

Nitrogen bio-fortified commercial-grade organic fertiliser



Preamble

Declining soil infertility, particularly soil organic matter and soil nutrient depletion, and loss of soil biodiversity, is considered one of the root causes of low agricultural productivity in Sub-Saharan Africa. Soil nutrient imbalances in smallholder farms are affected by practices such as complete crop removal from farmlands, lack of fertiliser usage, and incorrect fertiliser application. Adoption and use of fertiliser is further complicated by prohibitive prices of input and rampant counterfeit products in the market.



About the Products

A nutrient-rich organic fertiliser was developed using biodegradable waste from food markets, households, and restaurants mixed with special nitrogen plant species. The biofertiliser has superior qualities of both rapid bio composting and fermentation. Temperature and humidity sensors are used to control the rate of decomposition ensuring quality and product consistency. The finished earthy brown colored, odorless and fine texture organic fertiliser is branded “**Hakika Organic Fertiliser**”. The market segment for the fertilizer is farmers growing fruits, vegetables, food crops and commercial flowers.



The Venture

Hakika organic fertiliser is produced and sold commercially by Guavay Company Limited a registered agribusiness company in Tanzania. Guavay Co. Ltd envisions becoming a diversified agricultural company serving 5 million customers by 2025. To-date, the company has supplied customised fertiliser for production of rice, onions, and avocados for small, medium, and large-scale farmers in the regions of Njombe, Iringa, Mbeya, Arusha, Morogoro and Kilimanjaro. Guavay Co. Ltd is in the process of formalising a business partnership with Tursam Investments (Uganda) Limited to distribute the fertiliser to horticultural farmers in Uganda. In 2019, Guavay’s annual sales increased by 33% with the introduction of Hakika Organic Fertiliser.

For More Information

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