

# Baobab fruit processor working with smallholder harvesters to create value from one of Africa's most iconic tree

B'AYOBA PVT. LTD.



Zimbabwe, Sub-Saharan Africa

**Sector:** Wild forest production

B'ayoba is a leading producer of baobab products, ethically and sustainably harvested in partnership with rural producer communities around Southern Africa. Baobab trees thrive in harsh environments, and their fruits are known across the continent for their extraordinary nutritional value. Headquartered in Harare, Zimbabwe, B'ayoba sources over 1,000 tons of Baobab fruit from over 6,000 organic certified harvesters collecting on over 164,000 hectares – the biggest organically certified region in Southern Africa.

After purchasing the fruit from the harvesters, the company processes the nutrient-rich fruit into Baobab

powder and Baobab red fibres which are used in beverages, foods, cereals, and cosmetics. Founded in 2012, B'ayoba now operates 2 rural processing centres, employing 20 permanent workers and over 100 seasonal staff.

Additionally, it has received the following certifications: EU Organic Certification, Certified FairWild, USDA Organic and Kosher, as well as being a member of the Union for Ethical BioTrade.

## IMPACT

- Create sustainable, rural employment for over 6,000 people within its value chain, with the supermajority being women;
- Train harvesters through collaboration with FairWild;
- Reforest through a tree planting programme, aiming to reforest 40,000 hectare by the end of 2022.



## COMPANY OVERVIEW

**Commodity:** Baobab powder

**Annual Revenue (USD):**  
501k - 1m

**#employees:** 11 – 50

**#of years in operation:**  
Between 5 and 10 years

## FUNDING ASK

**Amount (USD):** 501k - 1m

**Instrument:** Debt

### Use of funds:

Capital expenditures including the construction of a production plant, purchase of equipment and vehicles. Additionally, funds will be used as working capital to enable market development and to improve operations.

## COMPANY WEBSITE

[www.bayoba.biz](http://www.bayoba.biz)

To request company's contact information please email [contact@blendedfinance.earth](mailto:contact@blendedfinance.earth).

