

# Leveraging investment to support sustainable development: The case of Malawi Mangoes



# Mission

- “to deliver positive development, both economically and in terms of general well-being, to the people of Malawi, through a financially viable and commercially driven business”
- Mangoes and bananas, primarily for use in fruit juices

# Why mangoes and bananas?

- Abundant and widespread
- “Ready” export market and growing demand @ regional and global level
- Good geographical location
  
- But lack of infrastructure
  - Processing
  - Tracking
- Financing challenge



# An Inclusive Business Model

- Involve local community
  - Mix sourcing from local smallholders and own farm
  - Graft local mango trees to improve quality
  - Guaranteed purchase from smallholders
  - Own farm also employ local workers
- High quality offering - meeting demand for traceable products
- Minimise energy footprint through 100% renewable energy use

# Challenges

- Transport
  - produce pulp rather than sell fresh fruits
  - mitigates distance/speed and refrigeration needs
- Processing infrastructure
  - pulp = need to transform the fruits
  - need to build a processing facility
  - additional investment beyond the farm

# Impacts



- 2,000 smallholders
- expanding to 4,000
- 1,000 workers on the farm

# Impacts

- Knowhow , skills and opportunities
  - Grafting and other skills
  - New saplings for smallholders
- Income for country
  - After five year, revenues > \$40m per annum
- An example for other businesses



# And more!



- Partnerships to increase access to financial services
- Youth project
- Creation of a Foundation



# HOW?

- A comprehensive plan with specific socio-economic goals
- Based on partnerships with local community, government, investors, donors and others
- Sustainable, long term perspective
- With support of foreign investment

Thank you