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SteviaLife Sweeteners UK Ltd



Business Overview

LAUNCH DATE: 2016

LOCATION: Rwanda

LISTING: n.a

TYPE OF COMPANY: For profit

NUMBER OF EMPLOYEES:

60 full time, 350 part-time

BUSINESS AREA:

Food Manufacturing and Growing;
Sustainable Farming; Low Carbon Production

COMPANY WEBSITE:

www.stevalifesweeteners.com

BUSINESS OVERVIEW

SteviaLife Sweeteners Ltd (SteviaLife) grows stevia leaf which is dried and compacted and then sold to international refiners for the creation of stevia sweetener, used in food products globally. SteviaLife currently supplies primarily to Purecircle Limited (LON: PURE) which in turn supplies to leading food and beverage manufacturers such as Coca-Cola, PepsiCo, Unilever and Danone. The company has plans to build its own sustainable, refinery in Rwanda in accordance with its growth plans.

SteviaLife operates in Rwanda with expansion plans for Tanzania and Uganda. The Rwandan Government's National Agricultural Export Development Board sees its soils as providing favourable conditions for growing stevia. The elevated lands and fertile soils offer naturally high yields for this crop. The company has identified significant potential as the climate allows for year-round harvests. Agricultural land use in Rwanda has remained constant in the last 15 years growing mostly potatoes, maize, rice, cassava, beans and tea (FAOSTAT, 2016).

Most individuals in local communities have never participated in paid employment and have been living off subsistence farming and government or NGO support programs.

SOCIAL MISSION

Sugar causes many of the most numerous avoidable deaths relating to diet in the world including diabetes and obesity (Bray and Popkin, 2014). By substituting stevia for sugar, SteviaLife Sweeteners UK Ltd. is aiding food and beverage companies adapt to this emerging science.

A growing global middle class is increasing the demand for sweet food and beverages. The link between increased sugar consumption and health risks is well understood and large food and beverage companies are aiming to meet this demand by adapting the recipes of key products using natural sugar substitutes.

SteviaLife Sweeteners Ltd aims to replace sugar with stevia, a healthy, low-calorie alternative. This is driven by mounting research into sugar and its impact on obesity and diabetes. The company points out that stevia is preferable to sugar for more than just health concerns. It has a smaller environmental impact gram per gram and it provides more jobs due to handpicked harvesting. SteviaLife aims to align local development with the UN Sustainable Development Goals and provide decent employment, living conditions as well as renewable electricity, clean water, good health and wellbeing.

WHO BENEFITS?

STEVIALIFE EMPLOYEES: Provision of benefits such as economic growth, gender equality, clean water, sanitation, clean energy, health and wellbeing. The next goal is full electrification and clean water. Increased employment opportunities and support for 410 staff and families (2050 individuals in total).

BUSINESS CUSTOMERS: Avoid new taxation on sugar.

LOCAL GOVERNMENTS: Private investment into building local infrastructure, wells and roads. Tax revenue. Improve trade imbalance via exports.

CONSUMERS: Alternative to sugar that is low calorie, zero impact on blood glucose, natural and low-carbon.

Commercial and Financial Summary

CAPITAL STRUCTURE

As the company was established in February 2016, audited financial statements are not available yet for SteviaLife. The first revenue of \$42,000 was reported in November 2016, with increasing monthly revenue projected from March 2017 onwards.

BUSINESS HIGHLIGHTS

Established free day care for all dependents of employees.

Increased management accounting roles in Rwanda.

Introduced weekly satellite overflight of plantations for foliage and moisture data.

Began weekly overflight by drone for infrared foliage detection to aid in crop management and predict yield.

Moved to larger office premises in Kigali, Rwanda.

Established HQ in London, UK.

Impact Assessment Matrix

ECONOMIC IMPACT

	MEASUREMENT	REPORTED OUTCOME
Communities	Number of dependants supported	4100 people
	Ha planted of out grower's land	40 Ha planted
	Ha planted of company land	60 Ha planted
Employees	No of workers with Maternity pay	Yet to be reported
	Number of employees with increased access to finance	410 (100%)

SOCIAL IMPACT

	MEASUREMENT	REPORTED OUTCOME
None reported	None reported	None reported

ENVIRONMENTAL IMPACT

	MEASUREMENT	REPORTED OUTCOME
Emissions	Kg of Carbon per Kg of Stevia	0.14Kg
Water	Litres of Water used per Kg of Stevia	52L

GOVERNANCE

	MEASUREMENT	REPORTED OUTCOME
Diversity	% of female management	30%
	% of female workers	86%

MUST READ

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