The aim of elimentaire sarl’s inclusive business project is to fight malnutrition in Madagascar by selling a nutrient-rich food additive made from the leaves of the moringa tree in markets at the base of the economic pyramid.

Moringa powder contains high levels of Vitamins A and C, Calcium, Potassium, and Proteins, and is particularly suited to fight malnutrition in Madagascar, where 97% of children are reported to have insufficient access to Vitamin A and other minerals and nutrients.

elimentaire is the first company in Madagascar to pilot commercial production of nutrient-rich food additives based on moringa oleofeira, which is considered an under-used species. Having sold its initial products to a local health store company selling moringa pills (see photo), elimentaire now seeks to develop partnership to access base-of-the-pyramid markets.

The 20,000€ received from IAP will be used primarily to explore different market strategies, targeting:

• Madagascan food companies that produce and distribute school meals (pain de fruits) and baby food through government or NGO-supported programmes.

• International producers of ready-to-use-therapeutic Foods (RUTFs) that are widely used in international emergency relief programmes.

• Local NGOs that work with smallholder farmers to promote local production of moringa for self-consumption in the western part of Madagascar which is regularly affected by droughts.

The project will design and build a roadmap to create a scalable and replicable model that has a positive impact on nutrition and diet in the low-income communities of Madagascar.
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