



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

Founding Partners



AFRICA WINNER 2015

Botanic Treasures Ltd is a social enterprise empowering over 500 smallholder farmers to grow *Moringa oleifera*, a highly nutritious edible plant. Improving the livelihoods of farmers with additional income, the enterprise produces nutritional supplements and fortified foods that combat malnutrition and degenerative diseases, and support food security.



Botanic Treasures, Kenya

BUSINESS MODEL

Botanic Treasures works with 500 local, smallholder farmers to cultivate the highly nutritious, drought-resistant Moringa tree. Its leaves, fruits and bark are processed into nutritional supplements and fortified foods that are sold locally at franchise stores, nationally by large supermarket chains, and exported abroad.

The enterprise assists in the formation of farming groups and collaborates with them to build collection and processing centers, links farmers with financial services, conducts trainings and workshops on safe agricultural practices, educates on agroforestry, and shares seeds.

ENTERPRISE FAST FACTS:

Location	Rural Kenya
Year founded	2012
Sector	Sustainable Agriculture
Product/Service	Moringa nutritional supplements

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Social impacts:

- Generating stable additional income for smallholder farmers and their families.
- Empowering women by working with 80 % female employees and 60 % female farmers.
- Improving maternal and child health by encouraging growers to keep 10 % of Moringa for personal consumption, and by providing access to nutritional training.

Environmental impacts:

- Planting over 500,000 Moringa trees so far promotes agroforestry, reducing soil erosion, increasing soil nutrients, and contributing to reforestation.
- Encouraging the use of Moringa seeds for water purification, reducing the burning of wood to boil water.
- Promoting the use of Moringa oil as biofuel.

Economic impacts:

- Creating jobs and supporting income generation for over 1,000 people along the value chain from land preparation to marketing.
- Increasing agricultural productivity, as intercropping Moringa trees can increase the yield from other crops on the same land.
- Economic empowerment of village communities by encouraging the creation of local social-environmental enterprises leading to cash income and increased purchasing power.

” The purchase of *Moringa oleifera* from farmers has increased by 100% every year the enterprise has been in operation.

Scaling up activities:

- Upgrade production facilities to meet international standards for exported goods.
- Obtain organic certification.
- Increase the acreage under cultivation by planting more trees, and recruiting new members and partners.
- Obtain financial investment from new strategic partners.



” Through Botanic Treasures, over 500,000 *Moringa oleifera* trees have been planted, bringing positive social, environmental and economic benefit to Kenyan communities.

Partnership

- **Botanic Treasures** is a social enterprise which produces natural health products to combat malnutrition, degenerative diseases, support food security and uplift the economic living standards of smallholder farmers.
- **Green Belt Movement** assists with connecting the enterprise with local farmers and tree growing groups.
- **Kalro** provides research and agronomic support to farmers.
- **Kiva** gives zero interest loans to affiliated smallholder farmers through social lending.



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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