



## SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



## AFRICA WINNER 2014

Baobab Products Mozambique (BPM) creates a local value chain around Baobab fruits, buying pulp and seeds from women harvesters, before processing it into nutrient-rich powder and oils. The products are sold nationally and internationally.



## Baobab Products Mozambique, Mozambique

### BUSINESS MODEL

BPM is the first business in Mozambique to buy, process and trade the nutrient-rich Baobab fruit locally and market powder and oils as well as other planned products such as ingredients used to make ice creams and biscuits. The products will be sold on national and international markets.

BPM is an inclusive business that allows women harvesters to supply Baobab seed and pulp as well as become active shareholders in the enterprise, as part of a co-operative.

### ENTERPRISE FAST FACTS

Location	Manica Province
Year founded	2013
Sector	Forestry/Non-timber forest products
Product/Service	Baobab products including powder and oils

### Social impacts:

- Training over 200 women from the Manica province in harvesting and processing techniques.
- Improving women harvesters' status and financial independence.
- Increasing households' access to schooling and health services due to higher income.

### Environmental impacts:

- Assisting rural communities adapt to climate change, by providing them with an alternative income.
- Carrying out assessments of Baobab areas to determine the maximum sustainable yields.
- Replanting Baobab trees as part of BPM's natural resource management plan.

### Economic impacts:

- Providing income for over 200 women harvesters and giving them a stake in the company, as shareholders.
- Employing up to ten people directly in the business.
- Stimulating the local economy by introducing a new local natural product industry.

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” An inclusive business with harvesters in time holding shares, BPM will process and sell Baobab powder, oil and a limited range of finished products in Mozambique and into export markets.

### Scaling up activities:

- Find partners to help finance scale-up from pilot to operational phase.
- Secure working capital to launch the Baobab product range and buy new season stock.
- Increase Baobab powder sales from 10 t to 35 t by the end of 2015.
- Look for investors to support the enterprise, as well as capital investment in its facilities.
- Develop a promotional and market development campaign.



” BPM's inclusive business model is entrepreneurial, creating opportunities for women harvesters not only to supply, but to share in ownership and development of the business.



### Partnership

● **Baobab Products Mozambique** is a business that will buy, produce and trade in Baobab powder and other products. BPM is wholly-owned by Eco MICAIA, with 20 % of shares set aside for the women harvesters' co-operative.

● **Eco-MICAIA Ltd.**, the social enterprise wing of MICAIA Foundation, is a company that is leading the business development process for BPM and is offering management and marketing assistance.

● **MICAIA Foundation** is a non-profit organisation working on livelihood projects and natural resource management in Manica province. It will provide training and organisational support to Baobab harvesters.

● **PhytoTrade Africa** is a trade association for natural products from Southern Africa. It is assisting with a natural resource assessment of Baobab areas, and facilitating export in Baobab products.



The 2014 SEED Awards in Malawi, Mozambique, Namibia are supported by the Government of Flanders, which is active in Southern Africa.

### 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](mailto:info@seedinit.org) or visit:

[www.seedinit.org](http://www.seedinit.org)

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