



"Empowering rural farmers to restore their farm-lands"

**AN INFORMATION MEMORANDUM
10th July 2022**

WILL YOU GROW WITH US?

We would like you to join us on this revolutionary to transform communities and restore landscapes.



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Our Beliefs

- SFS was created from the idea that with the right professional support, communities can be empowered to restore land and be self-sustaining and develop to a level, where members can provide for each other.
- With climate change, population growth, nationwide overreliance on a mono-cash crop (tobacco), an unprecedented Ukraine war economic recession including the restriction of cross-border trade; our beliefs have been cemented and there was no better time to start.
- SFS was founded by Tonthoza Uganja, a landscape systems enthusiast, who shared her vision with her 3 partners of experienced professionals to help carry it forward. Now we are **a team of 8** people each with expertise in an area of relevance to the business to ensure SFS maintains strategic advantage



Our People



Tonthoza Uganja

A passionate Forest Landscape Restoration practitioner and PhD researcher with an MSc. in Tropical Forestry. She has 10 years experience in extension and forest projects with small-scale farmers. Tontho's love for trees, people and the environment brought together this team to create a versatile restoration business that focuses on the restoration of small-holder farms and woodlands.



Lestina Nhlema

Lestina is a high achiever and seasoned entrepreneur. A founding member and Trustee of the Northern Region Transporters Association with over 250 members. She steered the association from infancy, and within a couple of years, the association had over 500 fleets of trucks. Lestina mastered marketing skills and doubled sales in her first year with the company. She believes economically empowering farmers is key to restoration.



Leah Mariah Hez

A passionate social development enthusiast, focused on IT & community empowerment, Leah believes that by providing women with access to finance and income generating activities, you can change the way they look at their farms & communities. Leah has an MSc in Information Systems & over 11 years experience in cloud computing, GIS mapping and social development



Vanessa Simwela

An agricultural enthusiast with 11 years experience in managing irrigated sugarcane, mango & banana farms, Vanessa is a trainer & go-getter. Vanessa has a BSc in Forestry & is currently pursuing her MSc in Agroforestry and Food Security. Vanessa is a firm believer that linking forestry & agricultural principles is the way to go to save & preserve the world's fast depleting forests



Our Present Home

We are headquartered in **Mzuzu** within the premises of Northern Honey processors in Luwingu.

We currently operate within three communities

- Kabwafu (Mzimba District)
- Kavuzi (Nkhatabay District)
- Sanga (Nkhatabay District)



Our Brand Pillars



OWNERSHIP

We believe in giving our farmers the opportunity to design their own reality as they see fit, we take a bottom-up approach in all our projects to ensure there is ownership of systems

INNOVATION

We believe in integrating technology into our solutions. We do more with less. Tech savvy is not just a catch word but a reality to be established.



CUSTOMIZATION

We do not believe one size fits all. Our project implementation methods are agile and flexible. We adapt according to Landscape and climate requirement to ensure optimum operational levels.

SUSTAINABILITY

We believe in finding a good balance between the need for crop production and the conservation of the ecological system within the environment that our farmers live in and creating alternative livelihoods.

Why Restoration?



In 2010, Malawi had 1.39Mha of natural forest, extending over 12% of its land area. In 2021, it lost 14.7kha of natural forest, equivalent to 5.21Mt of CO₂ emissions. The country needs to restore its forest/tree cover as this directly affects food security, water resources and the economy of the country.

A lot of smallholder farmers in Malawi work on degraded farmlands and some that are located in areas of high biodiversity value clear trees for agriculture and rarely prioritise conservation of species.

Many companies are focused on one crop production without the burden of taking social responsibility and environmental concerns. Other organizations like grower associations have become too focused on their bottom line and fail to make profitable the farmers they promise to serve including healing the ecosystems that are home to these farmers.

SFS thus utilises an integrated landscape management approach, by treating the landscapes we work in as socio-ecological systems that are large enough to display heterogeneity of land characteristics and small enough to maintain a degree of manageability for a common goal.

Source: [Global Forest Watch](#)

Our SFS Women

- SFS provides rural women farmers with training, inputs finance and access to markets.
- The goal is to restore their farmlands, woodlands and community forest areas through the provision of alternative livelihoods and income generation activities by creating awareness and pathways to restoration.
- SFS has registered 640+ women, Funded 199 women farmers and has over 1,000 farmers expressing interest to register.
- Currently we financed Honey production, Indigenous seed collection, Raising tree seedlings, Mushroom production and Garlic production.



OUR DIGITAL PLATFORM : I-FARM WISE

Climate-Smart Farmers

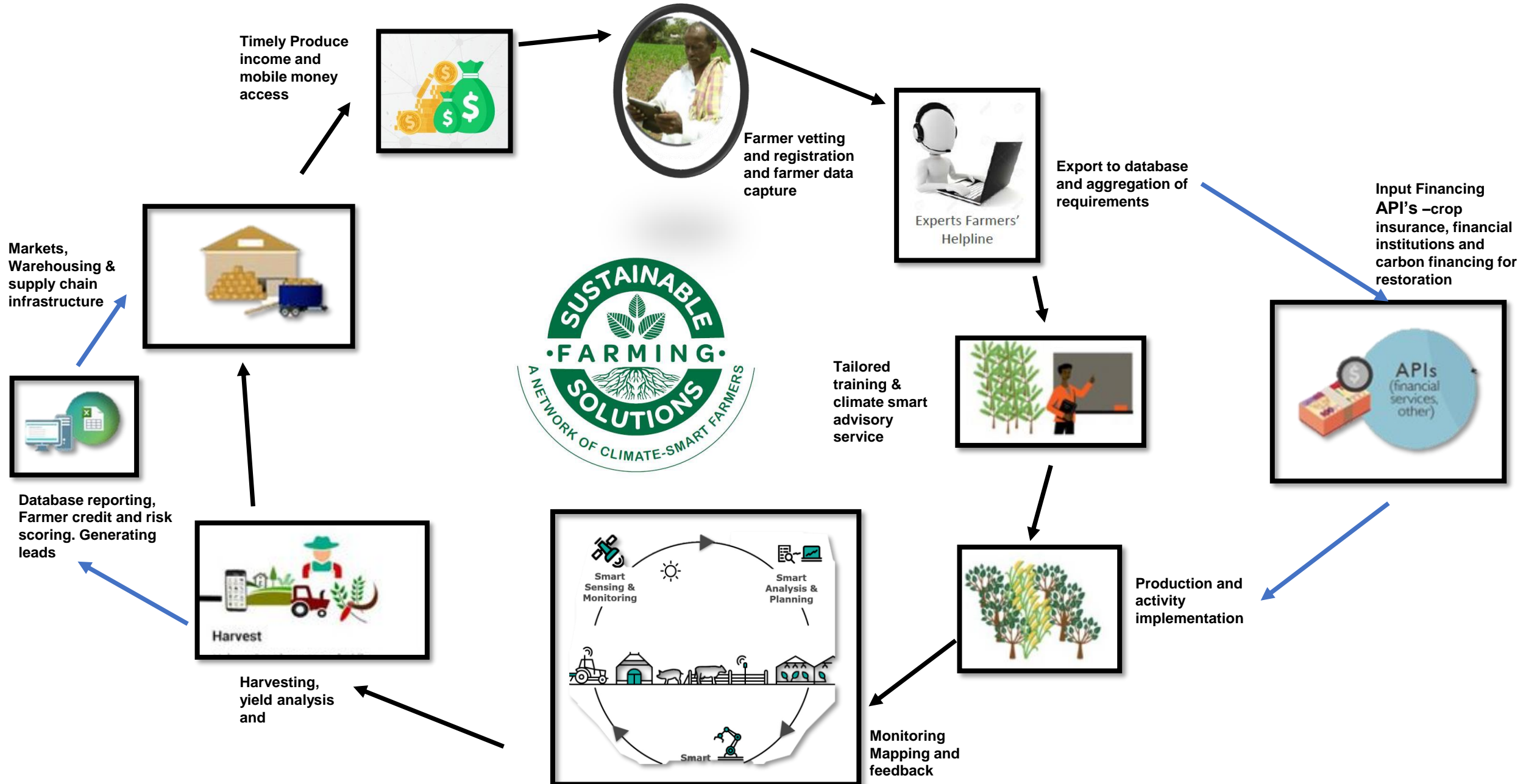
- ✓ A grower base of professional farmers will be recruited by our Extension officers (EOs).
- ✓ The farmer base will be categorized and ranked based on pre-set criteria that will determine the capability of individual farmers based on areas restored and potential for carbon credit sales.
- ✓ Restoration Officers will conduct trainings and site visits



I-FARM WISE

- ✓ An intelligent USSD smart data gathering, interpreting, and training system that uses low-cost technologies in a language and format that they understand in order for farmers to make informed decisions about their farming and restoration efforts.

I- FARM WISE VALUE CHAIN





Bee-keeping as a Restoration Intervention

Beekeeping is a win-win intervention in buffer zones and degraded ecosystems that satisfies both socio-economic and ecological demands for communities. It is therefore used for improving household incomes and, conservation of ecosystems and or restoration of degraded ones by SFS



**Northern
Honey**
PROCESSORS

Our Markets



- Leveraging our legally binding relationship with Northern Honey processors for Honey sales and distribution. We are targeting a 20% Market share from the 50,000 tonnes honey market in Malawi by 2026.
- An international market is being sought through the Malawi Trade Hub to secure further secondary honey and by products markets.
- In the domestic market 'Nature's Gold' can be found in over 10 outlets including supermarkets, restaurants and Hotels.
- In the last financial year 10,600 Kgs of honey was sold, with approaching 11,200 Kgs anticipated in the next year.
- The domestic route to market is managed directly for our mushroom, seed and seedlings sales with pre-agreed orders from companies, commercial farms and individuals. We have sold over 56,000 seedlings with our women farmers to date.



- Produced over 50,000 Kgs of premium honey since launch
- Malawi Bureau of Standards (MBS) certified.
- Packaged in 3 main containers (360g, 600g and 6.4 Kgs bottles)



Our Preferred Future: 2026 Targets



- **Restore 9000 hectares** of indigenous woodlands by 2026.
- Provide **6,400 women financing**, training and linkages to markets
- Produce traceable premium honey
- **Launch our digital platform** to collate and process data to categorize farmers, analyze credit / input requirements, carbon credit estimates and manage the extension team
- Develop a **nature resource hub** that will act as a showroom for indigenous seed and seedling sales, train farmers and extension officers, multiply seeds and evaluate technology to improve sustainability.

Long-Term Viability

- We have a signed **MOU** with Kabwafu farmers trust and are in talks with eight other farmer communities to sign similar agreements.
- We're working towards partnerships to become the **primary private sector partner** to address deforestation in Malawi.
- We are looking to **raise funds** to catalyse our restoration efforts, expand into new communities, develop more staff, and invest in infrastructure to lower our operating costs.



Thank You

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