

MALINDI NATURAL JUICE PROCESSORS LTD P.O. BOX 352 ~ 80200 MALINDI

MALINDI FIRM FINDS FOOTING IN MANGO PROCESSING

For many years, mango farmers have struggled to make a profit from this business. There are many challenges that they face, including inadequate markets and lack of processing facilities. Due to the perishable nature of mangoes, farmers usually count millions in post harvest losses as tonnes of fruits go into waste.

Since 2012, Malindi Natural Juice Processors (MNJP) Limited has offered the much needed reprieve for mango farmers by processing the fruit and putting an end to the losses. The effect of this has been felt by farmers across the country. Currently, mango farmers are earning good returns from mangoes. MNJP sells mango puree to four processors of ready to drink juices in Kenya and the wider East Africa region.

Biashara Leo Magazine interviews Mr. PETER YEGON, General Manager, Malindi Natural Juice Processors, on the positive impact of the processor to mango farmers. Excerpts herewith:

BL: Briefly tell us about Malindi Natural Juice Processors

Peter: Malindi Natural Juice Processors Ltd was incorporated on 15th Sep 2011. This company is fully owned by Malindi Farmers' Cooperative Society (MFCS). It

is located in Malindi town, within Kilifi County of the coast region.

BL: How has the processor been able to undertake its mandate?

Peter: Malindi Natural Juice Processors boasts of high end machinery that enables it to process mangoes fast. The equipment includes a mango extractor, pulp decantor, pasteurizer and an aseptic filler. The rated capacity of the equipment is 50 metric tonnes of mangoes - equivalent to 25Metric tonnes of pulp per day. The factory mainly processes apple and ngowe mangoes which are preferred by the pulp customers. In addition, it processes the yellow passion fruit.

It owns pickup trucks that support its transport needs. The vehicles are heavily involved in delivering the farmers' produce to the factory and disposing waste.

BL: How has the firm impacted the lives of local residents?

Peter: The firm has created employment for many people locally. Firstly, it employs 13 permanent staff and engages 80 casuals during peak mango season to assist in offloading and sorting of mangoes.

BL: Describe your relationship with Malindi Farmers Co-Operative Society



Aseptic filler.

Peter: Malindi Farmers co-operative Society members are the main suppliers of mangoes to the processor. The farmers' co operative was founded in 1959 with the mandate of marketing of mangoes. To date the co-operative has a membership of 149 within Malindi; but with a potential of serving approximately 12,000 mango farmers in the coastal region. The membership has not changed much, as at the start of the partnership with the processor, the registered members were 138, and now, 149.

BL: Briefly describe your partnership with Micro Enterprises Support Programme (MESPT)

Peter: In 2007, MESPT, through the Agricultural Business Development (ABD)

MESPT: SUCCESS STORIES

the establishment of the processing facility and building the capacity of the Board and management. The training was aimed at strengthening the operations of the company.

Due to this relationship, members of the farmers' co operative have a ready market for their produce. They are able to sell all their produce and this has improved their livelihoods.

The issue of mango post-harvest losses was adequately addressed through this partnership.

BL: What are the future plans for the processor?

Peter: As a processor, we are urging farmers to plant more mango trees, to promote green vegetative forests while still getting enough mangoes for processing. We intend to register more members to join the Malindi Farmers Co operative Society to increase the positive impact of the project.

Additionally, we plan to develop the 50,000 acres of land allocated to Malindi Farmers' Co Operative Society in the Galan/ Kulalu food security project by planting mangoes and other different fruits for processing.

In the long run, we will be entering the Middle East market. Our vision is to be a premier natural processor in Kenya.



ABOVE: Mango pulp sterilizer. **BELOW:** Mangoes at the ripening facility at MNJP in Malindi.

programme started working with the cooperative to address issues of mango post harvesting losses documented at around 40 - 60 per cent in the region, at that time. However, the concept to start mango processing was actualized in 2011.

BL: Has this relationship benefitted Malindi Natural Juice Processors?

Peter: The relationship has been beneficial to us in that MESPT assisted in

