



Our Malawi Partnership

April 2023



Welcome to Our Malawi Partnership



Thank you for your interest in Our Malawi Partnership.

This pack provides information on all aspects of Our Malawi Partnership that will be useful to your commercial, marketing, social responsibility teams.

Ubale Malawi!



Ubale means partnership in Chichewa!

If you'd like to chat to a member of the team:

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On a visit to Malawi, I experienced first-hand both the poverty and spirit of the people, and therefore the opportunity that exists by strengthening their trading capability. Through the true spirit of co-operation, we can make a difference....

Debbie Robinson

CEO Central Co-op



An introduction to Our Malawi Partnership



We as Malawians desire and resolve to be an inclusively wealthy and self-reliant industrialized upper-middle-income country by the year 2063, so we can fund our development needs primarily by ourselves.

Malawi Vision 2063



Our Malawi Partnership aims to be the **best-ever** UK retail co-operative international development strategy ensuring a deeper understanding of the impact of co-operatives and trade over aid.

Its goal is to sustainably move Malawian communities out of abject poverty and engage UK co-operative Members and communities with this journey.

The past 12 months has seen Central Co-op build the infrastructure and initial product range in all its stores, launching to our Members and customers in July 2022.

If you have a minute John can tell you more about the project, just click on the image.

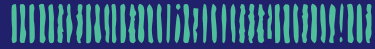


Setting the scene, why Malawi?

Malawi is a country in Southeastern Africa



Around **19 million** population



Around **70% people** live below the poverty line



Around **80% people** employed in agriculture



Subsistence farming of rice, tea, coffee and ground nuts



Affected by climate change

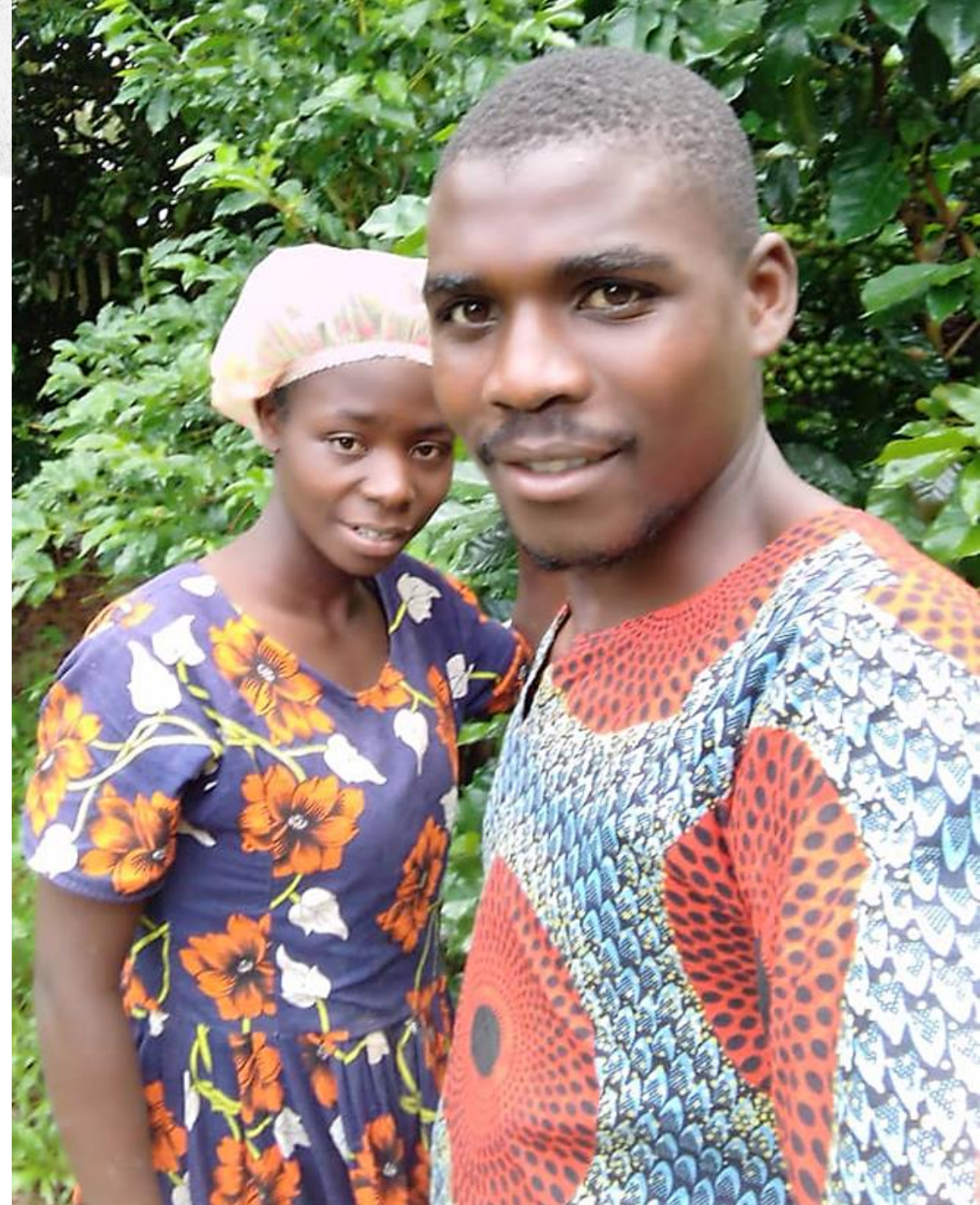


Over **1 million** co-op Members



Why trade not aid?

- Our Malawi Partnership is a **uniquely co-operative Principle 6 approach**. It builds on Malawi's strong co-operative history and desire to be self sufficient and the UK retail co-op movement's longstanding support for producer communities via Fairtrade. Our Malawi Partnership is a first step towards the wider ambition to support international development through trade and co-operative development.
- Our Malawi Partnership has the support of the Malawi High Commission and is run in partnership with Co-op College and MAFECO (Malawi Federation of Co-operatives).
- MAFECO supports a growing co-operative movement but demand for co-operative training outstrips the current support available.
- Our Malawi Partnership is designed to:
 - Create UK demand for Malawian products, providing a sustainable income for growers
 - Facilitate investment in co-operative working, training and planting projects, funded by the sales of Malawian and Co-op Fairtrade product sold in Central Co-op stores.
- Our five-year workplans have been created in partnership with MAFECO and producer co-ops in Malawi.
- Quarterly progress reporting by Co-op College will follow the individual and collective impacts of Our Malawi Partnership.





What's next for Our Malawi Partnership?

We need you.

We want to grow this partnership, expanding across the UK and beyond to show the power of co-operation in action. The more Co-ops involved the greater the impact we can collectively have.



How can you get involved?

We've put together four suggested options to illustrate the range of ways you can get involved. It's flexible and scalable to suit your Co-op.



Option 1

- Stock limited range of Malawian products from partnership range
- Add Our Malawi Partnership POS to FRTS supplied water
- Sales based contribution to the fund from Malawi product range and One Water



Option 2

- Stock a wider range of Malawian products from partnership range
- Add Our Malawi Partnership POS to FRTS supplied water
- Commit to a minimum contribution to the fund



Option 3

- Stock the full range of Malawian products from partnership range
- Add Our Malawi Partnership POS to FRTS supplied water
- Commit to a minimum contribution to the fund
- Fund a specific project in Malawi



Product range

We chose products that added to our range in store, giving our Members and customers access to something new.

We've found One Water is a great way to fill gaps in supply.

The range of nuts and seeds work well as impulse buys, particularly when merchandised on clip strips.

Gary Berns
Head of Food Trading at Central Co-op

Nutcellars

www.nutcellars.com



Nutcellars have been instrumental in establishing macadamia trade with smallholder farmer co-ops, partnering with Highland Macadamia Cooperative Union Limited & the Neno Macadamia Trust. This partnership represents the Emmott family's inter-generational commitment to promoting welfare & sustainability in Malawi through co-operative trade & climate smart macadamia agroforestry.

Products:

- Nutcellars Raw Macadamia Nuts 55g
- Roasted Salted Macadamia 45g
- Chocolate Coated Macadamia Nuts 45g
- Cinnamon Caramelised Macadamia Nuts 45g
- Chocolate Macadamia Spread 170g
- Crunchy Macadamia Butter 170g

Liberation

chooseliberation.com



Liberation Foods is not just a Fairtrade nut company; we are a Community Interest Company that's owned by the smallholder farmers around the world that plant, nurture and pick the nuts that go into our delicious range, including the 3800 farmers of the Highlands Macadamia Co-operative Union Limited (HIMACUL) in Malawi.

Products:

- Chilli & Lime Cashews 90g
- Seeds Nuts & Goji Berries 90g
- Salted peanuts & cashews 90g
- Natural Mixed Nuts 90g
- Crunchy Peanut Butter 350g

Revolver

revolverworld.com



Revolver, is a coffee co-operative, meaning profit goes to members – not shareholders. We are sourcing new coffees from Mzuzu Coffee Planters Union and teas from the Msuwadzi Small Farmers Association for your enjoyment.

Products:

- Malawi Ground Coffee (6x200g)
- Malawi Coffee Beans (6x200g)
- Malawi Coffee Bag 12 x 8g x10
- Malawi Nespresso® Compatible Capsules 12 x (5g x 10)
- Morning Malawi (Black Tea) 12 x (2.5g x 100)
- Satemwa Peppermint 12 x (2.5g x 100)
- Satemwa Morning Malawi Tea x 20 bags
- Satemwa Earl Grey Tea Malawi x 20 bags

True Origin

trueorigin.org.uk



True Origin works with a network of smallholder farmers to source the finest ethical food. Their desire is to make the world fairer for their producers, by offering them a sustainable income, and have true impact at origin, through food.

The Kilombero fairly-traded rice is hand-sown in the rich alluvial soils of Northern Malawi. Coupled with eco-friendly traditional harvesting methods this ensures a superior aromatic rice that is good for you & better for the planet. This rice has won a Great Taste award & is the 'Best Buy' according to Ethical Consumer magazine, making it the most ethical rice on the market.

Products:

- Kilombero Brown Rice 500g
- Kilombero White Rice 500g

One Water

onewater.org.uk



One Water was launched back in 2005 with a simple vision: to sell bottled water in the UK to fund water projects across the world. Sales of One Water through Our Malawi Partnership will generate additional funds to be directed to programmes around our Malawian co-operative communities.

Products:

- Still 500ml
- Sparkling 500ml

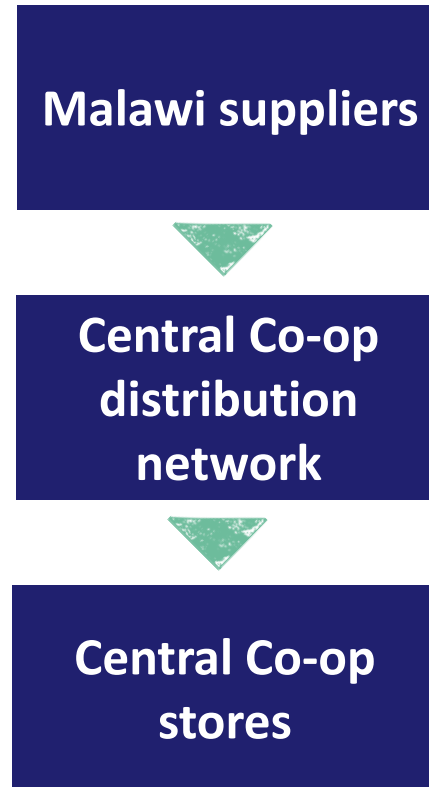


Distribution

Distribution through the LIDIA network becomes viable as more co-ops stock the ranges.

If you would like to explore distribution via one of the national news distributors, please let us know.

Currently



2024 onwards as Central Co-op transitions to the LIDIA network



Terms of reference



Making a difference



Making a difference – our five-year work plan commitments

Planting
4,000 extra
macadamia
seedlings



Training over
800 farmers
on organic
fertilizer
production



Planting
20% more
coffee trees



Training on
co-operative
governance,
finance and
leadership



Making a difference – our year one activities

Setting ourselves up for success, our first year has been focused on:

- Project management, finance and reporting
- Capacity building within MAFECO
- Strengthening Co-op Unions in each sector
- Impact, monitoring and evaluation



Coffee

Organic fertiliser training, assessment of knowledge gaps and discussion of future Fairtrade status.



Macadamia

Engaging with primary co-operatives, training in organic farming, tree census and seedling demand.



Ground nuts

Looking at new production and post harvest methods, increasing diversity of varieties and governance training for 15 co-ops.



Rice


Re-establishing co-operative models, communication and the formation of rice unions.



Tea

Co-operative member education a pre-requisite for a co-operative union. Registration process has now begun.

Year one achievements - in Malawi

- Recruitment and appointment of a dedicated project manager within MAFECO
 - Baseline survey and member journey mapping
 - Recruitment of 4 employees
 - Creation of governance and operating structures with MAFECO
 - Securing of premises and equipment for MAFECO
 - Scoping visit by The Co-operative College to meet 15 partner co-operatives
 - Workshops and needs assessment complete resulting in Year 1 workplan creation
 - Training of farmers in organic fertilizer and good agricultural practice
 - 1000 new macadamia trees planted
 - Training in governance and process as well as initiative indoctrination with all partners
 - Discussions with rice associations to begin to evolve into a co-operative structure
 - Targetted women and youth training
 - Creation of Malawi's first tea co-operative union
 - Annual review visit by The Co-operative College and the creation of Year 2 workplans
 - The creation of a 'Community of Learning' between MAFECO and The Co-operative College
 - Visit by Central Co-op President
 - First annual investment to MAFECO and The One Foundation to deliver disaster relief to tea growing co-operative communities following Cyclone Freddie
 - Identification of co operative partner to work with on a bamboo planting pilot
- 

Making a difference - case studies

Meet Boyfat Ngulube

Nkhata-Bay Highlands Coffee Growers Co-operative Society Limited

Boyfat, 28 is married and has one child, he holds Malawi Schools Certificate of Education and lives in Nkhata-Bay, about 25km from Mzuzu City. He draws his inspiration from elderly farmers like Mr Panja and others from Mulele zone which is part of Nkhata-Bay Highlands Coffee Growers Co-operative Society Limited.

He has 5 years experience in coffee farming, owns two acres of land with 1,000 coffee trees.

500 trees are bearing trees producing 1,800 kgs produce, an average of 3.6 kgs per tree and the other 500 trees were planted in 2021 and are yet to start producing. He also grows maize and beans.

Boyfat says climate change, pests and diseases are the biggest challenges he faces, made worse by increased in fertilizer and pesticide prices. Harvesting requires increased labour to assist with picking coffee and also transporting to Mulele Zone where the processing takes place. Their co-operative has a high turnover of staff so have to rely on fellow farmers. Delays in payment affect them so they now invest in beans and maize, that can be sold for cash.

He has built a three bedroomed house and has five pigs which produce manure to improve his crops. He hopes to increase his coffee tree population to two thousand to enable him to support his child's education, buy additional land and a car.



Meet Wellington Kapakasa

Chikwatula Macadamia Co-operative Society Limited

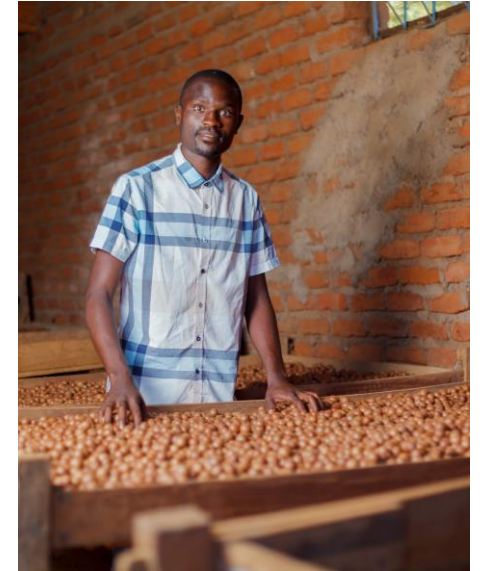
Wellington is in Ntchisi district in the central region about 110km from Lilongwe, the capital city. He is 32, a holder of a Malawi Schools Certificate of Education (MSCE), married and has three children. He draws his inspiration from his father who is also a member of the same Chikwatula Macadamia Co-operative Society.

He has 5 years experience in macadamia farming, owns six acres of land but only four acres are used. He has 840 macadamia trees, 730 trees are bearing trees and 110 trees were planted in 2022 and are yet to start producing. The 730 trees are able produce 9,500 kgs an average of 13 kgs per tree.

The production challenges that Wellington faces are, climate change resulting in unstable weather conditions and pest and diseases which in extreme cases cause complete wilting of the trees. Any replanting required is a challenge due to the high cost of macadamia seedlings and fertilizer. The high cost also means he is unable to increase the tree population to the desired number of trees.

There are also challenges post-production, labour costs are high to cope with harvesting, warehousing facilities are not always available, and lack of services mean quality standards on moisture content are not always possible to obtain. Wellington plans to construct a warehouse for proper management of his harvests.

Wellington is also the proud owner of a three-ton truck, twelve goats and three cows, all acquired from Macadamia farming.



Supporting information



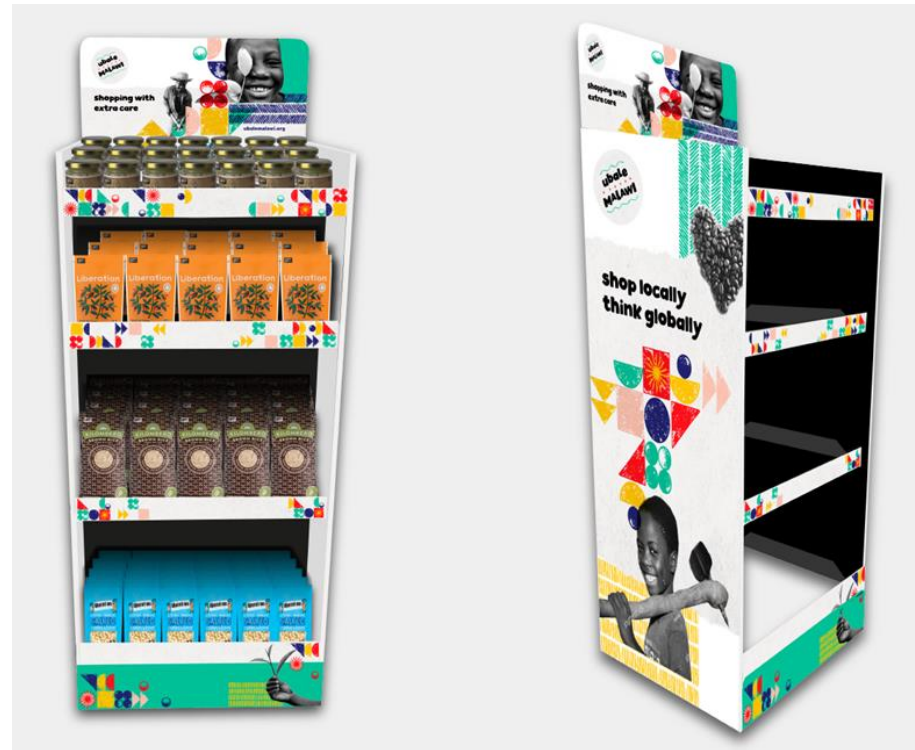
Current product details

EAN Number	L8 Name
5065001353918	One Water Still 500ml
5065001353895	One Water Sparkling 500ml
5060576750377	One Water 12x500ml
5060828470343	Nutcellars Macadamia Raw 55g
5060159410599	Liberation Chilli Lime Cashews Roasted Peanuts 90g
5060159410605	Liberation Salted Peanuts and Cashews 90g
5060159410643	Liberation Seeds and Nuts with Goji Berries 90g
5060159410650	Liberation Natural Mixed Nuts 90g
5060238590013	True Origin Kilombero Brown Rice 1kg
5060238590006	True Origin Kilombero White Rice 1kg
5060159410582	Liberation Crunchy Peanut Butter 350g
5060828470350	Nutcellars Roasted Salted Macadamia Nuts 45g
5060828470114	Nutcellars Macadamia Chocolate Butter 100g
5060828470015	Nutcellars Macadamia Crunchy Nut Butter 100g
5016681019700	Revolver Wholebean Coffee Malawi 200g
5060828470466	Nutcellars Chocolate Coated Macadamia Nuts 45g
5016681291007	Revolver Earl Grey Tea Malawi 20 Bag
5016681019809	Revolver Coffee Bags Malawi Blend 10pk
5016681290802	Revolver Morning Malawi Tea 20 Bag
5016681290901	Revolver Satemwa Peppermint Malawi 20 Bag
5016681019908	Nespresso Revolver Malawi Capsules 10pk
5060576750476	One Malawian Birds Eye Chilli Garlic Grinder 95g
5060576750452	One Malawian Birds Eye Chilli Grinder 70g
5060576750490	One Malawian Birds Eye Smokey Chilli Grinder 80g



Starter pack – products, brand guide and POS

We've got a full suite of branded materials, a brand guideline and point of sale templates we can share to help tell the story in store.



OUR MALAWI Partnership

Thank you, your shopping choices count...

800 + 400
farmers trained to produce organic fertiliser coffee trees planted ...and counting!

Please choose selected products in store to help plant macadamia trees in Malawi



Find out more visit www.centralengland.coop/malawi or scan this QR code.

OUR MALAWI Partnership

Buy me to help plant a macadamia tree in Malawi.

Find out more visit www.centralengland.coop/malawi or scan this QR code.



1 Securing livelihoods



Activities/strategies
Co-developing and implementing a continuous 5 year work plan targeting identified partner co-operatives

Interventions

- Creating a strong Principle 6 partnership between MAFECO, Central Co-operative Society, and the UK Co-operative College.
- Employing key staff at the Malawi Federation of Co-operatives (MAFECO) to deliver the OMP on the ground.
- Working with small holder farmers to form and strengthen co-operative enterprises so to create stronger and more secure livelihoods.

2 Food security



Activities/strategies
Strengthening co-ops and unions and develop markets in 4 core commodity areas

Interventions

- Creating international trading market access with rice, tea, coffee and nut producers.
- Increasing production thus creating additional domestic market access.
- Providing relevant support to increase production and yields e.g. macadamia seedlings.
- Delivering training in fertiliser use, agronomy, quality control and compliance.
- Providing seedlings on credit as required/appropriate.
- Establishing 'model gardens' to be used for demonstrations of best practice.

3 Climate change mitigation



Activities/strategies
Conducting training on the making of organic fertilizer and good agriculture practices

Partner with co-operative climate action to deliver bamboo plantings

Interventions

- Enabling production of own organic fertilizer and become more efficient in the utilisation of natural resources.
- To provide sustainable fuel and timber source (for self use or sale) as well as protecting the environment through a more sustainable and appropriate variety.

4 Women's leadership



Activities/strategies
Promoting increased engagement of women

Interventions

- Encouraging tea buyers to introduce incentives for tea grown by women.
- Providing 1000 macadamia seedlings for distribution to selected women and young people.

5 Young people engagement



Activities/strategies
Promoting increased engagement of young people

Interventions

- Encouraging tea buyers to introduce incentives for tea grown by young people.
- Providing 1000 macadamia seedlings for distribution to selected women and young people.

6 Mindset change



Activities/strategies
Increasing membership of co-ops and developing unions

Interventions

- Celebrating International Day of Co-operatives across Malawi to raise awareness of the power of co-operative enterprise in addressing the SDGs.
- Delivering training on the Global Co-operative Movement across a range of stakeholders in Malawi.
- Holding sensitisation meetings with small holder farmers on the importance of joining co-operatives.
- Developing a value proposition to attract new co-operative members.
- Providing co-operative governance training to introduce values and principles to create pride and unity.



7 Co-operation among co-operatives



Activities/strategies
Trade and membership

Interventions

- Overall the project is rooted in Principle 6. It brings together co-operatives internationally and aims to create trade and membership development opportunities in targeted producing countries.

8 Education human capital development



Activities/strategies
Delivering an ongoing education, skills and support development program into participant co-ops and prospective new members

Interventions

- Providing individual training on co-operative governance.
- Providing training on accounting and book keeping.



9 Water sanitation



Activities/strategies
Standalone investment in a united purpose/one foundation 5 year support plan

Interventions

- Year 1 to address impacts of Cyclone Freddie.
- Years 2 - 5 to build resilient WASH systems in co-op communities.
- Additional single donation to MAFECO to support hardest hit members who are victims of the cyclone.



FAQs

Suggested financial contribution?

How much investment is your decision.

How we're funding the workplans, is through a proportion of margin from the sales of all the products listed as part of the Our Malawi Partnership range, as well as a proportion from the margin of every Co-op own label Fairtrade product sold.

Over the duration of the first 5 years, we aim to invest a combined £600K from Central Co-op alone.

A contribution can be sales based or a fixed amount, we'd love to help find a model that works for your Society.

How does this sit with the wider Co-operative ambition to set up an international development fund?

Co-operatives UK are currently developing a concept around all UK societies co-operating on an international development fund.

Whilst details are to be confirmed, the idea is that each Society would contribute a sum equivalent to 0.02% of their turnover into a collective fund to invest in international co-operative development.

Any support for 'Our Malawi Partnership' would be eligible for inclusion in the wider Co-operatives UK funding and so it is recommended that contributions to 'Our Malawi Partnership' are equal to 0.02% of your Society turnover.

Where does the money go?

Central Co-op will collate funds on behalf of other co-ops and pass to [The Co-op College](#) and Malawi Federation of Co-operatives (MAFECO), who will independently administer the funds in country.



FAQs

The Scottish Government work in Malawi – how is it different?

For three years the UK's [Co-operative College](#) has been running a project called "Supporting co-operatives in Malawi" and received a grant from the Scottish government, which will enable it to continue for another three years. 6,051 members of co-operatives have received training, two thirds of them women.

How does this affect our relationship with Fairtrade?

We are very proud of our leadership in Fairtrade for over 25 years. Whilst we remain as committed as ever, we are building on our successes with new opportunities, specifically for co-op trading development in Malawi. Whilst obviously linked, our support through this partnership is different but complementary to our ongoing Fairtrade support.

How does working with Malawi align to our inclusion agendas?

We've chosen to support the people of Malawi to be our pilot project, as it's one of the world's poorest countries with some extremely challenging conditions - but has incredible co-operative and trading potential. This is separate and independent to the cultural or political backdrop in Malawi. We stand with all Malawian's.

Ubale Malawi

“Ubale means *partnership* in Chichewa!”

