

## **Macadamia nut oil, virgin, organic, Fair for Life (FFL):**

### **Product and sourcing partners**

naturamus GmbH has been working with its German-Kenyan partner "LIMBUA" for more than five years. More than 5000 small farmers from the Kenyan region "Embu" are now involved in Limbua. If their families are included, this corresponds to 25 000 people. Among the products they cultivate are avocados and macadamia nuts in an ecologically sustainable manner. Naturamus purchases macadamia nuts from Limbua to produce virgin macadamia nut oil.

### **Background - What is Limbua?**

In 2009 the brothers Hannes and Matti Spiecker founded the project "Macadamiafans" in Embu (Kenya), from which Limbua originates. They set themselves the goal of creating global and sustainable value chains, educating and training children, young people, and adults, and promoting organic farming. The Embu region offers the ideal conditions for this goal.

In 2009, more than 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**

Macadamia nuts are not cultivated in single-crop systems or plantations, but in mixed cultivation systems with e.g. avocados, mangoes, and vegetables. The processing companies of Limbua are located in the immediate vicinity of the growing areas. This proximity allows the farmers to be accompanied on site. Thus, the farmers have reliable and permanent contact persons for questions. Short transport distances between growing and processing areas also guarantee freshness, quality and low CO<sub>2</sub> emissions. To ensure product quality and traceability of the nuts, each farmer's nuts are stored separately, dried, cracked, selected, packed and bar-coded. The barcode has two advantages: First, the nuts can be traced back to the farmer. If there is a problem with the nuts, the farmer concerned can be helped immediately; secondly, all farmers are paid transparently and fairly by means of an online fingerprint payment system after delivery of their nuts

Most of the employees come from the surrounding villages. The families, therefore, benefit in three ways from the economic power generated by Limbua: First, the farmers are paid fairly and transparently. The macadamia nut price is far above the market price. Furthermore, the people of

Limbua find a wide range of jobs. Last but not least, Limbua gives the small farmers direct access to the international market for their agricultural products.

The holistic advantage of Limbua can be extended even further. Education and training programmes impart knowledge about ecologically sustainable agriculture, ecological fertilisation enhances the soil fertility of the fields, and the renunciation of chemical fertilisers and pesticides has a positive effect on the health of the farmers. The profits generated by the Limbua are used to expand social-ecological activities. This enables more and more farmers to become part of the Limbua group.

### **naturamus and Limbua - long-term partnership at eye level**

Naturamus and Limbua are in close contact to each other. Staff members of naturamus regularly visit Limbua and, thus, have a profound knowledge of conditions and possibilities. They work together on strategic development issues, e.g. optimising composting, improving animal husbandry or on questions of energy production. naturamus supports Limbua in various ways:

- Purchase of macadamia nuts and processing into high-quality organic and Fair for Life certified macadamia nut oil. Naturamus distributes this oil in the US and European food and natural cosmetics industry
- Beginning with 2021, naturamus offers organic Fair for Life certified avocado oil produced by Limbua. The partners are, thus, ensuring a further source of income for Kenyan smallholders
- naturamus is able to adapt a harvest guarantee and, thus, contributes to a reliable livelihood for small farmers
- In addition, naturamus supports the local Limbua Fair for Life fund with € 0.32/kg macadamia nuts. A committee consisting of Limbua staff and small farmers decides autonomously on the use of the money. In 2018, for example, school utensils for children of financially disadvantaged families were purchased; in 2019 new seedlings and organic fertilisers were purchased

Limbua's commitment reaches deep into the region: people experience that value creation remains in Embu, that further education and training are actively promoted and that there is price continuity for the sustainably cultivated macadamia nuts. Therein lies the real main prize!