

30 September 2021

Innovations Session N°6

Promoting sustainable
agriculture and agroecological
practices: the key role of MSMEs
and farmers organisations



INNOVATIONS
SERIES





Who are we and What do we do



We make unique tasting, artisanal, small batch, **preserves and sauces** by **up-cycling** indigenous African fruits also known as orphan crops that are typically go **underutilized**.

We have received **13 Awards** including an endorsement from **Martha Stewart** and **2 Gold Great Taste Awards** from The Guild of Fine Foods, UK – Oscars of Food!



Our Story



Our Story began with a STOLEN pot and a giant wooden spoon. It was morula season yet again and the fruit was on the ground **EVERYWHERE.** ----->

We **“liberated”** a pot and spoon from Yemi’s (co-founder) father and we started on our adventure of making preserves.



Our community viewed the fruit as a nuisance – we saw an opportunity!



The Problem/Challenges



PROBLEM 1

Nutritious fruit goes to waste **every** single season. It is underutilized.



PROBLEM 2

12 tonnes of oil require 300 tonnes of morula fruit pulp. **What happens to all that fruit?**



PROBLEM 3

Lack of food diversity. 95% of the world rely on fewer than 30 plant species. There is an **underutilization of indigenous foods** also known as orphan crops in the food system.



The Solution



“What happens to ALL that fruit?”



- Symbiotic relationships with seed oil processors
- **SAVING** the nutritious fruit that is **underutilized** and turn into **sauces** and **preserves**
- Helping to solve the bottle neck that the oil processors have
- **Creating jobs for a 1 000 harvesters down the value chain**

Value Chain



We work with **LOCAL FARMERS** for our vegetables and **morula NATURAL COSMETIC OIL PROCESSORS** for our fruit to help promote the **GROWTH OF TWO INDUSTRIES** at the same time: food and cosmetics.

We **LINK A CLIMATE CHANGE RESISTANT VALUE CHAIN** of cosmetic oil and food production in morula to **ELIMINATE FOOD WASTE, CREATE EMPLOYMENT** and help **COMBAT CLIMATE CHANGE**. Based on the symbiotic relationships that we have formed with natural cosmetic oil producers, we are unlocking what would have ordinarily been a bottle neck for them. Fruit waste! This would undoubtedly make it difficult for them to scale. We at Maungo Craft have found a solution to the original question that we asked which was “What happens to all that fruit?”

We decided to do something about it!

Value Proposition



- We **up-cycle** underutilized indigenous fruits **such as morula**
- **We work with local, small holder farmers**
- **Delicious** small batch preserves and sauces
- No artificial preservatives

- Unique flavor profiles /reduced sugar
- Promoting the growth of two industries at the same time – food & oil
- Bring food diversity

We Put Culture in a Bottle!

Award – Winning Flavours



HOT SAUCE

Roasted Chilli Garlic, Morula and Habanero Hot Sauce



JAM PRODUCT RANGE

OLD FAITHFUL

Morula, Lemon & Vanilla Reduced Sugar Jam

MARA MARA

Smoked Morula, Chilli & Ginger Reduced Sugar Jam

KWII

Beetroot, Onion & Baobab Reduced Sugar Jam



Total Addressable Market



Total addressable market
\$8 Billion USD – Spreads
\$4.3 Billion USD – Hot Sauces



Sweet Spread Market

Jams and preserves segment reign as king occupying more than 37% of the market share in terms of revenue.

Hot Sauce Market

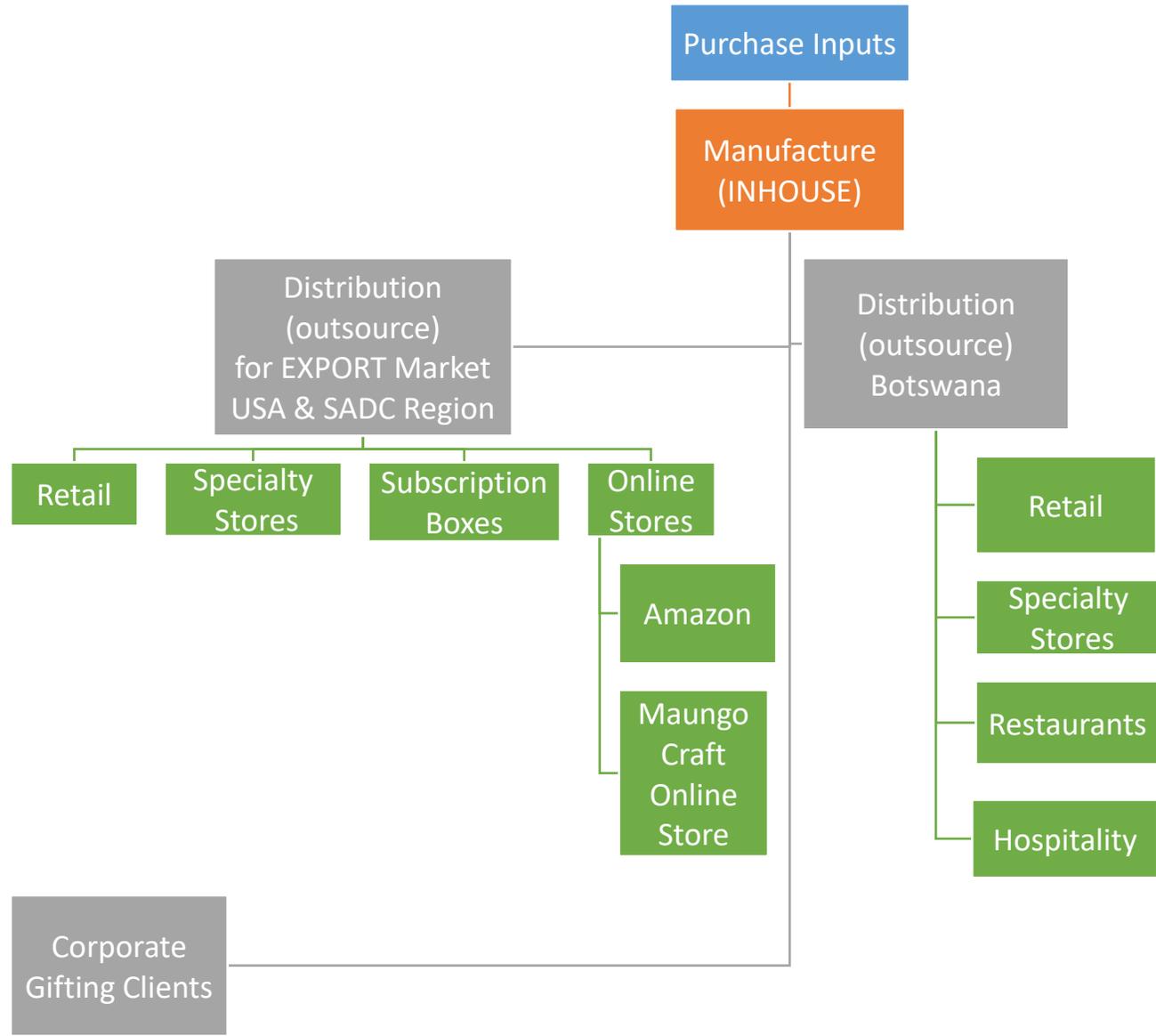
Hot sauce has experienced a 150% growth rate since the year 2000. This is a higher growth rate than BBQ, mayonnaise, and soy sauce combined.

Maungo Craft crafts preserve and sauce

With international interest in our hot sauce and preserves, Maungo Craft aims to address 0.00013% by 2025 (\$1,59 million) of that global hot sauce and preserve market.



Our Business Model



The Team



Bonolo Monthe
Managing Director/ Admin
Founder

BA Communication Sciences Cum
Laude (UNISA)

Mandela Washington Fellow

Steering Committee for
Generation Africa United Nations
Food Systems Champion

Agro – processing for 4 years



Olayemi Aganga
Head of Production
Founder

LLB in Law, LLM in Intellectual
Property Law.

Research and Development arm.

Secretary of the Natural Products
Association of Botswana (NPAB)

Agro – processing for 4 years



Team Maungo Craft

3 x Production Staff Members

2 s Content Creators –
Freelancers





What We Need To Grow



Increase our capacity and break into new markets
(Africa, USA, EU, UAE)

- ✓ Equipment
- ✓ Marketing
- ✓ Bulk purchases of inputs (labels, bottles, shrink sleeves)
- ✓ Access to market
- ✓ Distribution
- ✓ Finance



motswanamama



motswanamama



- The Natural Products Association of Botswana or NPAB is an Association that represents members of the Value Chain involved in the production of goods using Natural and Indigenous resources in Botswana.
- NPAB builds networks to help develop the Natural and Indigenous Industry in Botswana:
 - Policy
 - Partnerships
 - Intellectual Property
 - Market Framework
 - Promoting industry growth
 - Seeking various financial instruments



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Thank you

