

Company: Vert Limited

Quick Facts

Sector: Agriculture/Agribusiness

Core Business/Subsector: Fresh Produce

Initiative Duration: September 2016 to June 2019

Number of SEs targeted: 5,040 (2,800 female)

Target Counties: Kitui, Taita Taveta, Narok, Lamu, Kwale, Tana River and Makueni

Leadership: Woman owned

Management: Regularly audited financials, tax compliant, valid operating licenses, >USD 3,000,000 in sales in 2015

Business Profile

Vert Limited is a private, for-profit company established in 2006. Its core business is the production, grading, packing and export of fresh fruits and vegetables mainly to the European market. Vert's business model is based on sourcing of fresh produce from small entrepreneurs (SEs), taking an integrated value chain approach to increase efficiencies right from farm-level production, through to aggregation, transportation, processing, and marketing activities.

Through its collaboration with MEDA as part of the M-SAWA project, Vert aims to expand its production capacity and diversify its product offerings, thereby improving both farmer incomes and company profits. This will be accomplished through various activities, including the establishment of 60 collection centers (benefiting 3,000 SEs), Global Good Agriculture Practices (GAP) training for 5,040 SEs and the establishment of processing facilities.

Key Commitments

Business: 1) Diversify the market risk associated with over-exposure to the European market linked with the current fresh produce business; 2) Diversify and improve household incomes for SE suppliers of fresh produce; 3) Introduce processing activities to increase earnings for the company and associated SEs.

Gender: 1) Create awareness among women to actively participate in agricultural economic development to improve livelihoods and increase incomes at the household level; 2) In collection centers, Vert will sensitize the farmers' alliances to have representation of at least one third women on leadership committees.

Environment: 1) Generate green energy from waste biomass generated by pulping and fresh vegetable business; 2) Ensure chemical disposals and storage facilities are available within the collection centers.



Vert employees packing produce

Highlights of Progress to Date (As of March 31, 2017)*

- Business** – Kicked off mobilization and recruitment drive in target counties with a total of 707 SEs recruited. This number includes 654 SEs organized to begin growing mangoes and passion fruits in Makueni and Taita Taveta, as well as, 53 SEs trained in Global GAP and Fairtrade for French beans in Narok. Eight days of train the trainer (TOT) sessions on Global GAP were completed for 15 Vert technical staff, so that they can effectively pass along this information to the SEs.
- Gender** – To increase female participation in agricultural economic development, 167 of the 707 recruited SEs are female, with 131 beginning to grow mangoes and passion fruits and 36 trained in Global GAP and Fairtrade best practices. Five female Vert staff completed the Global GAP TOT.
- Environment** – Recruited SEs in the target counties aim to supply their produce to newly established collection centers where, once completed, Vert will ensure proper storage and disposal of farm chemicals used. Plans are underway for the new pulping factory, to be operational by the end of the year, which will also be used to generate green energy and biomass from SE produce.

*NOTE: Figures are based on information provided by the Lead Firm as of March 31, 2017, but not yet fully validated. Final verification will be completed shortly.