



MENTEE

Maimbolwa Mooto

Founder and CEO, Mooto Farms Limited, Zambia

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Maimbolwa Mooto is a seasoned Finance professional and business management consultant with more than 18 years of experience in the banking and agribusiness sector. She is also the Founder and CEO of Mooto Farms Limited, which specializes in the production and distribution of fruits and fruit tree seedlings, including Avocados, fibreless mangoes, and cashew nuts. Her vision is to contribute to the eradication of poverty, hunger, malnutrition, unemployment and deforestation resulting from charcoal burning leveraging the agribusiness sector with a focus on fruit farming while incorporating marginalised women and youths. Maimbolwa is a board member of the Avocado Association of Zambia and the chairperson of the Mongu Avocado Multi-purpose Cooperative Society Limited. Mooto Farms Limited is a female-owned and led agribusiness that was established in 2019. They operate on a 21-acre piece of land in Mongu district of the Western Province of Zambia. They have a plantation of assorted fruit trees and a nursery of 20,000 seedlings of assorted grafted seedlings, which they sell to clients across the country and into neighbouring country Namibia. Their clients range from NGOs and banks supporting climate action initiatives, individual farmers, and other nursery owners who order from them for resale. They also have an outgrower scheme of 100 women and youths that they support with seedlings, training on good agronomic practices, and later buy their produce at reasonable prices. So far, they have distributed 20,000 fruit tree seedlings covering 100 hectares of land. Mooto Farms Limited has been recognized locally by the Ministry of Agriculture and internationally by several organizations for their contribution to food security and environmental conservation. They have received grant support and business mentorship training from the Tony Elumelu Foundation in 2021. Additionally, Africa Women Innovation and Entrepreneurship Forum (AWIEF) supported them on investment and export readiness and connected them to international markets through the Africa Growth Opportunity Act (AGOA) initiative. Other organizations that have provided training and support to Mooto Farms Limited include WIA54, VC4A, and the Land Accelerator. Their next plan is to start processing their produce into other value-added products once they secure funding enough to buy processing equipment.

"This program has been educative for me. The eLearning has broadened my knowledge in the agribusiness space, as the courses are so practical to the real world. The business plan and concept courses have enhanced my professional ability to assess projects for viability and profitability. The Rural Invest software is also a very helpful tool in investment assessment. The various investment appraisal methods shared have revived my professional skills in finance advisory and business consultancy. My mentor has been very helpful in ensuring that I remain on track with my course progression, as we are constantly in touch. I am grateful for this opportunity and strongly recommend it to others."

~ Maimbolwa Mooto ~



MENTOR

Jelica Kujundzic

Commercial and Risk Director, Commodity and Freight Integrators
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