

## PARTNER FACT SHEET



### Projected Impact



Increase the incomes of 250 farmers by at least 50 percent by direct and consistent purchasing of fresh fruits.



Provide training on good agronomic practices, such as optimal planting techniques and farmland tending and management, to 250 smallholder farmer networks.



Create 140 new jobs in production and sales.



*Nature's Bounty offers a wide range of dried fruit products and nut snacks that will make their way to more stores in U.S. and other international markets through the company's Trade Hub partnership. Photo credit: Nature's Bounty*

### About Nature's Bounty

[Nature's Bounty](#) is the largest dried fruit processing, marketing, and distribution company in Nigeria. Nature's Bounty's business model is based on buying fresh fruits from smallholder farmers and processing them into higher-value dried fruits and nut snacks for both local and global distribution.

### Co-Investment Partnership

Through its COVID-19 rapid response program, the USAID-funded [West Africa Trade & Investment Hub](#) (Trade Hub) awarded a 204-million-naira (approximately \$500,000) co-investment grant to Nature's Bounty to help restore the company's business and supply chain. The 3-year co-investment partnership will support 250 smallholder farmer networks across five States in Nigeria (Kaduna, Oyo, Edo, Ondo, and Lagos) by providing them with training on good agronomic practices and direct purchasing of their fresh fruits. Nature's Bounty will also create 140 new jobs in production and sales while rehiring and retraining 35 disengaged employees due to COVID-19. In addition, the company will secure two international certifications—HACCP and ISO 9000—to facilitate U.S. exports. In support of its Trade Hub partnership, Nature's Bounty has secured \$3 million Series A funding in private investment led by Alitheia IDF Capital, with participation from Samata Capital and Flying Doctor Healthcare Investment Company. This capital will be pivotal in expanding its production capacity, product offerings, and expansion to international markets. By the end of the project in 2024, Nature's Bounty would have scaled from its current production capacity of 60 metric tons annually to over 350 metric tons.

### Partnership Opportunities

Although Nigeria is the leading fruit producer in Africa, there is insufficient investment in the sector. Nature's Bounty seeks additional partners and/or potential investors to support its activities to expand its business operations, including to increase exports of dried fruits to U.S. and other international markets. In addition, due to farmers' logistical challenges and access to markets, Nature's Bounty seeks partners that will support it in building robust fresh fruit sourcing, logistics, and delivery mechanisms to strengthen the supply chain of fresh fruit in Nigeria.

To learn more about investment and partnership opportunities with high-potential companies in West Africa, visit the Trade Hub's Virtual DealRoom at [asokoinsight.com/deals/watih/investor](https://asokoinsight.com/deals/watih/investor)



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