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Innovations Session N°8

Catalysing young African agripreneurs' investments



INNOVATIONS
SERIES





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About Lusoi Greens Ltd

Lusoi Greens is a herbs grower and exporter located in the Kenyan highlands, in-between the Aberdare Range and Mount Kenya.

It is a family run business established in 2017 out of a passion for farming by the founder.

Our herbs are grown at an altitude of 1900m on 5 hectares in open fields and greenhouses.

Organization

- ▶ Our employee base stands at 35 employees with 70% of them being women.

Management Structure

Management is comprised of the following roles:

- ▶ CEO (In charge of overall strategy)
- ▶ Administration and Human resources (In charge of budgets, payroll, trainings)
- ▶ Production Supervisor (In charge of plant protection and GAP standards)
- ▶ Packhouse Supervisor (In charge of Food safety standards and hygiene)

Markets

- ▶ Our markets are mainly 95% export with a small local component.
- ▶ We currently export to the United Kingdom (70%) and the Netherlands (30%).
- ▶ Our clients are re-sellers and packers serving the retail (supermarket), food service and wholesale sectors in their countries.

Target Markets

- ▶ We target to enter the French market (Rungis wholesale) and the Middle East markets over the next 12 months in a bid to diversify the client base.
- ▶ Other African countries such as Ghana, Nigeria, South Africa.

Our Products

We specialize in growing and supplying our international partners with the following:

Basil - King of Herbs



- ▶ Basil is a common herb in most of our kitchens, but did you know that, besides tasting good in our chicken and pasta dishes, it can be of use toward having more healthy bodies? It is an excellent alternative health treatment for many minor ailments.

Mint - Mentha Spicata



- ▶ Mints are aromatic, almost exclusively perennial, rarely annual herbs. It has been enjoyed for centuries for its wonderful aroma, great taste and amazing healing power. This wonder herb does more than just emit good aroma.

Rosemary - Rosmarinus



- ▶ Rosemary is a member of the mint family (Lamiaceae) that is native to the Mediterranean region and grows well near the sea. It is used as an herb to savor meat, savory dishes, and salads.
- ▶ The essential oil is used in cosmetics and in some pharmaceutical preparations.

Thyme - *Thymus Vulgaris*



- ▶ Thyme is an evergreen herb with culinary, medicinal, and ornamental uses. The most common variety is *Thymus Vulgaris*. Thyme is of the genus *Thymus* of the mint family (Lamiaceae), and a relative of the oregano genus *Origanum*.

Oregano - *Origanum Vulgare*



- ▶ Oregano is a flowering plant in the mint family (Lamiaceae). It is native to temperate western and southwestern Eurasia and the Mediterranean region. Oregano is a popular herb that many people think of as merely a spice to improve or enhance the flavor of their food, but in reality, this perennial herb, with the scientific name of *Origanum vulgare*, has a treasure of health benefits.

FUTURE PLANS

- ▶ Access direct supermarket customers in the countries we export to - Requires investment in automated consumer packing lines.
- ▶ Value addition to the raw produce by drying it. Achieve better shelf life.
- ▶ Acquire more certification such as BRC (British Retail Consortium) that will allow us access some of the target markets/clients.
- ▶ Product diversification - chilies and bell peppers for both export and local markets.

CHALLENGES

- ▶ Capital intensive business.
- ▶ Low access to finance/financiers with a long-term view or understanding of the industry.
- ▶ High regulatory burden from both local and international.



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Thank you

