SEED Initiative
promoting entrepreneurship for sustainable development

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WINNER 2014

Pro-Sofala Verde (PSV) has established a co-operative that generates income and jobs for rural Mozambicans through the sustainable production of high grade honey and reforestation. Honey will be sold in one-portion packages at affordable prices.

Pro-Sofala Verde, Mozambique

BUSINESS MODEL

The enterprise provides an innovative value chain of eco-friendly high grade honey production. Currently only low grade honey is available to most Mozambicans. Advanced bee-keepers receive training to mentor families in hive and bee maintenance and to ensure hygienic cropping. Hives produced locally from sustainable forestry off-cuts are distributed to the families.

PSV pays above market rates for community honey, which will be processed, packaged and sold at a higher retail price.

ENTERPRISE FAST FACTS

Location	Cheringoma
Year founded	2013
Sector	Biodiversity / Natural resource management
Product / Service	High quality honey

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Social impacts:

- Providing low-income families with access to high grade honey, previously unavailable.
- Empowering rural communities by giving them ownership over assets and a sustainable future.
- Ensuring that Mutondo families have increased wealth, improving health and education opportunities.

Environmental impacts:

- Contributing to biodiversity conservation and raising awareness about the value of natural resource management.
- Educating communities about fire prevention, and the value of forest resources, thereby reducing detrimental practices
- Helping to preserve world-renowned natural heritage, specifically endangered bird and wildlife habitats.

Economic impacts:

- Stimulating the local economy by providing 30 families with income from sustainably-produced honey.
- Providing direct and indirect jobs throughout the entire value chain from hive construction, through distribution and the sale of high grade honey.

> *We are producing a high-grade product with the poor, for the poor, passing on the skills and knowledge gained in commercial industry in a language our community understands.*

Scaling up activities:

- Scale up honey production from 600 to 2,900 kg.

- Reinvest funds from honey sales to provide more top bar hives and training.

- Train and employ two experienced beekeepers as mentors to oversee hive and bee population maintenance and to ensure hygienic cropping.

- Reduce packaging costs and identify affordable biodegradable alternatives.

- Establish a retail network to sell honey packages.

> *We provide Mozambicans of lower-income brackets access to a nutritionally valuable product they currently cannot afford.*

Partnership

○ **Pro-Sofala Verde (PSV)** is a non-profit organisation that raises and receives monies to fund the honey-making co-operative. It is contributing 33 % towards building a new processing plant.

○ **Life4Sofala (L4S) Foundation** is a non-profit organisation that provides ongoing expertise to PSV as well as the start-up funding that helped to launch the honey-making project.

○ **TCT Dalmann** is a commercial hard-wood furniture manufacturer and business partner. It has invested 65 % into the construction of the new honey processing plant, which it will manage for PSV.

○ **Associação Pitshwa Mutondo** is an association which represents the Mutondo community involved in the honey co-operative.

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