

Company: MACE Foods Limited

Quick Facts

Sector: Agriculture/Agribusiness

Core Business/Subsector: African Birds Eye Chilies, Long Cayenne chilies and Traditional African Leafy Vegetables

Initiative Duration: April 2017 to April 2019

Number of SEs targeted: 1,800

Target Counties: Turkana, Bungoma and Busia

Leadership: Woman Owned

Management: Regularly audited financials, tax compliant, valid operating license, >USD 430,000 in revenues, > USD 300,000 in gross profit and >USD 100,000 in net profit after tax in 2017

Business Profile

MACE Foods Limited (MFL) is a private limited company in Kenya incorporated in January 2002. MFL is involved in promoting the production, processing and marketing of African Birds Eye Chilies (ABE), Long Cayenne Chilies (LC) and Traditional African Leafy Vegetables, targeting product sales in the local, regional and export markets. MFL works with a network of over 3,800 smallholder farmers (SHF) in the Rift valley, Western, Nyanza, Central, Eastern and Coast regions of Kenya producing ABE chilies. The company works through registered farmer groups, community-based organization and service providers. All farmers are recruited, trained and formally contracted.

Through its collaboration with MEDA as part of the M-SAWA project, MFL aims to enhance and build the capacity of 1,800 (1,200F and 600M) new farmers in Bungoma, Busia and Turkana counties. Moreover, the company intends to increase volumes of their total supply base by over 200% in 2 years, up to 250 MT per annum (ABE 60%, LC 20% and other products 20%). The company also aims to improve overall product quality to meet premium grade standards at farm production level. Lastly, MFL intends to comply with established International grades and standards for export of dried food products.



MFL SEs Sun-drying harvested chili

Key Commitments

Business: 1) Organize farmers into common interest groups with special focus on women and youth; 2) Train SHFs on Good Agricultural Practices (GAP) and distribute farmers starter kits; 3) Train SHFs on harvest, post-harvest management and storage; 4) Lease aggregation shades, provide access to high quality seed varieties through seed multiplication, trainings and certification 5) Install and implement an E-Production ICT platform to maintain a farmer database.

Gender: 1) Nominate a gender champion to spearhead gender related trainings within the firm and at SHF level. 2) Sensitize SHFs on gender policy matters.

Environment: 1) Initiate processes to ensure adherence to Good Manufacturing Practice (GMP), waste management (Lean technology), and green technology (composting bio-waste).

Highlights of Progress to Date (As of 31st March 2018)

- Business** – Recruited and sensitized 1,060 SHFs (360M/700F) in all target counties; Provided training on GAP and distributed starter kits to 946 SHFs (363M/583F); Trained 812 SHFs (237M/575F) on harvest, post-harvest management and storage; Designation of 10 central bulking and collection stores completed and contractual agreements completed made for stores in all target counties benefiting 460 SHFs (181M/279F); out-grower management system embedded with a payment system (operated by Safaricom) integrated into operations systems, helping to organize farmers and make prompt payments while maintaining transaction records. This improved financial services system has impacted 451 SHFs (159M/292F) and MFL plans to roll out system to cover all supplier SHFs.
- Gender** – A gender focal person has been appointed to help sensitize on gender matters at the firm and SHF levels. 700 of the total 1,060 SHFs recruited (66%) are female.
- Environment** – All bio-degradable waste from the factory is now fed into the compost pit and decomposed into manure which is distributed back to the SHFs. MFL is working on compliance with an effluence discharge license certificate.

* NOTE: Figures are based on information provided by the Lead Firm as of 31st March 2018, but not yet fully validated. Final verification will be completed shortly