



## IMPACT CASE STUDY: NATURE'S NECTAR

**Impact Category:** Diversity, Equality & Inclusion

**Investor Name:** Atree Capital (Pty) Ltd

**Portfolio Company Name:** Nature's Nectar

**Country (HQ):** Zambia

**Country (Operations):** Zambia

**Sector:** Agro-processing

**Revenue & Market Size (2023):** Approximately US\$600k in revenue for 2023. The market size is approximately 6% of a US\$6.5 million market in Zambia or a global market of US\$8.6 billion as of 2021.

**Number of Employees (2023):** 13

**Year of Investment:** 2023

**Investment Stage:** Growth stage

**Total Investment / Deal Amount (US\$):** US\$60k



## Investment Rationale

Investing in Nature's Nectar was a strategic decision, rooted in its unique position as Zambia's leading producer of the most environmentally sustainable and socially impactful honey. The company's commitment to social responsibility, evidenced by empowering and educating female farmers towards achieving 50% representation, aligns with global initiatives for gender equality and economic empowerment in rural communities. Furthermore, Nature's Nectar's innovative apiculture approach, utilising modern, long-lasting beehives, enhances product quality and yield while contributing significantly to environmental conservation by preventing deforestation and protecting indigenous forests. Additionally, establishing new market linkages with buyers in the United States and pursuing organic certification from EcoCert underscore the company's growth potential and sustainability commitment. Overall, this investment supports a model that integrates profitability with social and environmental stewardship, showcasing a forward-thinking approach to agribusiness.

## Investment Impact

Nature's Nectar adopts an inclusive model for women beekeepers, aiming for 50% female participation. The company's efforts also extend to increasing rural incomes and improving health and safety standards within the Zambian beekeeping community. By offering commercially designed hives known for their long-term sustainability, Nature's Nectar contributes to reducing deforestation. The company's initiatives are geared towards uplifting local communities, promoting self-sufficiency and positively influencing the well-being of residents in often overlooked areas. It also maintains a transparent supply chain with gender-wage equality across all levels.

**Development Impact Type<sup>37</sup>:** Sustainable Development



## General Impact Indicators

Criteria	Indicator	Impact
<b>Impact Generation Timeline</b>	Time (in months/years) from investment initiation to observable results.	Short to mid-term
<b>SDG Reach</b>	Number and list of Sustainable Development Goals addressed by the investment.	The investment significantly contributes to the following SDGs: <b>SDG 2:</b> Zero Hunger, <b>SDG 5:</b> Gender Equality, <b>SDG 8:</b> Decent Work and Economic Growth, <b>SDG 10:</b> Reduced inequalities, <b>SDG 12:</b> Responsible Consumption and Production, <b>SDG 13:</b> Climate action, <b>SDG 15:</b> Life on Land, <b>SDG 17:</b> Partnerships for the Goals
<b>Beneficiary Reach</b>	Number of individuals, households, or entities directly impacted by the investment.	The company currently provides support to over 500 farmers, approximately 200 of whom are female, in line with its effort to integrate 50% women farmers. It aims to expand its impact significantly, with a vision to reach 50,000 hives and involve 5,000 farmers in the near future.
<b>Stakeholder Engagement</b>	On a scale of 1 to 10, what was the level of engagement and consultation with local stakeholder groups or community members throughout the investment process?	Rated 10: The investment is driven by the funds necessary to purchase honey for the current harvest period, necessitating continuous engagement with stakeholders and farmers to understand the financial requirements for purchase. It also involves training farmers on quality requirements for the honey procured. Nature's Nectar has formed a partnership with the West Lunga Conservation Project, facilitating liaison with its staff on harvest needs and promoting engagement with other local stakeholders and community members.
<b>Risk Assessment</b>	Percentage of anticipated challenges successfully addressed	85% of the anticipated challenges have been successfully navigated by Nature's Nectar. Although the company is adept at securing high-quality honey, it faces specific challenges:  a) Quality Assurance in New Areas: With some regions embarking on their first harvest, Nature's Nectar places strong emphasis on meticulous quality inspections to ensure the honey aligns with the high standards promised. This quality control is essential for maintaining the integrity and reputation of their product.  b) Weather-related Logistics: Past experiences with extreme weather conditions have led Nature's Nectar to prioritise the swift and efficient transport of honey back to Lusaka, aiming to mitigate the logistical risks posed by rain and potential floods that could damage and block roads. This ensures continuity and reliability in their operations and supply chain.
<b>Capacity Building</b>	Number of training sessions, upskilling opportunities, or capacity-building activities conducted as part of the investment.	The company has provided training to approximately 500 farmers on hive maintenance. Nature's Nectar is actively engaged in training and equipping smallholder farmers in Zambia, imparting the skills necessary for beekeeping and the production of honey and wax.



Criteria	Indicator	Impact
<b>Technology Transfer</b>	Number of new technologies introduced to the community or sector as a result of the investment (if applicable).	Nature's Nectar collaborates closely with communities, leveraging their traditional knowledge, to provide top bar beehives crafted from pine. Distinguished by their durability, these hives can last up to five times longer than their traditional counterparts and are sourced sustainably without depleting local forests. Functioning akin to bark hives, this subtle technological shift not only ensures better quality honey but also minimises disruption to bee colonies during harvests. Additionally, Nature's Nectar technology fosters broader community engagement and contributes positively to forest conservation.

### Specific Impact Indicators

Category	Indicator	Impact
<b>Diversity, Equality &amp; Inclusion</b>	Percentage increase in employment opportunities for: a) Local residents (vs. external appointees) b) Women c) Minorities and underserved communities	Nature's Nectar has empowered over 500 beekeepers and their families across the country, with about 200 of them being female. This translates to a 40% female representation within their farmers' network.  The company works entirely with local and underserved communities and actively empowers women, with an ambition to ensure 50% of women are included in its workforce and supply chain.
	Percentage reduction in local income disparities for: a) Local residents (vs. external appointees) b) Women c) Minorities and underserved communities	The company, in its EGEM assessment, recently noted that it pays male and female workers about the same. Additionally, Nature's Nectar upholds a commitment to fair compensation by ensuring that all farmers receive equal payment for their honey, with no gender-based wage discrepancies. Uniform pricing is maintained for all honey, despite current challenges posed by kwacha fluctuations.  It is worth noting that Nature's Nectar has successfully achieved an average income increase of 22% per farmer, demonstrating its commitment to continuously improving the financial well-being and livelihoods of the farmers it works with.
	Existence of Diversity, Equity, And Inclusion policies and programs at the investee company	Nature's Nectar adopts fair and equitable recruitment strategies to foster a diverse workforce, underlining its commitment to diversity and inclusion. The company provides training to enhance awareness and foster a culture of inclusivity and respect within the workplace, ensuring all employees have equal opportunities for professional development, regardless of gender. Targeted programs support marginalised communities, women and other underrepresented groups, promoting career advancement. Nature's Nectar conducts regular evaluations to refine its diversity, equity and inclusion initiatives and inclusion initiatives and actively engages with the broader community to amplify its positive impact beyond the organisation.