



Our mission is to
cultivate connections
that benefit the environment,
farmers and consumers
through agroecology.

Florence Reed
freed@mandela.food
+1 207-266-6864



Problem

Families in Panama yearn for access to healthy food, grown locally, but are disconnected from the small farms in neighboring communities.

Farmers in Panama are poised to adopt or expand the use of practices that are good for people and the planet, but they lack adequate technical assistance, access to appropriate tools and a channel to sell products and services.

Solution

Leveraging 25 years of experience providing agroecology training to small-scale farmers in Panama, the Mandela team is ready to launch a new venture. Mandela will provide agroecology training funded by income streams that generate profits for the farmers and the business. Resulting benefits will include:

- ▶ ecosystem restoration
- ▶ increased biodiversity
- ▶ improved farm productivity
- ▶ carbon sequestration
- ▶ fresh, healthy food
- ▶ reduced food waste
- ▶ decreased distance food travels from farm to consumer

Services



Mandela provides farmers a comprehensive package of:

- ✧ Agroecology training through farmer field schools and on-farm technical assistance
- ✧ Support selling products through a digital farmers market and hosting visitors for educational and volunteer farm activities
- ✧ Purchase of seeds, tools & equipment paid for via a portion of the farmers' income on Mandela's digital farmers market

Income

There are 625,000 middle & upper income households in Panama, 6,500 of whom live near farms in Mandela's network, and 84% of whom are interested in buying products through Mandela.

600,000 people visit Panama annually. Mandela has partnered with [Vamonos Tours](#) for top-rated travel packages, including one-of-a-kind farm experiences and much more.

Market Size

Production

There are 200k small-holder farms in Panama, 600 of whom have received agroecology training from Mandela staff when they worked for Sustainable Harvest International. Mandela has an active waitlist of 60+ farms.

Farmers

The only market for most of the farmers' products are intermediaries who pay a very low price, if they buy at all.

The cost of travel to a store and paying the full price of tools up-front generally prohibit small-scale farmers from purchasing at stores, which would be our only competition for that income stream.

Competition

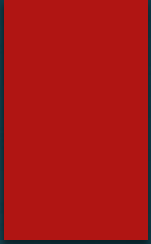
Consumers

Given a choice between food of questionable age and origin in a market or fresh and direct from a known farm, many consumers will choose the latter.

Mandela's deep, long-term relationship with the farmers and their communities allow us to facilitate tourism opportunities that tour operators couldn't organize on their own.

Mandela Agroecology Advisors each work with ~50 farms divided into three tiers.

Business
Model



	Free technical assistance provided	Percentage of farm product sales paid to Mandela	Percentage of farm visit & tool sales paid to Mandela
Tier 1 Farms	Maximum	45%	50%
Tier 2 Farms	Moderate	40%	50%
Tier 3 Farms	Minimal	35%	50%

Business Model

✓ Each Mandela Agroecology Advisor provides 50 farms with technical assistance and support selling farm products, purchasing inputs and hosting tour groups

✓
✓ By year five, each group of 50 farms will generate the following revenue for Mandela:

 \$120,141 from percentage of farm product sales



\$10,938 from sales of seeds, tools & equipment

\$1,875 from percentage of tour group income



Additionally, Mandela will create multiple environmental and social benefits, including:



Restoration of degraded land and increased biodiversity



Sequestration of CO₂ in soil & trees



Improved livelihoods and income for rural poor



Access to healthier food for consumers

Go To Market Strategy



Mandela will begin work with 50 farms, expanding our reach to 400 farms over three years. Farmers know Mandela advisors from past participation in the Sustainable Harvest International training program.

Mandela's business manager and support staff will bring consumers to the online farmers market via social media, promotional events and word of mouth, starting with 20 consumers and expanding to 1,000 over three years. They'll coordinate the transportation, sorting and delivery of products to consumers, as well as coordinating with Vamonos Tours and others to bring tourists to the farm communities.



Key Milestones

Completed:

- ❖ October 2024 - Convened Team
- ❖ December 2024 - Farmer Survey
- ❖ January 2025 - Consumer Survey
- ❖ March 2025 - 1st Tour Group

Planned:

- ▶ August 2025 - Open office & hire staff
- ▶ August 2025 - Begin marketing
- ▶ September 2025 - Launch digital market, sales of tools & hosting tours

Financial



Snapshot

	Year 1	Year 3	Year 5
Farms	50 – 200	200	400
Customers	20 – 250	300 – 500	600 – 1,000
Farm Visits*	250	450	750
Revenue	\$118,100	\$757,500	\$1,063,625
Net Income	-\$78,873	\$72,070	\$320,951

* Farm visits = visitors x days (e.g. hosting 10 visitors for 5 days = 50 farm visits)

Capital Requirements

Vehicles, furniture & equipment:	\$198,000
Incorporation & other start-up costs:	\$ 12,000
Working capital:	\$140,000
Total:	\$350,000



Mandela is seeking angel lenders to lend \$5 – 20k in return for 5% annual interest payment and a balloon payback within 5 years.

[Click here to learn more.](#)

Chief Entrepreneur: [Florence Reed](#)

Flo got her start as a Peace Corps Volunteer in Panama, before founding Sustainable Harvest International in 1997. SHI has helped 4,000 small-scale farms restore 30,000 acres of degraded land through agroecology training.

Lead Agroecology Advisor:

Daysbeth Lopez worked for almost 20 years as an agroecology extension agent with Sustainable Harvest International.

Agroecology Advisors:

Cesar Gutierrez, Jose Rubiel Perez & Kellys Lorenzo have worked in agriculture for many years, including as agroecology extension agents with Sustainable Harvest International.

Team

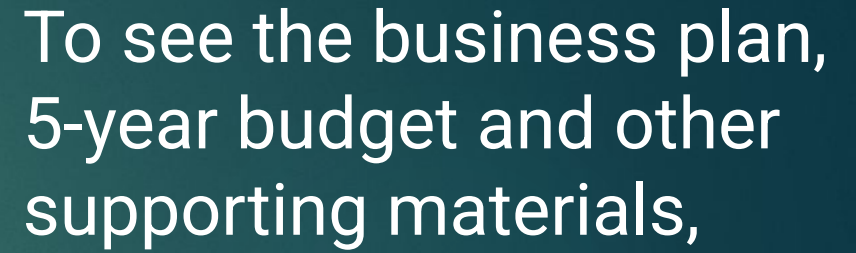
Business Manager: [Liz Castroverde](#)

Liz is a committed professional focused on the effective management and administration of businesses. She has an MBA and a solid background in strategic planning, technology management, and marketing strategies.

Advisors:

[Yasmin Quezada](#) has a master's in agriculture focused on extension, as well as experience working for the UN's FAO and Panama's Agriculture Ministry.

[Ediberto Trujillo](#) is a rural development professional with two agricultural degrees and decades of work experience.



please contact Flo at:

+1 207-266-6864