



raintree
farms

Naturally enriching





About Raintree Farms Limited



About

Raintree Farms is a value-added processor and manufacturer of moringa-based beauty and nutritional products, using a unique high-impact Secure Income Program (SIP) supply chain of over 250 small-holder farmers and indirectly benefits almost 2000 members.

Mission

The Raintree Farms mission is to build individuals and communities by focusing on delivering value to the farmers we work with, fulfilling purpose for the employees that work for us, and delivering best of class products to the customers that rely on us.

Vision

By 2030, Uganda will be to moringa oleifera what South Africa's Stellenbosch region is to fine wine. Uganda especially, will lead East Africa in setting the standard for how high quality and socially-responsible moringa oleifera products are produced. The company setting that standard will be Raintree Farms Limited.

Problem

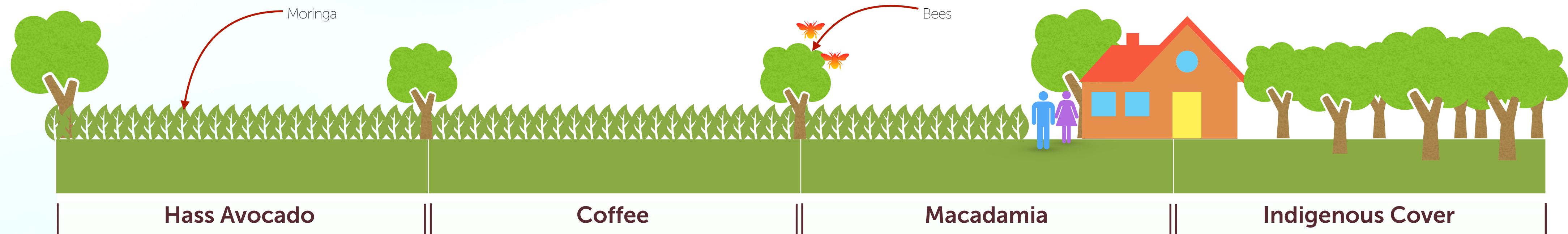
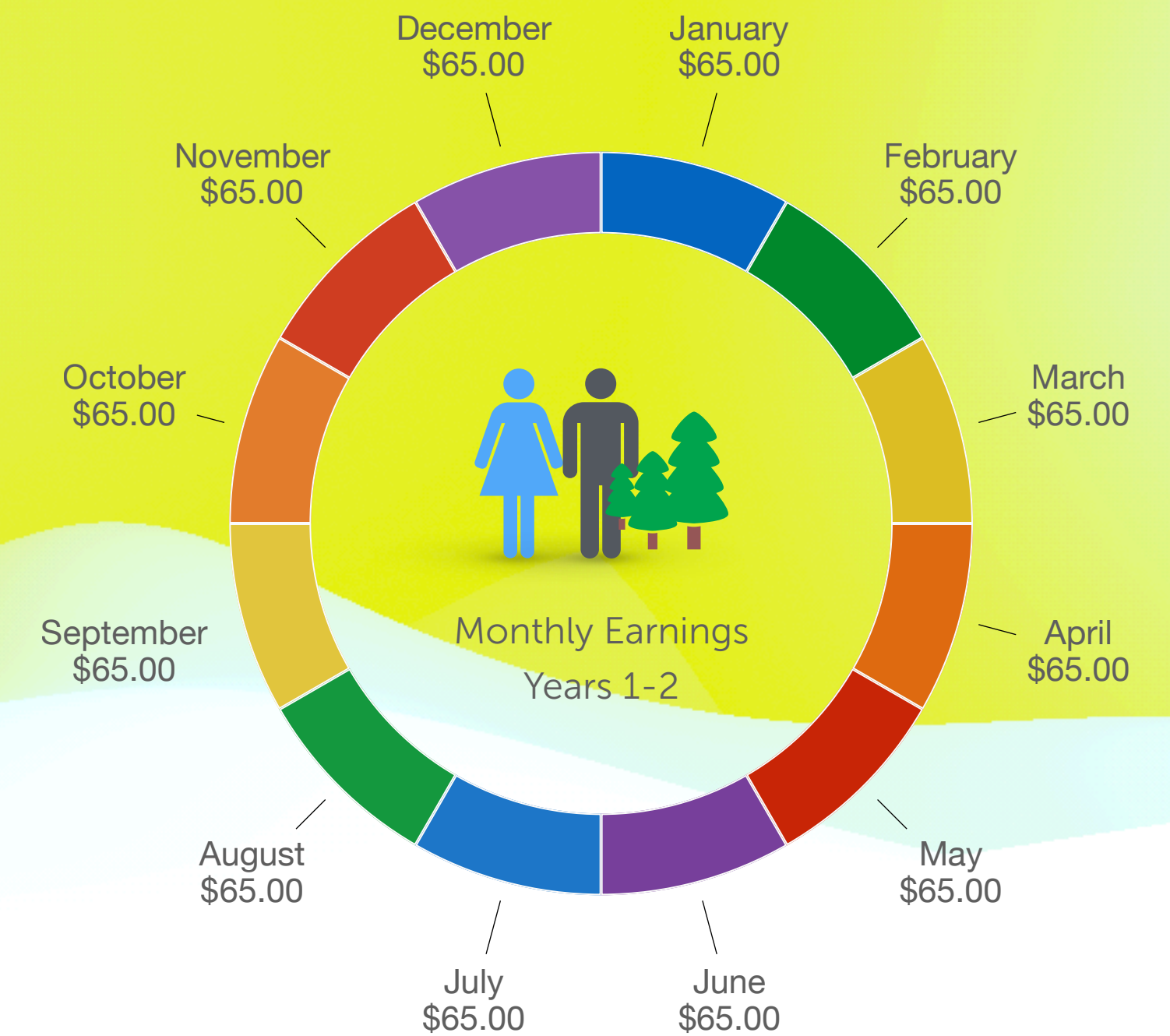
Over 70 percent of Uganda's work force is in agriculture. Yet, this sector's output accounts for less than 25 percent of Uganda's GDP. This is a big factor why many subsistence farmers are still classified as living below the poverty line, making less than \$2/day.

The subsistence output of 7 million farmers is largely excluded from the value-added manufacturing supply chain in the agriculture sector.



Solution

The Secure Income Program (SIP) is a new “subscription farming” model that uses climate-smart, “food forest” design principals to combine multiple perennial crop verticals into a single, manageable plantation for the farmer using moringa oleifera as the base crop.



SECURE INCOME PROGRAM (SIP) SUPPLY CHAIN

This supply chain is designed to increase forest cover, diversify company product verticals, protect biodiversity, and improve household incomes on a smaller ecological footprint.

Why Moringa?

Moringa Oleifera's versatility can power multiple potential product verticals in a \$8+ billion global moringa market



3x
Potassium
in bananas



4x
Calcium
in milk



7x
Vitamin C
in oranges



4x
Vitamin A
in carrots



2x
Protein
in yoghurt

Health

Moringa Oleifera plant is one of the most nutritionally dense crops on the planet

Sources: [Science Direct](#) | [Bioeco Actually](#)



Beauty

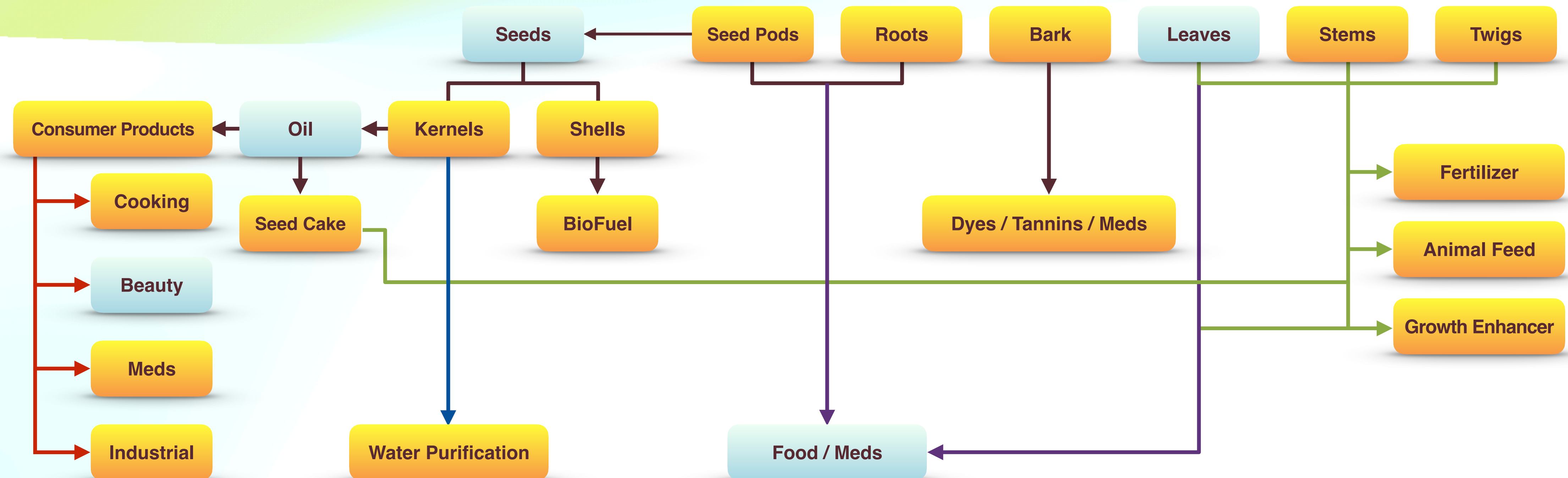
Moringa Oleifera seed oil is one of the most sought after beauty ingredients in the world



Sustainability

Moringa tree is up to 20x more efficient at carbon capture than any other tree on the planet

Source: Kuli Kuli



Business Model

One high-impact supply chain: endless possibilities

How we plan to make money



Commodity Volume Exports:
moringa powder, moringa oil, coffee,
avocado, etc.



Beauty Products:
Qwezi Beauty product line

Health & Nutrition Products:
Raintree Farms branded
retail products



High-impact
SIP supply chain

Value-added processing &
manufacturing

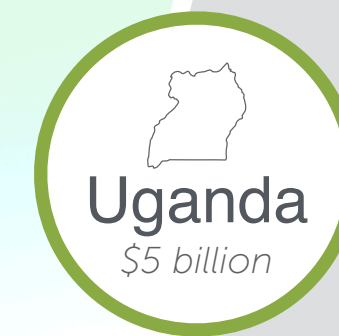
Products

Raintree Farms has developed a number of quality nutritional and beauty retail products from the high-impact SIP supply chain, with more on the way. We also exports volume moringa leaf powder and seed oil.

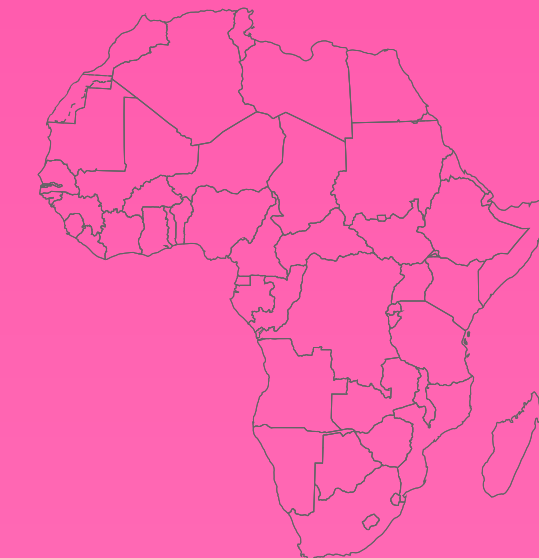


African Retail Opportunity

With the enactment of the Africa Continental Free Trade Area (AfCTA), Africa's retail market is estimated at a combined USD2 trillion. East Africa commands a \$200 billion retail market size. Of which Uganda holds a small slice with \$5 billion.



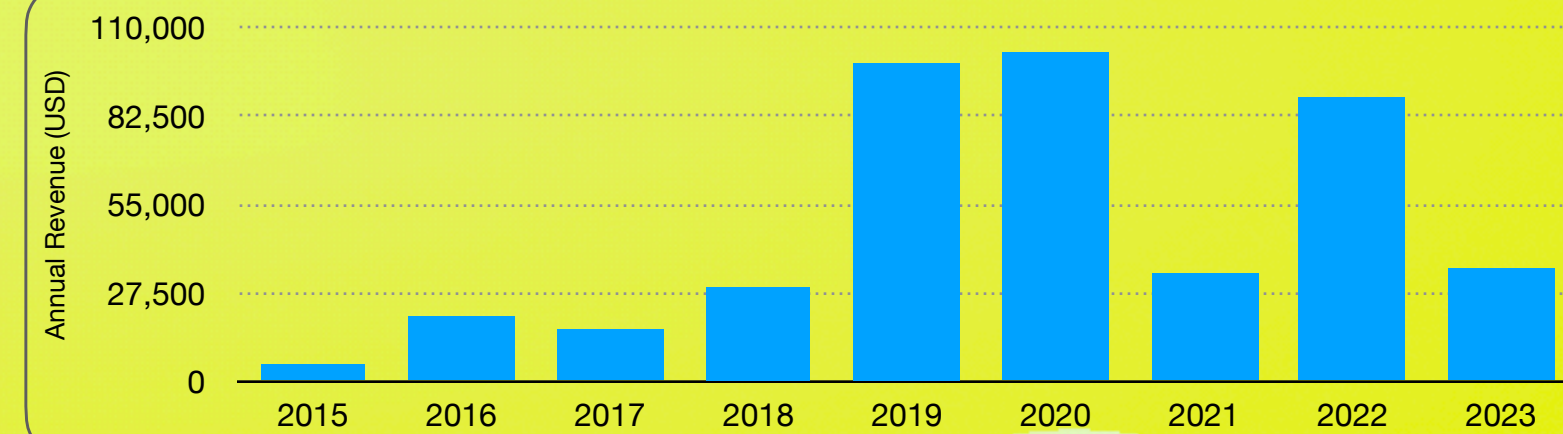
East Africa
\$200 billion



Africa
\$2 trillion

Traction

\$1,813,000 in funding raised since 2015



\$429,401 in revenue since 2015



Current Status

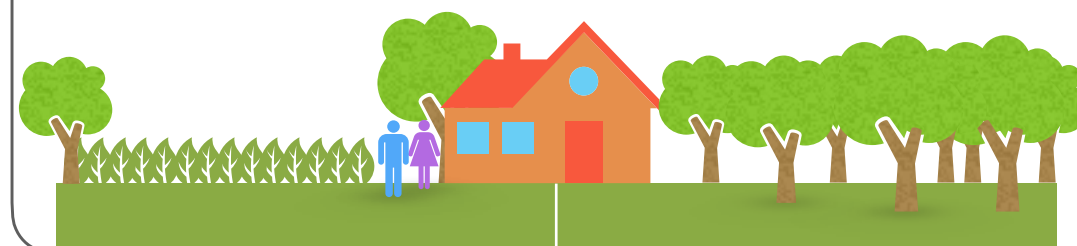
260 farmers

- 260 farmers recruited, trained, and organically-certified.
- \$25,000+ paid out monthly to SIP farmers
- 2,000+ dependents supported in the community



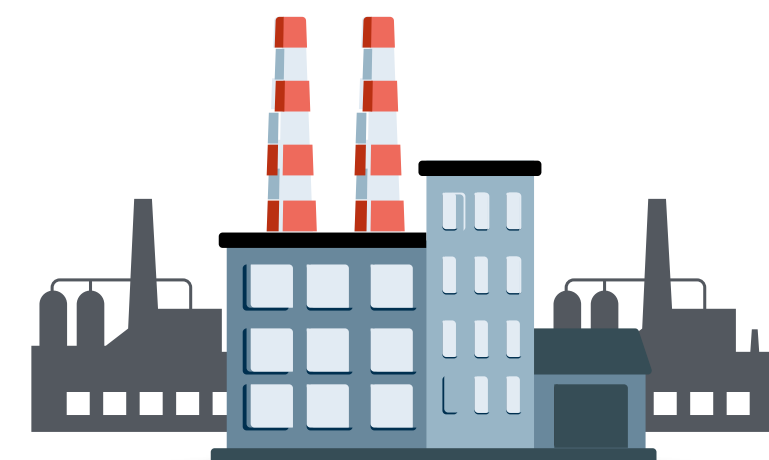
144 acres

144+ acres under climate-smart SIP management.



7.5 tonnes / month

7.5-tonnes per month production capacity for moringa powder.

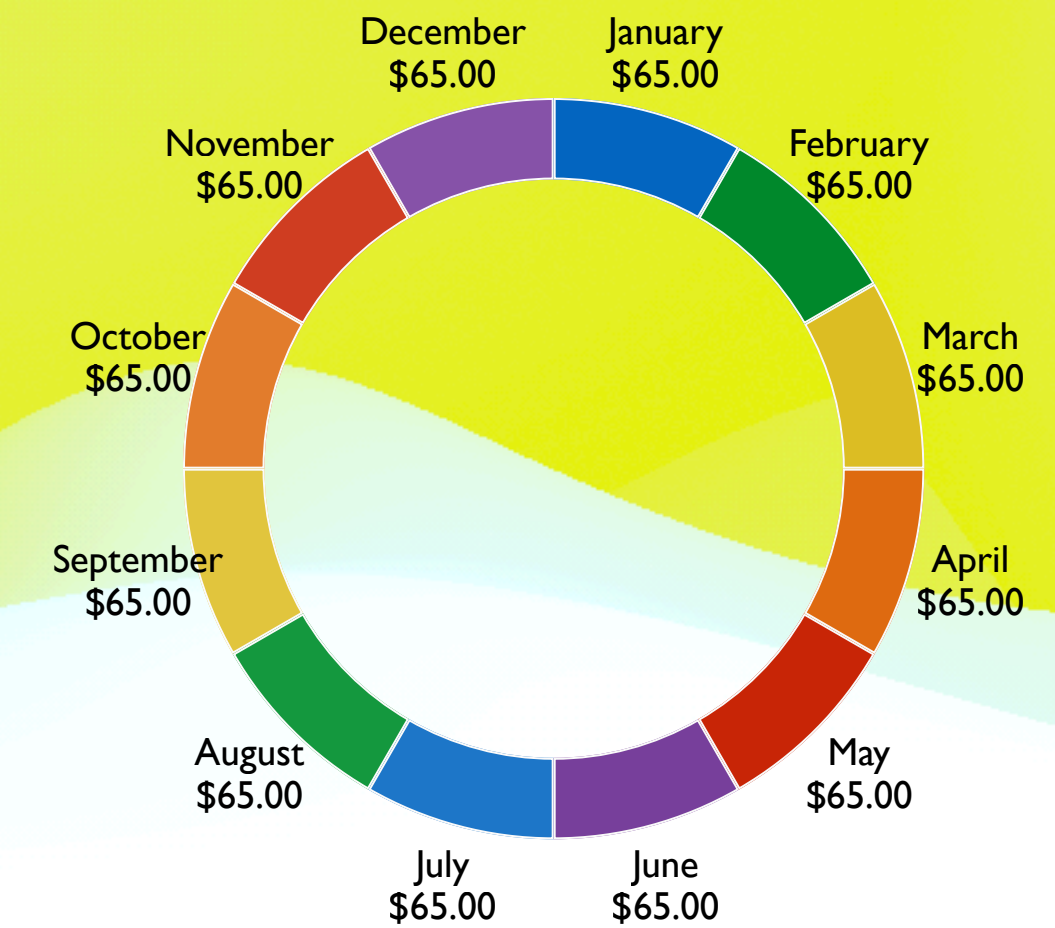
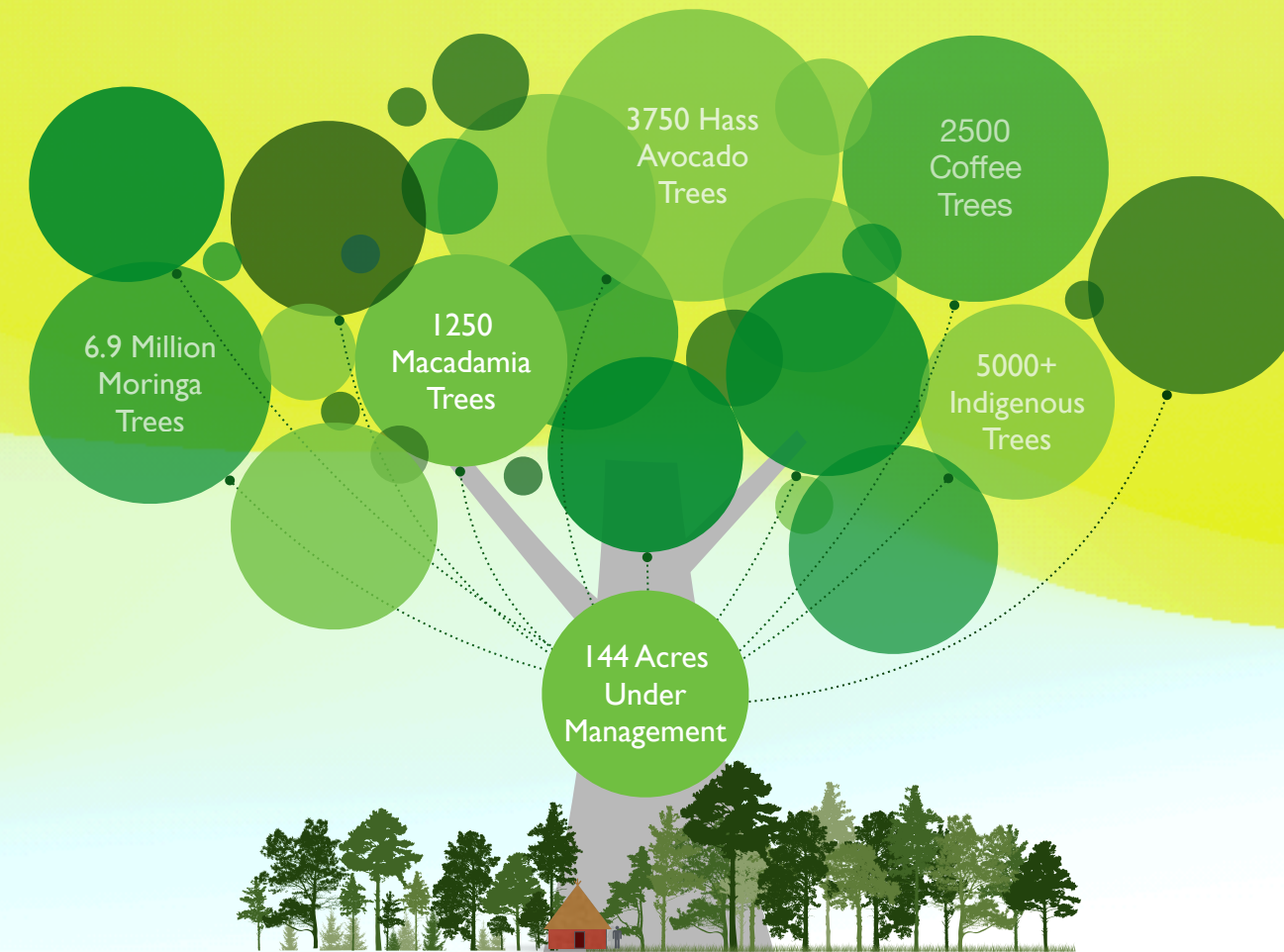


7 retail SKUs

First 7 retail SKUs created across 2 categories: nutrition & beauty



Our Impact



260 farmers

- 260 farmers recruited, trained, and organically-certified.
- 2,000+ dependents supported in the community



7 Million trees

- 6.9 million moringa trees planted
- 2500 Coffee trees being planted
- 1250 macadamia trees being planted
- 3750 Hass avocado trees being planted



UGX640m

UGX 640m+ (\$164k+) paid to farmers annually

