

Big Idea Ventures introduces plant-based shrimp startup

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Big Idea Ventures (BIV), a global investment leader within the food-tech, agri-tech, and materials science sectors, has launched Bayou Best Foods, Inc. (Bayou Best), the eighth investment out of its Generation Food Rural Partners (GFRP) Fund.

Bayou Best has been launched to commercialise a portfolio of proven intellectual property that supports a truly sustainable, animal-free solution to the seafood industry while delivering great-tasting solutions for customers. Bayou Best will have an initial focus on shrimp with plans to extend into adjacent categories. In 2023, the global shrimp market size was \$40.35 billion and is projected to grow to \$74.24 billion by 2032 at a CAGR of 7.09 per cent during the 2024-2032 period.

“There are significant environmental, human rights, and fraud issues in the seafood industry. Bayou Best’s products align with the growing demand for sustainable protein options, driven by consumer concerns about seafood sustainability and a desire for animal-free alternatives,” stated Emily Linett, Director of Strategic Partnerships of the GFRP Fund. “This investment furthers GFRP’s mission of launching innovative companies while creating living wage jobs in rural communities.”

The Board of Directors has appointed Kelli Wilson as CEO of the Company. Kelli brings over 30 years of experience in the food manufacturing industry to the Company, including senior roles at ConAgra and Beyond Meat.