



COMPANY PROFILE

Bel's Organic

EAT HEALTHY, LIVE LONG





Introduction

Bel's Organic is an agribusiness focused on the intersection between farming, aggregation and value addition. The company was started with a focus on bringing healthy quality organic products to the tables of consumers.

Over the years we have worked hand in hand with smallholder farmers to ensure that we are a model of the farm-to-fork effect. Our produce is farmed sustainably and processed with quality in mind.



Our 10 years + of experience have enabled us to perfect our products, and promote the well-being of consumers and smallholder farmers



Bel's



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Products

We have several flagship products geared towards improved nutrition.

The garlic and ginger pastes:

These are instrumental in boosting immunity, improving digestion, lowering cholesterol levels and blood pressure among other benefits.

Composite flour: We blend maize, cassava, sorghum and millet to fortify the normal maize meal that consumers are accustomed to. This improves overall health by lowering cholesterol levels and high blood pressure and reduces the risk of diabetes, which has become prevalent in the current society.



- ✓ Nature's Goodness
- ✓ Nutrient Dense



Products

Fruits:

- Avocado (Hass and Fuerte)
- Mango (Apple, Tommy, Kent and Ngowe)
- Orange (Pixie, Valencia and Mandarin)
- Lemon (Citrus Limon and Citrus Latifolia)
- Passion Fruit (Purple)
- Pawpaw (Papaya)
- Pineapple (Queen, Sugar Loaf and Smooth Cayenne)

Herbs and Spices:

- Chillies (African Bird's Eye Chilli, Habanero and Cayenne)
- Garlic
- Ginger
- Chives

Vegetables:

- Tomato
- French Beans

Condiments and Sauces

- Honey





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Farm to Fork

At Bel's Organic, we manage every step of the farm-to-fork process to ensure farmers gain the full benefits of their hard work.

Through close collaboration with local farmers, aggregators, supermarkets and consumers, we've established a community supported agriculture (CSA) program that connects the entire supply chain.

This approach allows us to support farmers in producing high-quality crops, ensuring their produce reaches both local and International market shelves fresh, and providing consumers with nutritious, Kenyan-grown options they can trust.

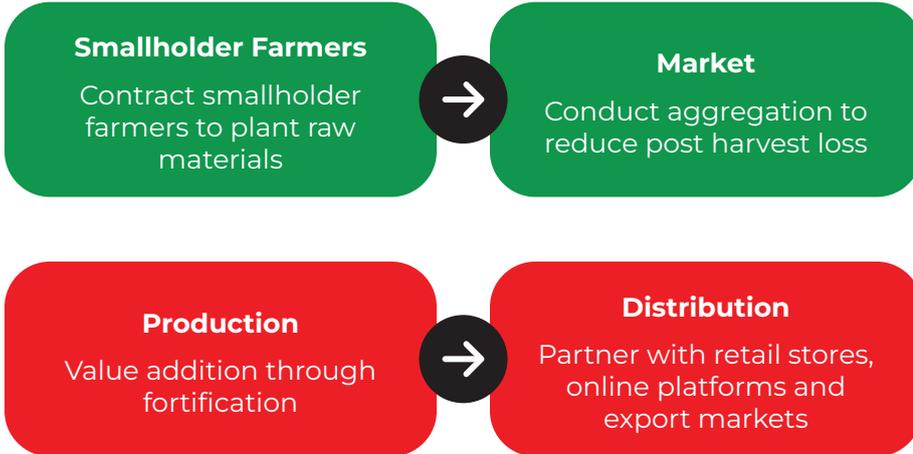


From farm to fork, we empower farmers to reap the rewards of their labour, bringing fresh, sustainable produce directly to our communities locally and abroad.





How We Do It



PRODUCTS:

- Herbs and Spices
- Vegetables
- Fruits
- Cereals and Nuts
- Composite Flour
- Condiments and Sauces



DISTRIBUTORS:

- Supermarkets
- Grocery stores
- Online channels
- Export Markets



Supply Chain



At Bel's Organic, we work closely with smallholder farmers, offering fair pricing and rigorous quality control to ensure top-quality, fresh produce. Beyond fair pay, we provide resources and training to help farmers improve yields and resilience, creating lasting positive impact in their lives and communities



Social Impact



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Partnership

Partner with Itanya Africa Group, a non profit, to do capacity building for contracted farmers



Socio-economic

Financial Inclusion and Literacy, Women and Youth Economic Empowerment

Capacity Building

Good Agricultural Practices, Regenerative Agriculture, Safeguarding the Value Chain.



Resilience

Precision Agriculture, Research and Development, Climate Smart Agriculture

Bel's Organic and Itanya Africa Group work closely together, with Itanya operating as an independent, mission driven spin-off focused on community centered empowerment for women and youth in agriculture. While Bel's Organic centers on farm-to-fork solutions and sustainable market access, Itanya emphasizes research-backed, socioeconomic interventions that enhance resilience for smallholder farmers in Africa. Through strategic partnerships and by adapting global best practices, Itanya supports farmers building capacity and driving impactful change, while Bel's Organic ensures these farmers' produce reach markets, closing the loop from field to table.

Circularity and ESG



Organic Waste

Our organic waste coupled with food waste at the factory goes into a compost pit. This produces organic manure that is used in our farms



Plastic Waste

We have partnered with a recycling company to collect and recycle our plastic waste to reduce our plastic footprint

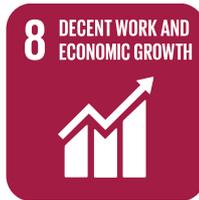


Flour Waste

Packages of flour that are damaged and returned to the factory are used to make animal feeds which are sold to farmers.



Sustainable Development Goals





Contact Us



Walk this journey with us to improve **nutrition** and change farmers' lives

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