

Incentivising restoration and generating rural livelihoods through highly nutritious Moringa trees

BOTANIC TREASURES

Kenya (HQ), Sub-Saharan Africa

Sector: Agroforestry, Restoration

Botanic Treasures is a vertically-integrated Moringa Oleifera processing and trading company. Moringa is a highly sought-after "superfood" in the global market, with current global demand being 4x more than the supply. Located in Kenya, Botanic Treasures works with thousands of farmers to build their capacity for the commercial cultivation of Moringa trees. Botanic Treasure guarantees the offtake of the tree's leaves and seeds to the farmers it works with, thus securing its high quality supply and providing financial security for farmers. The company leverages local knowledge and science to create its own competitively priced, natural, high quality, nutritious and healthy Moringa-based products. Botanic Treasure also offers full traceability of its products. The company has two main sales channels: two enterprise-owned retail stores in Nairobi; and wholesale B2B sales.

As of now, you can find Botanic Treasure products in 110 supermarket outlets throughout Kenya.

IMPACT

- Create sustainable farming livelihoods from degraded land in drought prone areas;
- Plant 2 million trees in Kenya, enhancing local biodiversity and sequestering carbon;
- Restore 100 hectares of degraded land. These restored areas can absorb carbon dioxide 20 times more effective than the general vegetation;
- Train 2,000 farmers. Currently, Botanic Treasures is actively working with 500 farmers - 60% of which are women;
- Spur economic development through Botanic Treasure's operations, which are estimated to have enabled over 20 "Moringa ventures", and over 100 green village businesses. Within Botanic Treasures' value chain, it estimates to have created 36,300 jobs.

COMPANY WEBSITE

<http://botanic-treasures.com>



COMPANY OVERVIEW

Commodity:

Moringa leaf and seed, Boabab Tamarind and Amla

Annual Revenue (USD): 101k - 200k

#employees: 11 – 50

#of years in operation: Between 2 and 5 years

FUNDING ASK

Amount (USD): 201k - 500k

Instrument: Debt, Equity

Use of funds:

Capital expenditures including the upscaling of the nursery, pack-house, community solar dryers and beehives. Operational expenditures including clinical research, HR training, branding, working capital, farmer recruitment, seeds and certifications (Organic, Fair-Trade, HACCP). Additionally funds will be used for non-commercial projects like the development of a Resource Centre, Schools Greening Project and admin.

To request company's contact information please email contact@blendedfinance.earth.

