



## SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



## AFRICA WINNER 2014

Mesula – Meru Sustainable Land supports small entrepreneurs in developing capacity to farm sustainably and trade the produce at a fair market price. Mesula creates a new value chain from producers to consumers sensitive to the risks of unregulated conventional farming.



## Mesula – Meru Sustainable Land, Tanzania

### BUSINESS MODEL

The enterprise creates a value chain for the production and supply of fresh fruit and vegetables to the local market. It provides smallholder farmers with training and support for converting to sustainable farming. Farmers are paid for their produce that is sold at a retail outlet and a supermarket.

As international tourism drives the local economy, higher demand for organic produce is predicted. A farmer's market held monthly has gathered a network of stakeholders interested in sustainable agriculture.

### ENTERPRISE FAST FACTS

Location	Arusha
Year founded	2013
Sector	Agriculture
Product/Service	Organic products

**Contact** Mr. Ramadhani Juma Kupaza  
✉ [contact@oikoseastafrica.org](mailto:contact@oikoseastafrica.org)  
🌐 [www.oikoseastafrica.org](http://www.oikoseastafrica.org)

### Social impacts:

- Improving producers' livelihoods by spreading sustainable farming methods.
- Reducing health risks associated with over-use of synthetic pesticides for communities and final consumers.
- Supporting small-scale food processors to reduce post-harvest losses.
- Promote production and consumption of honey and wild foods.

### Environmental impacts:

- Reducing pesticide use, thereby contributing to the protection of the Mount Meru ecosystem.
- Training farmers to produce bio-pesticides from local plant extracts to help pest control.
- Sensitising farmers on land exploitation and soil conservation offering free technical advice.

### Economic impacts:

- Reducing the vulnerability of producers by increasing their yields and diversifying the crops.
- Adding value to the organic product by paying higher market prices.
- Stimulating the local economy by the creation of a new niche and value chain.

” The specific objective of the business is to reduce vulnerability of small scale farmers, improving farming methods and protecting a critical ecosystem.

### Scaling up activities:

- Continue to provide training modules related to organic farming and food processing.
- Implement simple and cost-effective input strategies to reduce pesticide use following the principles of bio-intensive agriculture.
- Require drip irrigation systems to conserve water, particularly in areas of water scarcity, and install economically sustainable but durable harvesting systems such as hafirs.
- Develop a business plan to optimise human resources, investments and access to middle-scale buyers to raise turnover and possibilities of reinvestment at farm level.



” The first organic food shop in Arusha, visited by hundreds of people each month, is broadening awareness on sustainable food consumption under the catchphrase: “Good for you, good for the planet”.



### Partnership

● **Oikos East Africa** is a non-profit organisation and partner that offers technical support and manages the enterprise's start-up funds used for auditing, renting of a premise, water and storage provision as well as horticultural production materials.

● **Honeyguide Foundation** is a non-profit organisation that provides technical training to farmers and processors with the experience of being involved in a similar initiative with another village.

● **Tumaini Jam Group** is an organised group of women who produce organic preserves and other goods and who are working with Mesula.



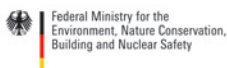
The 2014 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are largely supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

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

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

### SEED Partners



SEED Corporate Partner



SEED Founding Partners



SEED Hosting Partner

