

SADC Youth Agrifood Systems Trade Fair & Expo 2025

Exhibitor Report



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Introduction

The SADC Youth Agrifood Systems Trade Fair & Expo 2025 convened in Gaborone, Botswana (October 2025) under the theme “Youth-Led Innovation Driving Climate-Smart Agrifood Systems.” The gathering was led by the Southern Africa Youth Forum (SAYoF) in partnership with AGRA, FANRPAN and the SADC Secretariat, and brought together youth innovators, policymakers, financiers, and ecosystem partners to showcase practical solutions and explore investment and policy linkages for a resilient regional food economy.

This report documents the exhibitor slate and captures the value propositions that emerged across the Expo floor. It focuses on youth-led, climate-smart innovations spanning inputs and animal health, soil and bio-inputs, food processing and compliance, market access services, enterprise advisory, and MSME capability building. Beyond exhibition narratives, the report situates the Expo in the region’s broader transformation agenda where youth entrepreneurship, climate resilience, and intra-SADC trade are central to advancing inclusive growth.

Across the continent, youth unemployment and underemployment remain pressing challenges, with agriculture serving as the primary source of employment for about 60% of the workforce. With over 440 million young people in Africa aged 15 to 34, representing a significant portion of the continent’s population, addressing these challenges is crucial for unlocking the full potential of Africa’s youth in agribusiness. **This EXPO was supported by AGRA through the Youth Employment in Food and Agriculture (YEFFA) initiative**, which seeks to strengthen pathways for youth inclusion in agricultural value chains, promoting innovation, enterprise development, and decent employment opportunities.

Exhibitor stories

Botswana Vaccine Institute (BVI) — Vaccines that keep trade open



BVI is the quiet backbone of southern Africa’s livestock economy. Headquartered in Gaborone, it has produced high-quality veterinary vaccines for 45+ years, with a flagship portfolio in foot-and-mouth disease (FMD) — the trade-stopping virus that periodically flares across the region. Its role is not abstract: BVI supplies FMD doses to neighbours (e.g., Namibia) and remains the only FMD vaccine manufacturer in Southern Africa, anchoring disease control and export confidence. In 2024–2025, regional FMD complexity increased (more serotypes detected, cross-border incursions),

underscoring BVI’s strategic value for SADC animal health and beef value chains. Practically, BVI’s reliability is what keeps youth-run cattle and small-stock businesses trading: effective FMD vaccination and lab-backed surveillance reduce movement standstills, protect herd productivity, and keep abattoirs and cross-border buyers open—exactly the SPS capabilities SADC is now training youth

agripreneurs to use. Recent 3.8-million-dose BVI supplies to Namibia and BVI's WOAHA-recognised FMD laboratory illustrate the regional backbone for these opportunities, and evidence shows FMD control is a precondition for market access and income stability for smallholders and emerging youth farmers. [Botswana Vaccine Institute](#).

FoodForage (Botswana) — “Peanoko” turns local peanuts into a brand



FoodForage (Pty) Ltd is a Gaborone processor building a consumer brand around groundnuts. Their **Peanoko** line (peanut butter, roasted peanuts) markets simple, additive-free recipes and practical pack sizes (from 500 g up to catering buckets), getting local legumes into retail fridges and hotel pantries. This is youth manufacturing at its most tangible: short supply chains, consistent quality, recognizable packaging, the exact ingredients that push local content on supermarket shelves. The brand's social storefront shows steady SKU expansion and retail placements around the CBD.

Native Feeds (Botswana) — Indigenous botanicals meet farm business basics



Native Feeds is youth-founded by Tlotlo Neo Phuduhudu (Molepolole). Beyond feed manufacture, the team runs the Native Feeds Marketplace—a networked brokerage that links smallholders to input stockists and local retail outlets, delivered through in-person farmer events, one-on-one advisory and phone/social channels rather than a standalone app. (At the Expo they described a Molepolole retail linkage for grains—packaging/pricing support plus a shelf route for maize, beans, popcorn and lentils. Starting in Molepolole and now working countrywide, Native Feeds blends local botanicals and diverse ingredients into livestock feeds while coaching farmers in animal health, nutrition planning, and enterprise skills. A notable innovation is their **“Marketplace”** model — brokering relationships so farmers can buy inputs and sell outputs more

efficiently. This integrated feed-plus-advisory approach is exactly what small farms need to hit quality specs and reduce losses.

Viva Organica (Botswana) — Soil health from waste, with vermicompost & bio-inputs



Viva Organica converts organic waste into high-performance biofertilizers via **vermicomposting**, further formulating products with biochar and into liquids for easier application. Co-founded by **Mmakwena Moesi** and **Amogelang Masi** (2019), the enterprise is part of a new wave of climate-smart input firms in Botswana, offering farmer training and practical adoption support. Multiple profiles (SEED, ITC, Agrinnovators) and the company site point to a clear proposition: lower input costs, healthier soils, better yields with circularity at the core. [International Trade Centre](#)

NZ Agricultural Advisory Services (South Africa) — From compliance to market access



Photo: Advisory session with policy makers

NZ Agricultural Advisory Services works with emerging and commercial farmers on production economics (costing, records), compliance management, entrepreneurship training and **routes-to-market**. Their public materials emphasize practical budgets, market trend analysis and regulatory readiness which are the nuts and bolts that often stall youth agribusinesses. NZ recent activities are hands-on coaching around animal welfare, goat and egg production, and buyer readiness — precisely the capabilities that lift a farm from “producing” to “selling.” [NZ Agricultural Advisory](#)

Nutrekaya (Mozambique) — Women-led value addition that pulls smallholders into markets



Nutrekaya CL,Su, Ltd, founded by Celestina Langa, processes tuber-based functional flours (cassava, yam, sweet potato) and is piloting passion-fruit–peel snacks. Langa’s venture sits in the sweet spot of nutrition-plus-enterprise: versatile, locally sourced ingredients that MSME bakeries and food startups can use to launch affordable products. At the Expo she outlined new lines (chips, biscuits), signalling a pathway from raw tubers to branded consumer goods. Because cassava is a staple with wide smallholder production in Mozambique, upgrading into higher-value flours creates predictable offtake for farmer suppliers while opening youth self-employment in processing, baking, packaging and last-mile distribution. Langa has been featured in a “Startup Story” on

Lionesses of Africa—a pan-African women-entrepreneur network (≈1.8 million community) that

profiles high-growth founders to connect them with markets and partners—underscoring Nutrekaya’s visibility as a women-led agribusiness. [Lionesses of Africa](#)

Smiling Through Farming & Supplies (Eswatini) — Youth-run services, real farmer problems



Eswatini’s **Smiling Through Farming & Supplies** runs training, input distribution, and value-addition services with a clear mission: be a **centre of excellence** for agribusiness support. They have practical offerings — grain handling, bean processing, and advisory — that tackle basic but chronic bottlenecks for small producers (post-harvest losses, quality, aggregation). For youth in micro-markets, trusted services often matter as much as finance; this team leans into that gap. [Smiling Through Farming](#)

Gontse Farm (Botswana) — Bees, naturals, and hands-on skills for youth



Gontse Farm House (Gontse Croft Pty Ltd) a youth led farm, based in Gaborone, produces raw honey and beeswax and converts apiary outputs into value-added body-care (body butter, bar soap, balms). The enterprise also offers beekeeping services—training, hive inspection and protective gear—and runs community-facing activations such as a honey-tasting event to build local demand and

product literacy. Beekeeping is a low-land, modest-capital entry point with steady product demand, making it a practical pathway for youth self-employment and side-income while strengthening pollination services in local food systems. Botswana and SADC actors are actively promoting apiculture for youth skills and jobs—from national youth training calls to regional apiculture symposia and Botswana enterprises that train young producers—so models like Gontse’s plug directly into that pipeline.

Bantu Farmers Academy (Botswana → SADC) — Records, cashflow, confidence



Bantu Farmers Academy is laser-focused on **record-keeping and farm business literacy** across livestock and crops. Public footprints (VC4A, Facebook, short course listings) detail training on costing, cashflow, and production planning, with partnerships that take the model across borders (e.g., Zambia). This is the “plumbing” of profitability — the often-missing capability that makes credit and growth possible. [Bantu Farmers Academy](#)

Agro Queens (Zambia) — Women-led mixed farming with a public voice



Founded by **Elizabeth Maanda Sianga**, **Agro Queens** runs a mixed enterprise (vegetables, fish, seasonal cash crops) while building a platform for women in agriculture — from local accelerator pitch stages to features in *Women in Ag* and SRHR Africa Trust. The public presence matters: it normalizes women as owners, managers and exporters in value chains where visibility is still thin. Operationally, the mix of indigenous poultry, aquaculture and high-value veg creates multiple income streams and resilience. [SRH Africa Trust](#)

She Entrepreneur Zambia — A “Small Business Academy” for micro-founders



She Entrepreneur Zambia has built a **Small Business Academy** and an active women-in-business community since 2015, onboarding cohorts that include adolescent mothers and young founders. The platform blends training, networking and public showcases (e.g., Women in Agribusiness Conference 2024). For agrifood MSMEs, that peer network — who to ask, where to sell, how to register — is often the shortest path from idea to viable business.

Creamy Dream Enterprise (Malawi) — Coaching food MSMEs to “shelf-ready”



Creamy Dream positions itself as a **processing and compliance** coach for micro- and small food producers — from recipe development and plant layout to packaging, labelling and standards alignment. Their feed shows frequent hands-on trainings and references to helping clients meet **MBS** (Malawi Bureau of Standards) expectations — a recurring hurdle for cottage processors. For SADC youth MSMEs, this “get compliant, then go to market” pathway is a high- return on Investments (ROI) intervention.

Angola youth exhibitor — Horticulture with direct-to-market hustle



While the enterprise's digital footprint is light, the model — a youth-run farm supplying retailers and vendors — mirrors wider Angola trends where youth entrepreneurship is increasingly encouraged and agrifood microbusinesses feed urban demand. The regional investment climate materials also show consistent policy emphasis on MSMEs and youth livelihoods. Think: short supply chains, steady cash crops, reinvestment into irrigation and cold storage as margins grow.

Zimbabwe exhibitors (Habstone Farm; The Vale Farm) — Veg, feed, and local “last-mile”



These Zimbabwean teams represent a familiar but scalable opportunity set: irrigated **horticulture staples** (tomatoes, cabbages) plus basic feed production to stabilize livestock margins. Sector analyses show that when pack-out quality meets buyer specs and logistics are reliable, small farms can lock in profitable local sales even without export channels. Public traces exist for **Habstone Farms Zw**, but like many growing operations, they're focused on execution over marketing — which is

why aggregator linkages and buyer development are key next steps.