ENVIRONMENTAL DAMAGE TO YOUR HAIR



BOOSTS IMMUNE SYSTEM



BALANCES CHOLESTEROL



GOOD FOR CARDIOVASCULAR HEALTH



PREVENTS CATARACT FORMATION



EFFECTIVE FOR HAND AND NAILS



REPAIRS DAMAGED SKIN



FIGHTS FREE RADICALS

Chufa is a great nutrition food. Low calories, good carbs, great protein, easy grams fiber, calcium, and more. Great with Vitamins C and E, and also A, B6 and D.

Chufa Ca + Mg



CALCIUM HEALTH BENEFITS



BOOSTS FERTILITY



HELPS TO SUPPORT HEART



MAY LOWER RISK OF CANCERS



SUPPORTS BONE HEALTH



CONTROLS BLOOD PRESSURE



HELPS TO PREVENT PREMENSTRUAL SYNDROME



HELPS TO MAINTAIN TEETH AND GUMS

HELPS MANAGE BODY WEIGHT



MAGNESIUM



STRENGTHENS the heart



RELIEVES MUSCLE aches and spasms



helps to fall asleep AND treat insomnia



yes!

helps RELIEVE constipation



calms NERVES



PREVENTS migraine headaches

REGULATES calcium intake



Chufa helps us in wars, flights, shipping and in space: For soldiers, pilots, sailors, astronauts . . . and loved by drivers in trucks, trekking across America.

Business Model



Fortify and Distribute

We will establish and deliver our base products to our packaging and distribution companies.



Research

We will continue our research and polish our lab, as well as teach and train employees.



Publish and Promote

Publish and promote to more than 100M potential customers . . . and take the lead.

This is an Opportunity for Success

Market Opportunity



\$100M+ > 2028 | \$500M+ > 2033

- ❖ Most almond milk, coconut milk and many other “milks” are continuously sold with foreign ingredients.
- ❖ Almond milk usually contains only 2% almonds, with a lot of water, external vitamins and minerals added like Zinc, and various agents, mixed in.
- ❖ Chufa does not need additional ingredients. Chufa milk is like dairy milk, like cow’s milk . . . but lactose free.
- ❖ A pint of chufa milk, plain, has about 25 nuggets – combined with spring water and light gum – and nothing else.
- ❖ Chufa oil is great for skin, hair, high heat cooking, has a long stable shelf life, and is filled with nutrition.
- ❖ Chufa is Kosher and suitable all-year-round, even for Passover.
- ❖ Chufa flour is in huge demand amongst Paleos, Keto and other popular health trends.

Competition



Our Company is Ahead. Our Competitors in the USA - None

- ✓ We imported a large quantity for tests and to start product sales. The USA government helped.
- ✓ We have a great link to Clemson University which is one of the best universities – for its Food, Nutrition, and Packaging Sciences.
- ✓ We have made and tested the milk, extracted its oil and used its flour. People tried and tasted our Chufa. They love it, always.
- ✓ We will produce and distribute within three months –when we have marketing, sales and production funding.
- ✓ The foreign product exporters to the USA charge a fortune.
- ✓ A pound of imported chufa flour costs \$12 to \$15 in stores.
- ✓ A Qt of imported chufa milk costs \$13 to \$18.
- ✓ A Qt of imported oil costs between \$19 to \$40 and they are not Kosher.
- ✓ A few small Chufa farms in the USA sell only as food for turkeys, ducks and geese, carp fish, or for goats. That's why they taste so good.

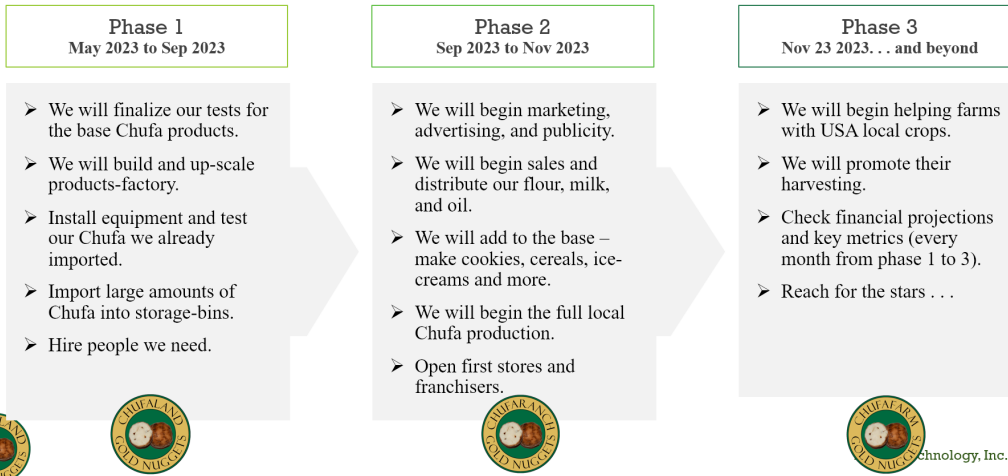
Growth Strategy



Growth Strategy



How will we scale up . . .

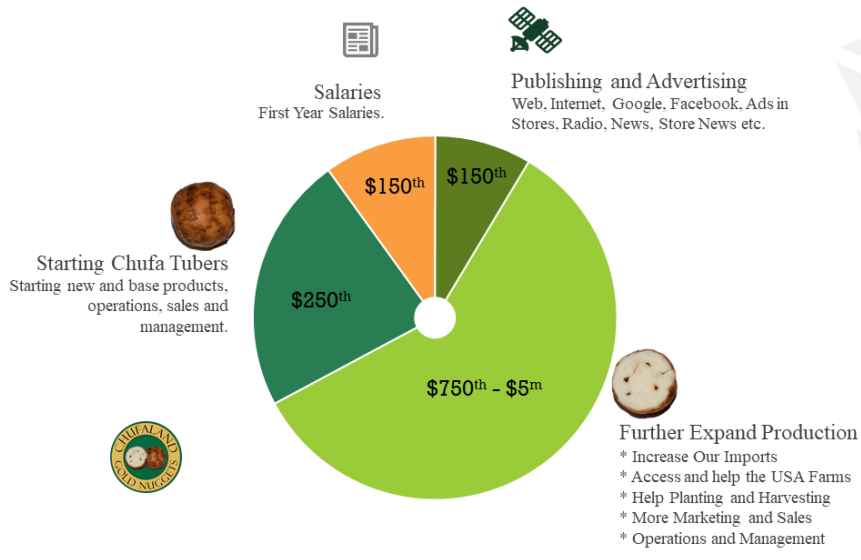


How will we scale up . . .

Timeline




Funding

Chufaland-Chufa Bistro Pitch Deck

We would grow to millions of dollars within 5 to 8 years. With a good group of investors, government and state grants and a good employment team we would grow annually to 2030+.

Forecasting for success (A: it is tiny, but it will skyrocket) (Data is based on our current, existing Chufa and on our current business.)



B: We could expand to 40,000 stores . . . and reach 40 million to 200 million chufa lovers . . .

We have access to numerous farms in, mostly, the southeast USA. We also have many possible workers in all states, such as Florida (mostly north and west Florida), Alabama, Georgia, South Carolina, Louisiana, and more. As our products launch and grow, Chufaland employees will climb between 300 to 600 people. And many USA farms may expand.

Chufaland also has relations with all north green Africa, like Niger, Nigeria, Ethiopia, Ghana, Mali, and more. And farms in West Africa and South Africa. And we also have requests from USA and foreign business and farm people, keen to begin farms and Chufaland franchising (Chufa Bistro). Download our business plan from Chufaland.com.

How We Started



It all started for us because we love Chufa. We had enjoyed it with family in France and Spain, and we could not resist . . . we needed to share it with other people. The flour, milk, and oil were just too delicious to keep to ourselves.

So, we brought Chufa to New York in 2013. We started to toss around some ideas for Chufa food products, considering what Americans would like the most. Launching our brand in the Hebrew month of Iyar, which focuses on health and happiness, we named the brand called “Chufaland” > Gold Nuggets from Iyar Biotechnology, Inc.

Iyar is known as the month of healing Iyar. It is also connected to the Hebrew word for light, “ohr.” In the Bible it says the month of Iyar was named for the manna that fell during Iyar. Iyar is also the month after the Jews left Egypt.

In 2016, we returned to France and then to Spain. We learned about Chufa products at Val’encia, the third-largest city in Spain. We visited their Chufa farms, learning all about Chufa flour, oil, and milk, perfecting our methods.

After that, we went to Cape Town and Zulu Land, South Africa, to learn about the Zulu “nut” farms, and in North Africa. We mastered Chufa farming, figuring out how to make it grow in glass bottles and pots. We can show you how to do that, too teaching you to make your own farm, just like they do in Africa and Europe.

We then developed labs, pre-planning oil and flour production and deciding how we would “bottle” the milk, after processing it as a carrier oil in South Carolina. We investigated farms in the USA, where they do not dry the Chufa for people, because they feed Chufa to deer, goats, fish, and turkeys. Chufa is one of the reasons turkeys are so delicious.

From there, we designed our first labels, our website, our documents, our technology, and our online store. We also enlisted a team to test and certify our products Kosher in the USA, Israel, and the world. We tweaked our marketing ideas in Malaga, redesigned our labels, created new packaging, and drawing support from our family, friends, and the US government.

Rabbi Joseph Shapiro and I made huge investigations about this plant and its incredible properties. Joseph was born in South Africa, and the Zulu spiritual priest, Credo Mutwa, told him about the Zulu people’s “Zulu” nuggets. He told him: “Pull up the tubers, like mini potatoes, and you can wash them and eat them raw.”

It took Joseph more than 30 years to realize what Credo was telling him. Going back to Africa, he realized Chufa (known as *kunun Aya*) is Africa's main "Paleo" food above all others, even above wheat and corn. In 2016 we branded our company as Chufaland; and to explore and invest in this amazing food source.

In late 2021, we launched our first product range. Invest in us now with our project.