

MazaoHub Featured in Nordic Impact Funds Report

Highlighting Gender Equity, Innovation, and Systemic Transformation in Agriculture

MazaoHub is proudly featured in the Nordic Impact Funds (NIF) investment report as a flagship portfolio company driving inclusive agricultural innovation. The feature focuses specifically on the impact of Her Farm Her Story, positioning it as a powerful example of how gender equity can be embedded within a scalable agritech model.

◆ Why This Feature Matters

Being highlighted in the NIF report is not just recognition — it's an affirmation that MazaoHub is delivering measurable, scalable impact in climate-smart agriculture while directly addressing structural barriers for women farmers. This reinforces investor confidence and opens doors for strategic partnerships.



MazaoHub is building Africa's leading digital farm management and crop trading platform, combining precision agronomy with inclusive market access. Their mission is to empower smallholder farmers with the tools, data, and networks they need to make agriculture more productive, sustainable, and profitable.

NIF invested in August 2024, and since then, MazaoHub has opened 254 new Farmer Excellence Centers (7 own and 247 partner centers), piloted a Crop Trading business line, and launched the gender equity initiative "Her Farm, Her Story".

Impact Highlight: Her Farm Her Story

- Unlocking Land, Income & Agency for Women Farmers in Tanzania

The problem

In Tanzania, women carry out the majority of agricultural labor—planting, harvesting, managing crops—yet are often excluded from land ownership and income control. With men typically listed as landowners, crop earnings rarely make it into the hands of the women who grew them.

This entrenched inequality not only undermines household stability and financial inclusion but also weakens agricultural productivity and resilience.

The Her Farm Her Story Initiative

Born from firsthand observations in the field, Her Farm Her Story is a systems-level initiative that empowers women to take ownership of their work, income, and futures. The initiative focuses on five key levers:

1: Building Power & Knowledge Networks'

Through Queens of Farms groups (each comprising 40-50 women) farmers build solidarity, share knowledge, and grow confidence as agricultural decision-makers.

- 5 Queens of Farms groups established with a total of 210 members.

2: Expanding Land Access

Using a lease-to-own model, MazaoHub facilitates partnerships with landowners to secure plots that women can farm and eventually own—providing a foundation for long-term investment and autonomy.

- 36 women currently enrolled in the lease-to-own program.

3: Delivering Climate-Smart Agronomy

Tailored digital farm management tools and agronomic training help women implement sustainable practices adapted to their crops and local climate.

- 57.5% of participants have adopted new practices since joining.

4: Securing Fair Market Access

By bypassing intermediaries, women farmers gain direct access to high-value buyers and markets—often with priority timing to maximize returns.

- 25% average price improvement or market access growth.

5: Enabling Financial Inclusion

Women receive support to open bank accounts, build credit histories, and access working capital—backed by MazaoHub's real-time farm data to validate creditworthiness.

- 101 new bank accounts opened; with number of loans disbursed to be tracked.



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