



**A Meridian Group Company**

**Company Profile**  
Ferts, Seed & Grain  
Superfert Zimbabwe  
2017





## **Ferts, Seed & Grain (PVT) Ltd**

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## **MISSION**

Ferts, Seed & Grain's mission is to grow and better food production in Zimbabwe by supplying fertilizer, seed and grain of exceptional quality to its agricultural community.

## **OVERVIEW**

Ferts, Seed & Grain (FSG) focuses on the local supply of high quality fertilizer, seed, and grain through the process of tendering for Government input programmes and NGO business. We also supply agribusiness corporates and commercial farmers, and have a retail arm that supplies the small-scale farmers of Zimbabwe.

Our keen interest in the development of agriculture in Zimbabwe has caused fertilizer to become more and more the core focus of our business, with Superfert Fertilizer being our flagship brand. On the retail side of the business Superfert is now available in every corner of the country through experienced the third-party retailers that we supply.

The Superfert Fertilizer Blending Plant uses only first-grade raw materials to produce all commonly used basal blends found throughout Zimbabwe, as well as speciality prescription blends made to individual requirements.

Currently the Superfert Plant is able to blend a volume of up to 1,000 tons of fertilizer a day, and we have the ability to dispatch around the clock. We operate using a continuous blender supported by batch blenders. A granulator is currently being installed at the factory too.

We have a highly experienced in-house logistics team capable of bringing raw material across border from the Mozambican ports and delivering all fertilizers countrywide – from large cities to small rural villages, no contract is considered too big or too small at FSG.

Our in-house agronomists offer farmers hands-on assistance, whether it be at a smallscale farmer field day or when out visiting our larger commercial clients on their farms. We also have a fully-fledged Soil Sampling service that we offer to our commercial farmers, giving them ongoing technical assistance to get the most out of their land.

Not being our core business, the FSG Grains Desk acts as an opportunist desk (as opposed to actively pursuing business), providing a service to compliment the fertilizer side of the company. We trade through international, regional and local markets, trading predominantly in soya beans, maize, wheat, ground nuts and small grains like sesame seed as well as exportable commodities such as paprika.

FSG currently employs a permanent staff of around 60 people across Zimbabwe, enabling efficient warehousing, bagging and nationwide distribution. During busy periods we employ anywhere between 100 – 200 casual workers on a rotating system at our processing plant.



## **KEY CLIENTS**

- Smallholder farmers through third party retail stores across the country
- Corporate estates such as THZ, Greenfuels, Trek and Tongaat Hulett
- Commercial contracts with the likes of Northern Farming
- NGO business
- The Government of Zimbabwe

## **KEY PROJECTS & ACHIEVEMENTS**

- YoY FSG's market share has grown by approximately 20% over the past three years.
- In the last year FSG supplied large scale Government contracts including the Command Agriculture Scheme, the Presidential Inputs Program and the Government Cotton Program.
- We also supply key players in the sugar, ethanol and tobacco industries to name a few.

## **SOCIAL RESPONSIBILITY**

- FSG supports the Rose of Sharon Welfare Organization, which consists of three orphanages and a High School for orphans in Zimbabwe. In total we support over 150 orphans from 6 months of age to 18 years old with funding, vehicles, and most importantly fertilizer, seed, irrigation and agronomic advice on their own horticulture and maize plots. Our agronomists visit the orphanages frequently to educate the children on good subsistence farming practices.
- FSG sponsors a key local agricultural school, Watershed College, through inputs for their demo plots in order to keep fostering the brilliant culture of agronomy and farming in Zimbabwe.

## **FSG MANAGEMENT**

|                      |                   |
|----------------------|-------------------|
| Director             | Steve Morland     |
| Financial Controller | Isaac Muranganwa  |
| Operations           | Andrew Morland    |
| Factory              | Tony Morland      |
|                      | Naas Maritz       |
| Retail               | Shepherd Marowa   |
| Procurement          | Nick Grant        |
| Logistics            | Ngoni Kandeya     |
|                      | Cynthia Chipaga   |
| Contracts            | Rejoice Deve      |
| Grains Desk          | Jason Littlewood  |
| Agronomy             | Elizabeth Mukozho |
| Marketing Manager    | Kara Morland      |

