

## Avocado oil, cold pressed, organic, Fair for Life (FFL): product and sourcing partner

The naturamus GmbH has been working with its German-Kenyan sourcing partner "LIMBUA" since 2014. Today, more than 6 000 smallholders and their families from the region around Embu are associated with Limbua. Among other crops, they plant avocados and macadamia nuts in a socially and ecologically sustainable approach. The naturamus GmbH is the main marketing partner of LIMBUA for freshly pressed avocado oil, organic, FFL and macadamia nut oil, cold pressed, organic, FFL. While LIMBUA produces avocado oil by itself in Embu, the naturamus GmbH presses organic and FFL-certified macadamia nuts into cold pressed macadamia nut oil in its own manufacture in Weilheim / Teck.

### Background - Who is LIMBUA?

In 2009, the brothers Hannes and Matti Spiecker founded the German-Kenyan project "macadamiafans" in Embu (Kenya), from which LIMBUA has originated. By establishing the "macadamiafans", the brothers and their friends wanted to establish an economically sustainable project in order to (1) create international sustainable value chains, (2) educate and train children and youngsters, and (3) promote organic agriculture. The region of Embu preserves ideal conditions to make this vision come true.

In the beginning, 140 farmers joined LIMBUA and converted their conventional cultivation to certified organic farming. Limbua has developed from a pioneer in the field of communal, small-scale farming to one of the leading organic macadamia nut producers worldwide ([www.limbua-group.com](http://www.limbua-group.com)).

### LIMBUA: A holistic benefit for the region

Naturamus and LIMBUA have started to work together in order to strengthen the farming, processing, and marketing of macadamia nut oil, and avocado oil. From this starting point, a strong and trustworthy partnership has developed. Both partners, therefore, were constantly looking for more co-working projects. In order to promote their partnership principles such as ecological and social sustainability, both partners established their partner portfolio driven by three principles: (1) climate change resilience; (2) agricultural practices in line with local culture; (3) agricultural practices that meet the people's agro-ecological knowledge.

The "super fruit" avocado has evolved from a trend-product to an essential resource for organic food and natural cosmetics. Growing and marketing organic avocados and its oil is, therefore, a profitable way for naturamus and LIMBUA in order to grow together sustainably – especially since Kenyan smallholders grow avocados, anyway. LIMBUA includes regenerative farming systems in

horizontal multi-layers as well as area-diverse systems. The upper layer includes macadamia trees, mango trees, and avocado trees. These huge trees provide shade and shelter for other crops such as coffee and tea. In addition to this cropping system, the climatic conditions in Embu allow avocados to be grown without additional irrigation.

## How does LIMBUA work

The production facilities of LIMBUA are located in the immediate vicinity of the fields. Short transport ways between cultivation and processing ensure not only freshness, quality, and low CO<sub>2</sub> emissions, but also a network of the various departments, which creates transparency and trust. A digital payment system, on top, enables traceability of avocados and macadamia nuts back to each farmer one the one hand while ensuring transparent and fair payment on the other. In addition to that, education and training programs for children, youngsters, and adults promote ecologically sustainable agriculture and the vitality of those involved. The profits generated by LIMBUA contribute to the expansion of social and ecological activities.

## naturamus and Limbua: a trustworthy partnership on eye level

Naturamus and LIMBUA are in close contact with each other. Employees of naturamus, for example, see LIMBUA as often as possible to get a profound knowledge of local conditions and opportunities. Together, the two partners work on joint strategic development issues such as optimizing composting, modern and sustainable agricultural systems, and questions of energy production. Therefore, naturamus supports Limbua in different ways:

- naturamus offers organic and Fair for Life-certified avocado oil produced by Limbua. By doing so, both partners promote another source of sustainable income for Kenyan smallholders next to the promotion of macadamia nuts and macadamia nut oil
- naturamus offers LIMBUA a guaranteed purchase of macadamia nuts and avocado oil. This allows LIMBUA and its partners to plan for the long term and provides them with economic security.
- In addition, naturamus supports the local Fair for Life fund organized by LIMBUA by paying at least 0.32 €/kg macadamia nuts and 0.30 €/kg avocado oil. A committee of Limbua employees and smallholders decides autonomously on the use of the money. In 2018, for example, school utensils were purchased for children of financially disadvantaged families; in 2019, new seedlings and organic fertilizers were purchased.

The commitment of LIMBUA spreads far into the region: Firstly, people see that the added value remains in Embu. Secondly, further education and training is actively promoted. And thirdly, prices stay stable while loans are fair and transparent.