



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



AFRICA WINNER 2014

Arusha Women Entrepreneur (AWE) is a social enterprise that involves unemployed women in the production and marketing of organic peanut butter. AWE has a strong vision of delivering social and development benefits for smallholder peanut farmers and unemployed women.



Arusha Women Entrepreneur, Tanzania

BUSINESS MODEL

AWE has created a value supply chain from the production and marketing of aflatoxin-free, natural peanut butter. Generating multiple income-earning opportunities, the enterprise uses an inclusive business model. It employs women from peri-urban Arusha and, together with partner World Vision, provides technical and management skills training to smallholder farmers.

Semi-processed peanut butter sold wholesale drives most revenue, however diversification into by-products such as animal feed and briquettes could prove profitable.

ENTERPRISE FAST FACTS

Location	Arusha
Year founded	2008
Sector	Agriculture
Product/Service	Peanut butter and by-products

Contact

Mr. David Elias Mjuni

arushawomen.entrepreneur@gmail.com

facebook.com/arushawomenentrepreneur

Social impacts:

- Training women to work in food safety management, processing, management and marketing.
- Qualifying women for the job market; five women to date have obtained employment outside the enterprise.
- Empowering women to improve their social status by improving their economic independence.

Environmental impacts:

- Educating and training over 1,000 smallholder farmers on food security, climate change, good agricultural practices and aflatoxin management.
- Promoting sustainable land use by increasing demand for organic peanuts.
- Reducing greenhouse gas emissions by looking at ways to produce briquettes as cooking fuel.

Economic impacts:

- Securing the incomes of 200 peanut farmers, their families and those of their employees with supply orders.
- Hosting forums to educate communities about the value of the peanut industry and associated benefits.

” AWE is committed to bridging gaps of economic disparity among poor self-employed women and developing self-determination.

Scaling up activities:

- Require urgent capital to purchase automatic processing machines, to buy raw materials and for post-harvest equipments for smallholders in Nzega Simbo .
- Obtain organic certification for the organically grown peanuts.
- Develop an export market plan for expansion to East African countries' markets, building on existing orders out of Kenya.
- Diversify the product portfolio with by-products such as animal feed and briquettes made from shells and residues, and new products such as therapeutic foods for children with chronic malnutrition and edible oils.
- Build partnerships with local non-profit organisations to help build farmer capacity and productivity. Over three years approximately 3,000 farmers will be involved in the supply chain.



” Our enterprise employs unskilled women from underserved communities in the processes of making and marketing peanut butter.



Partnership

● **Arusha Women Entrepreneurs (AWE)** is a social for-profit enterprise that produces and markets natural peanut butter and by-products, creating benefits for unemployed women and smallholder farmers in its value chain.

● **Enablis Tanzania Chapter** is a non-profit organisation providing workshops and mentoring on business management and marketing.

● **Nelson Mandela Africa Science and Technology** is a research institution that provides capacity building on business management, as well as expert advice on product development, food quality and safety.

● **World Vision Nzega Cluster** is a non-profit organisation that helps to source smallholder peanut farmers. It also provides training assistance for nut growers on climate change.

● **Darsh Industries** is a company that processes and markets fruits and vegetable products with country-wide outlets, and who contributes as a marketing partner.



The 2014 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are largely supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

SEED Partners



SEED Corporate Partner



SEED Founding Partners



SEED Hosting Partner

