



MENTEE

Kudzai Sigauke

Agripreneur & Owner, Janna Fresh Produce,
Zimbabwe

Kudzai Sigauke is an agripreneur and the owner of Janna Fresh Farms, a company that produces and supplies organic vegetables, herbs, and spices. Kudzai studied BCom Bachelor of Marketing and Business management at Damelin College University in South Africa. With a creative and artistic background, she has worked as a producer, singer, songwriter, film scripter, and filmmaker under the name Sisiyanti. Kudzai has also shared stages with award-winning African artists such as the late Oliver Mtukudzi from Zimbabwe; the late AKA; Thembi Seete from South Africa, and many more. Kudzai's journey in farming began in April 2021, where she started Janna Fresh Farms, a market gardening company that sells produce to supermarkets and individual clients. Starting with oyster mushrooms, she has since added other vegetables and herbs such as spinach, coriander, and parsley. The business has sold produce worth over \$2,000 and is slowly growing. Kudzai's vision for the brand is to grow and expand into the export business, focusing more on herbs and spices such as coriander, basil, parsley, and chilli. With access to over 45 hectares of fertile land, she believes that with some microfinancing and mentorship, Janna Fresh Farms can become a multimillion dollar company in 12 months. Kudzai sees the brand growing quickly in the next two years, as they focus on growing organic. The mission is to supply Africa with quality organic vegetables and herbs that nourish and heal the body. Kudzai also hopes to create decent-paying jobs for hundreds of women in the community, addressing the issue of hunger and poverty.

"Being on this program has been a huge eye opener. I understand more now the urgency and need for us farmers to take a stand and participate in restoring the land and to farm sustainably. This will make sure the next generation has land to grow food on. I really appreciate this opportunity to learn and be empowered like this. To the FAO Team and mentors I say "Thank you so much, I salute you. May you continue your great work of inspiring and transforming minds - Africa is definitely ready for greatness!"

~ Kudzai Sigauke ~



MENTOR

Monica Githige

Program Manager, Technoserve

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