Guavay promotes sustainable agriculture



Project information

Project code	2023 L&V 7
Sector	Agriculture & Food industry
Funding	Loan
Country	Tanzania
Location	Dar-es-Salaam, Tanzania

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The entreprise

In 2014, four students came together with a vision to help their country's agricultural future. Mr. Ahad Katera's agricultural background fueled a special interest in supporting farmers (SHF). Despite government programs, SHFs still faced challenges accessing affordable inputs like fertilizers, seeds, and chemicals, resulting in low yields, diseases, land erosion, and loss of biodiversity.

In 2017, this sparked the birth of Guavay Company Ltd (GCL), focusing on developing organic fertilizer products for Tanzania's agricultural business. Through extensive research, GCL became the leading provider of "in-house developed" fertilizers, enabling significant yield increase and soil restoration. With a newly introduced semi-automated blending machine and upcoming lab, GCL aims to scale up production and maintain consistent product quality while providing enhanced customer service and support.

The business project

Guavay Company Ltd (GCL) is a unique fertiliser company offering a range of organic blends for specific crops, with avocado being the primary focus. Using locally available organic materials blended with specific minerals, GCL ensures stable and consistent nutritional content, benefiting soil quality and crop development.

To provide comprehensive solutions, GCL is looking to complement their organic range with a limited selection of mineral fertilisers, in order to become the sole supplier offering a "full service" fertiliser program for various crops and seasons.

Why OVO believes in this project

GCL's dedication extends beyond products, offering extensive support, training, and technical assistance to agro dealers and farmers, that are supported by their well experienced sales and technical staff. With strong partnerships with government organizations, farmer cooperatives, and research institutions, GCL is deeply integrated into the national agricultural ecosystem.

GCL's project also tackles the issue of uncontrolled organic waste, creating a closed environmental cycle. Good Agricultural Practices (GAP) awareness and access to correct inputs are vital for Small Holder Farmers' (SHF) future in agriculture, ensuring higher yields, sustainability, and improved livelihoods; targets and impacts which this project will create once supported further.

Requested investment

Guavay seeks €17,000 to scale production with advanced fertilizer blending equipment, ensuring consistent, high-quality organic fertilizers for farmers and promoting sustainable practices

Topic

- Quality
- Waste recycling
- Income generating
- Innovative
- Locally based
- Climate-control
- Scalable
- Empowerment
- Agriculture
- Education
- Employment
- Entrepreneurship
- Ecosystems

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