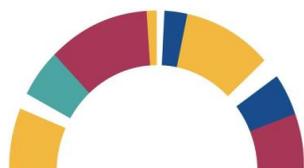


# elimentaire sarl.

## Moringa food additives in Madagascar

June 2012



The aim of elimentaire sarl's inclusive business project is to fight malnutrition in Madagascar by selling a nutrient-rich food additive made from the leaves of the moringa tree in markets at the base of the economic pyramid.

“Moringa is particularly suited to fight malnutrition in Madagascar, where 97% of children are reported to have insufficient access to Vitamin A and other minerals and nutrients.”



Moringa powder contains high levels of Vitamins A and C, Calcium, Potassium, and Proteins, and is particularly suited to fight malnutrition in Madagascar, where 97% of children are reported to have insufficient access to Vitamin A and other minerals and nutrients.

elimentaire is the first company in Madagascar to pilot commercial production of nutrient-rich food additives based on moringa oleofera, which is considered an under-used species. Having sold its initial products to a local health store company selling moringa pills (see photo), elimentaire now seeks to develop partnership to access base-of-the-pyramid markets.

The 20,000€ received from IAP will be used primarily to explore different market strategies, targeting:

- Madagascan food companies that produce and distribute school meals (*pain de fruits*) and baby food through government or NGO-supported programmes.

- International producers of ready-to-use-therapeutic Foods (RUTFs) that are widely used in international emergency relief programmes.

- Local NGOs that work with smallholder farmers to promote local production of moringa for self-consumption in the western part of Madagascar which is regularly affected by droughts.

The project will design and build a roadmap to create a scalable and replicable model that has a positive impact on nutrition and diet in the low-income communities of Madagascar.

### PROJECT DETAILS

Country	Madagascar
Company	elimentaire sarl; a start-up business based in Madagascar
Commercial Partners	The Global Exchange for Social Investment (GEXSI), UK/Germany; Homeopharma sarl, Madagascar
Sector	<b>Agriculture and Food, Health</b>
Low income focus	Consumers and clients
Business model focus	
Revenue model	Production and marketing of high-nutrition food additives from moringa leaves in Madagascar
IAP Contact	Linda Leifsdotter: linda.leifsdotter@se.pwc.com
elimentaire Contact	Andreas Renner, Founding Managing Director, <a href="mailto:renner@gexsi.org">renner@gexsi.org</a>
Project status	Ongoing
Further info	<a href="http://www.elimentaire.com">www.elimentaire.com</a>

elimentaire  
the nutrient company

*Innovations Against Poverty is funded by the Swedish Government as part of its Business for Development (B4D) programme, which contains proposals for new forms of dialogue and collaboration with industry. The purpose is to mobilise resources and encourage companies to develop their core activities so that they can contribute to better conditions for poor people in a more efficient manner.*

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For further information...  
and to join the discussion on  
inclusive business, go to:

Practitioner Hub on Inclusive Business:  
[www.businessinnovationfacility.org](http://www.businessinnovationfacility.org)