



SEED | 10 YEARS OF
SEED AWARDS
2005-2015
promoting entrepreneurship
for sustainable development

Founding Partners



**AFRICA
WINNER 2015**

East Africa Fruit Farm and Company trades and markets fresh fruit and vegetables, significantly reducing post-harvest losses by cold storage and powering all activities with renewable energy. Smallholder farmers in the supply chain are supported with fair prices and readily prepared land.



East Africa Fruit Farm and Company, Tanzania

BUSINESS MODEL

The enterprise buys fruits and vegetables from smallholder farmers at fair prices and processes them by cleaning, sorting, packing, and marketing. Farmers either work on their own land, or participate in a small-scale franchise model, cultivating the enterprise's ready-prepared land.

Cold storage facilities and professional handling ensure high quality of the fresh produce, and modern green technology is applied in all activities, such as solar power and bio-diesel for irrigation and greenhouses, cooling, and transportation.

ENTERPRISE FAST FACTS:

Location	Rural Tanzania
Year founded	2011
Sector	Sustainable Agriculture
Product/Service	Fruit and vegetables

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Social impacts:

- Contributing to food security by reducing post-harvest losses and improved cultivation techniques.
- Employing local workers and trading at fair prices with over 70 farmers, also providing training and advice.
- Providing access to water for local communities through a drilled borehole.

Environmental impacts:

- Developing solutions to reduce post-harvest losses from widespread 48 % down to 10 %.
- Reducing pollution and carbon emissions by running cold chain logistics and all other activities with solar power and bio-diesel, and establishing biogas production.
- Saving water through drip irrigation watering systems.

Economic impacts:

- Strengthening smallholder producers through fair and direct trade, bypassing traders that pressure farmers into low buying prices.
- Improving agricultural productivity by introducing greenhouses, drip irrigation and cold chain logistics.

” East Africa Fruit Farm and Company works hand-in-hand with smallholder farmers; purchasing produce, while offering ongoing support.

Scaling up activities:

- Diversify products and services by labelling and quality grading of produce. This will be done through cleaning, sorting and branded packaging of produce.
- Improve distribution, e.g. introducing door to door delivery as well as an online shop.
- Increase the number of local farmers contracted and generate an additional annual income of USD 370 per farmer, on average. This will be achieved through employing farmers on the franchise model and offering extension services to both franchisee farmers and out grower farmers.
- Further involve stakeholder groups, including the government. This will be done through increased marketing of the company activities to portray its impact on the country's economy.



” The company has reached sales of more than USD 300,000 from November 2014 to April 2015.



Partnership

• **East Africa Fruit Farm and Company Limited** is a social enterprise in the horticulture business which uses modern sustainable technology in production, storage, handling and transportation.

• **Fledge LLC** provided a ten week incubator training and offers continuous support with advising and connecting the enterprise to various stakeholders.

• **Tanzania Horticultural Association** offers horticulture training and seminars.

• **AMEJ Investments** assists in distributing fruit and vegetables to customers, and further logistics support.



The 2015 SEED Awards in Ethiopia, Tanzania, Uganda and Kenya 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 SEED

SEED identifies and supports promising small scale social and environmental enterprises around the globe, enterprises who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these enterprises 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@seed.uno or visit:

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