



Miller Center

for Social Entrepreneurship

Action Research Project

Name of social enterprise: MoringaConnect

Mission statement: Improving lives through the moringa tree.

Webpage: <http://moringaconnect.com/>

GSBI 2017 business plan presentation:

https://www.youtube.com/watch?v=yUB_8GjXq2U

Headquarters: Accra, Ghana

Location(s) of research: Ghana

Impact to date:

- 2,500 farmers engaged
- \$451,935 generated in new income to farmers
- Launched Africa's largest certified organic moringa forest, over 400,000 trees planted

Background: MoringaConnect is changing the story for the 120 million small farming families in Africa using moringa –a crop known locally as ‘the miracle tree’ for its nutritional, medicinal, and economic value. Starting in Ghana, MoringaConnect uses its vertically integrated supply chain to turn nutritious moringa leaves into a leaf powder for use in beverages and snacks and moringa seeds into oil for use in cosmetic products. The leaf powder is sold wholesale to clients formulating moringa-powered food products and retail under our MingaFoods brand. Seed oil is sold wholesale to clients formulating cosmetic products with natural oils and retail under our award winning clean beauty True Moringa brand. By adding value to moringa produce sourced from farmers in Ghana and creating a vertically integrated supply chain with global customers, MoringaConnect increases rural farmers’ income anywhere between four to ten times on average.

The challenge: While demand for MoringaConnect’s products continues to grow rapidly, the enterprise has yet to create systems that ensure consistent impact for the farmers growing moringa trees. The enterprise seeks to create a management or governance structure for farming communities that puts to use the data and knowledge MoringaConnect has gathered and a nutrition education plan. The enterprise also seeks to create a structured training process for farmers to ensure they know how to efficiently farm moringa as it is not normally produced for retail. While implementing these structures MoringaConnect hopes to develop a way to communicate its impact towards its retail markets as well as create a working culture where employees thrive within the vision and mission of the enterprise.

Action research products needed:

1. Evaluating farmer engagement strategy and creating a plan for increased impact through a farmer training manual and marketing materials communicating farmer stories.

2. Development and implementation strategy for a farmer nutrition and health curriculum.
3. Creation of a professional development plan for MoringaConnect's field officers.

Student skills needed: community engagement, cross-cultural communication, marketing, professional development

Keywords: farming cooperative and communities, nutrition engagement, start-up culture building

