



# Mavuno Nordic — Impact Plan 2026–2035

Tanzania • Kenya • Zambia • Malawi • Mozambique





## **Executive Summary**

From 2026, Mavuno Nordic will intensify sustainable soybeans across East & Southern Africa, partnering hand-in-hand with small, medium, and large holder farmers. Our goal is to organically cultivate soybeans across a cumulative 600 hectares by 2035 in Tanzania, Kenya, Zambia, Malawi, and Mozambique. We will deliver farmer training on sustainable practices, technical and business skills, digital enablement, and peer learning — while strengthening market linkages and building climate resilience.

## **Who We Are**

We farm, source, process, and distribute staple foods. Including rice, cassava, maize, beans, fish, soybeans, and green coffee through family-owned lands and trusted farmer partnerships. Our focus is quality, consistency, and impact across communities, youth employment, and food security. This plan reflects our values of integrity, sustainability, equality, and fairness.

## **2026 Focus: Sustainable Soybeans**

Starting in 2026, we will prioritize sustainable soybean production to build a resilient, market-ready supply for regional and international buyers. The program emphasizes organic methods, efficient resource use, and traceability, while improving farmer incomes and climate resilience.

## **2035 Target**

Achieve cumulative organic cultivation of soybeans across 600 hectares within the five focus countries.





## Country-Level Targets for Sustainable Soybeans

Targets are proportional allocations toward the 600 ha goal; refine with local partner input.

Country	2035 Organic Soy Area (ha)	Farmers Trained by 2030	Farmers Trained by 2035
Tanzania	180	1800	3600
Kenya	120	1200	2400
Zambia	120	1200	2400
Malawi	90	900	1800
Mozambique	90	900	1800

## Implementation Roadmap 2026–2035

Phase	Timeline	Key Milestones
Pilot & Foundations	2026–2027	Select clusters; establish demo plots; certify organic inputs; initial 60 ha; onboard 1,000+ farmers.
Scaling & Market Linkages	2028–2030	Expand to 250 ha; deploy traceability; 15+ buyer MOUs; youth-led extension & QA teams.
Consolidation & Resilience	2031–2033	Reach 450 ha; advanced soil programs; climate-smart irrigation; blended-finance facility.
Maturity & Replication	2034–2035	Achieve 600 ha; replicate to new districts; continuous improvement & certifications.





## Capacity Building: Training Modules

### Sustainable Agriculture & Environmental Practices

- Good Agricultural Practices: efficient land management, crop rotation, and soil fertility.
- Pesticide Management: proper handling, storage, and disposal of pesticides.
- Organic Farming: natural or bio-intensive farming methods to promote sustainability.

### Technical & Business Skills

- Farm Business Management: farm planning, marketing, and value chain literacy.
- Agronomy: crop production, irrigation, and fertilization.
- Agribusiness: understanding industry dynamics and routes to scale.

### Information & Technology

- New Technologies: tools to improve efficiency and resource allocation.
- E-Learning: online courses on crop protection, fertilization, and compliance.

### Knowledge Transfer & Peer Learning

- Farmer-to-Farmer Training: peer exchange and field demonstration plots.
- Peer Mentorship: innovative farmers mentoring cohorts to spread best practices.

### Monitoring & KPIs

- Hectares under organic or transition (target 600 ha by 2035).
- Number of farmers trained and adoption of  $\geq 3$  recommended practices.
- Soybean yield (t/ha) and post-harvest loss reduction (%).
- Income uplift per farmer (% and absolute).
- Youth (<35) and women participation rates in training and leadership roles.
- Soil organic carbon, water use efficiency, and pesticide risk index.
- Contracted volumes, quality grades, and on-time delivery rates.

## Contact

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