



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



AFRICA WINNER 2014

Oyster mushrooms are often illegally harvested in Kanungu's Bwindi Impenetrable National Park, threatening the local gorilla colony as people disturb their habitat. The enterprise provides an alternative commercial source of mushrooms, creating a new local industry and conserving the gorilla's environment.



The Sustainable Mushroom Farming Initiative, Uganda

BUSINESS MODEL

The enterprise is focused on providing fresh produce that is available wholesale, and on demand, to consumers. Oyster mushrooms that cannot be sold fresh are dried, packaged and sold on. At the end of the month, farmers' items are recorded and each is paid for the mushrooms supplied.

The enterprise focuses on supporting the local community by training disadvantaged women and local Batwa Pygmies to work at its community garden premises, and working with more established farming collectives nearby.

ENTERPRISE FAST FACTS

| | |
|-----------------|---------------------------------|
| Location | Kanungu District |
| Year founded | 2012 |
| Sector | Agriculture (incl. aquaculture) |
| Product/Service | Organic oyster mushrooms |

Social impacts:

- Providing direct employment to at least five people on the demonstration farm and a local market for five existing groups of self-employed farmers.
- Generating a healthy, nutrient-rich food source for local populations. (www.fitday.com/fitness-articles/nutrition/healthy-eating/8-types-of-mushrooms-and-their-health-benefits.html)
- Empowering local Batwa through employment and educating them on the benefits of sourcing food outside of BINP.

Environmental impacts:

- Providing an alternative source to wild mushroom, thus reducing pressure on protected areas and threats to gorilla populations.
- Reducing the instances of poaching though keeping people busy in an income-generating activity.

Economic impacts:

- Filling a market gap by providing door-to-door mushroom delivery to customers like hotels and tour operators, the first initiative of this kind in the region.
- Building on the region's existing tourism industry – primarily at the National Park – by creating an additional agro tourism market.

Contact

Mr. John Bosco Tusingwire

✉ Tusingwirejohnbosco7@gmail.com

🌐 www.bwindicommunityinitiatives.org

” Problems are also opportunities. In Bwindi, over 15 lodges cook their clients English mushroom dishes. Mushrooms have been hard to find, so now market demand for our product is great.

Scaling up activities:

- Continue to recruit and train employees including five new mushroom farming collectives and three additional workers to manage the demonstration farm.
- Buy a supply motorcycle.
- Increase customer base and have at least 55 repeat customers within the next year, and work to achieve a profitability target of at least of 23 %.
- Incorporate an agro tourism activity in the enterprise to increase on funding possibilities.



” In areas neighbouring the protected area where the enterprise operates we hope to reduce protected area encroachment, poaching and diseases by at least 10 % in the next three years.



Partnership

🔴 **Community Initiatives for Biodiversity Conservation (CIBC)** is registered as a community-based organisation and limited guarantee company. It runs a community gardening enterprise empowering impoverished women and less fortunate Batwa Pygmies to employ sustainable mushrooms production practice. CIBC hosts the Sustainable Mushroom Farming Initiative and was one of three partners to found the enterprise.

🔴 **The Uganda Wild Life Authority** manages the Bwindi Impenetrable National Park (BINP). Staff at the park work to raise community awareness of the need for local environmental conservation, especially encouraging locals to preserve and stay out of the park. It helps market the enterprise and promotes agro-tourism in the region.

🔴 **Batwa Development Programme (BDP)** is a company limited by guarantee that works to connect the enterprise with the Batwa people, who live in and around the national park. As well as providing technical knowledge and insight into indigenous farming practices, BDP is responsible for engaging a team of Batwa to contribute to on-going planning and development of the enterprise.



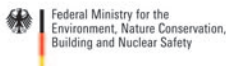
The 2014 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are largely supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

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

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