



MENTEE

Jacqueline Joyreen Banda

CEO, Jeyie Foods



Malawi

Jacqueline Joyreen Banda is the founder of Jeyie Foods, a company focused on farming and value addition. Their primary target group is under-five children whose growth and development heavily rely on nutritious food. Jacqueline's vision is to provide children with a healthy and balanced diet that includes essential vitamins, minerals, and nutrients, ensuring optimal mental and physical development. With a Bachelor of Business Administration from APG Shimla University, Jacqueline brings seven years of experience working with humanitarian projects, particularly in the administration department. Her professional background includes collaborating with organizations like World Vision Malawi, Banja La Mtsogolo, and Plan International. As Vice Lead of COMFWB Malawi southern region chapter, I organized a sensitization training program on the African Continental Free Trade Area (AFCFTA) specifically designed for women in the Mangochi district. The training was supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Facilitated by Malawi Investment and Trade Centre. Women have the potential in driving economic growth and development, we believe that providing them with opportunities to understand and leverage the benefits of the AFCFTA will not only empower them but also contribute to the overall progress of our district.

Jeyie Foods

In 2019, Jeyie Foods started by producing chili sauce, aiming to help people reduce inflammation and lower the risk of heart disease. However, in 2021, after witnessing the positive impact of nutrition on a malnourished 2-year-old child, Jacqueline expanded the company's product range. Jeyie Foods now offers various nutritious products such as porridge flour and peanut butter (smooth and crunchy). A core aspect of Jeyie Foods' mission is to support local communities. Jacqueline sources farm produce from 178 women smallholder farmers. She also provides them with training on producing nutritious products for their households, as she believes that the caregivers' ability to provide nourishing food plays a crucial role in the well-being of children during their early years.



MENTOR

Johanne Ross

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