



AMo

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In Kenya, malnourishment, poverty and lifestyle diseases are issues that cross urban/rural and class divides. While malnourishment and poverty are evidently mutually reinforcing, the upwardly mobile don't necessarily have better diets. Popular anxieties have shifted from a focus on HIV-related issues to conditions such as diabetes, ulcers, or high blood-pressure, leading many to become more conscious about their everyday diets. Interest in herbal and food supplements as potential ways to curb these everyday problems is increasing. Not least among them is Moringa leaf powder, which has been scientifically proven to be of outstanding nutritional value. It contains a wide variety of nutrients in higher gram-per-gram proportions than many other locally available types of food. However, it is seldom available in supermarkets, often unbranded, and altogether unavailable in more rural locales. With your grant, we would create a sustainable supply of Moringa leaf powder in southwest Kenya.

Our intended customers are part of the growing middle-class, primarily individuals and families based in rural and peri-urban localities in southwest Kenya. They are teachers, bureaucrats, SME entrepreneurs, successful farmers, local financiers and NGO-workers - all with aspirations for upward mobility. A balanced diet remains unaffordable for the majority, hence their concern with ways to improve their nutritional intake. Following our pilot, preliminary reports indicate that individuals not only used the Moringa leaf powder for themselves and their nuclear families, but have also introduced our product to their extended relatives. For many, a visit home in the village meant bearing AMO's Moringa leaf powder as gifts. Some of these individuals know our product from a large agricultural trade-show where we conducted part our trial proof of concept. Others know us from when we spoke at public meetings, at church or self-help and savings groups. To access this market segment and build relationships with customers, we need to invest your investment to turn our proof of concept into a functional, working business.

Based on 24-months of fieldwork in Kenya for a PhD in Anthropology, our pilot thus far has shown that AMO is uniquely positioned to address the aforementioned problems.





We reached out to our intended customer base, who, after trying our Moringa leaf powder, continue to request us to sell it to them. Not only are they quick to recognise Moringa as a widely acclaimed and scientifically endorsed source of nutrients, but they also report their chronic illnesses as having ameliorated after consuming our leaf powder. They also recognize our commitment to offering affordable, reliable and responsibly produced Moringa leaf powder, while also creating and distributing value locally. To these ends, our already established Moringa tree farm, processing unit, and branding have positioned us well. We are introducing local farmers to Moringa tree farming, who will harvest and sell fresh Moringa leaves to us.

We will be able to offer farmers a regular income that is superior to their engagement with other cash-crop industries, while still maintaining viable and sustainable margins. Overall, we are committed to implementing a triple bottom-line approach to business and thus generating positive economic, social and environmental impact.

