

Mission Model Canvas

Project title:

**Swiss Sorghum – 100%
Swiss-Grown Sorghum
Snack**

Created by:

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Partners & Support 🤝

Which persons and organizations can support your project and act as intermediaries?

Agroscope (variety data, food safety analyses, agronomic research through RiSorgo); Agridea (agricultural extension and know-how transfer); Ufficio Cantonale Agricoltura (regional supply-chain support); Az. Agricola Zanini Giovanni (Swiss sorghum grower, field seeded 2026).

Activities 🚀

What are the three main activities needed to create/realize your project?

1. Contract and harvest food-grade sorghum from Swiss growers. 2. Decorticate, gelatinize and extrude the grain into a ready-to-eat snack using proprietary processing parameters. 3. Package, certify and bring the product to Swiss retail and foodservice.

Ressources 🏠

Which three skills and resources are central to the implementation of your idea?

Ten years of proprietary industrial R&D on sorghum decortication, gelatinization and extrusion; RiSorgo's varietal and agronomic data (Agroscope / Agridea); Az. Agricola Zanini Giovanni's Swiss-grown food-grade sorghum; and Ufficio Cantonale Agricoltura's regional network.

Project 📦

How do you explain your project to a stranger in 1 minute?

SorgoSnack is Switzerland's first extruded snack made from 100% Swiss-grown sorghum. Built on RiSorgo's varietal research and pasta validation, it applies ten years of proprietary R&D on decortication, gelatinization and extrusion to grain grown by Az. Agricola Zanini Giovanni. The result: a gluten-free, additive-free, climate-resilient snack – from Swiss field to Swiss shelf.

Relationship, Community 💚

How do you actively involve your community in your project (beyond just looking/listening)?

We involve our community through consumer degustation events (building on RiSorgo's pasta validation experience), farm visits with Agroscope and Agridea, public talks on Swiss food sovereignty, and direct dialogue via social media and the LVVPS network – turning consumers into advocates for Swiss-grown grain.

Channels 📱

What channels will you use to reach your community? How will the target group find out about your project?

Swiss retail, direct online sales, foodservice partnerships, presence at Swiss food-tech and sustainability events, and LinkedIn/Instagram content built around food literacy and Swiss sorghum R&D.

Target Groups 👥

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

Health-conscious Swiss consumers seeking gluten-free, additive-free snacks; Swiss farmers wanting to diversify into a drought-tolerant crop with little need of pesticides; retailers and foodservice operators looking for genuinely local products; and the broader public interested in resilient Swiss food systems.

Budget 🧾

What costs do you expect to incur to realize your idea?

What are the costs?

CHF 50,000 requested: extrusion equipment and packaging line; ancillary equipment (pallet truck, tools); food safety analyses (aflatoxins, mycotoxins, DON, furosin, nutritional panel); quality certification (HACCP / LMG). This enables the first pilot production run.

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?

Every kg of Swiss-grown sorghum snack replaces an imported equivalent, cutting transport emissions and supporting a drought-tolerant, low-input crop. We measure impact through a CO₂ life-cycle comparison against imported snacks, hectares of Swiss sorghum contracted, and tonnes of snack produced locally. We also can calculate the liters of water needed for a kg produced per ha; this would be in comparison for wheat (i.e.) where also carbohydrates are produced, but with more liters of water per ha.

2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project? Once the pilot line validates the model, we replicate it with additional Swiss growers in other cantons, share our processing protocols with local partners, and extend the product range – granola, crackers, pasta – on the same Swiss-grown sorghum supply chain.