

South-South Series:

Empowering and Growing Women-led Business



BUSINESS PROFILE



BONO SALUS
ZIMBABWE
[WEBSITE](#)

ABOUT BONO SALUS

- **Company status:** Private limited enterprise.
- **Year of registration:** 2016.
- **Number of employees:** 4 employees.
- **Business sector:** Agribusiness.

Nyasha Denhere – Co-founder



Nyasha Denhere is the Co-Founder of Bono Salus Enterprises Pvt Ltd, with more than five years of hands-on experience in urban farming, particularly microgreens and smoothie production. Inspired by early exposure to farming through her parents, she later earned a Bachelor's degree in Economics and a Diploma in Transport and Logistics to strengthen her business and operational skills.

Nyasha is an advocate for sustainable agriculture and plant-based diets and is passionate about changing the African food systems through innovation. Alongside her agricultural pursuits, she is also an experienced teacher of Economics and Entrepreneurial Development, with over a decade of classroom experience, combining academic knowledge and practical business expertise to drive innovation in agribusiness.



Funded by
the European Union

CONTEXT

Background

Bono Salus was founded out of a personal journey that connected nutrition, wellness, and agriculture. Inspired by early farming exposure in childhood and driven by health-related experiences, Co-Founder Nyasha Denhere researched microgreens and urban farming through global online resources, adapting these systems to the Zimbabwean context. The business began as an urban farming initiative before expanding into a formal enterprise supplying a growing market for health-conscious foods.

Mission: to promote health and well-being through the production and distribution of nutritious, sustainably grown microgreens, herbs, and plant-based products.

Vision: to transform African food systems by integrating innovation, technology, and sustainable agricultural practices to meet evolving nutritional and environmental needs.

Position in the market

Today, Bono Salus is positioned as one of Zimbabwe's pioneers in microgreens and urban indoor farming. It supplies restaurants, supermarkets, households, and health-conscious consumers who value fresh, nutrient-dense foods.

Relations with smallholders

The company works in collaboration with multiple actors across the value chain, including chefs who use its microgreens in fine dining, distributors and supermarkets for retail access, and households seeking direct supply. Bono Salus also engages with packaging partners to ensure freshness and sustainability, while maintaining relationships with smallholders and other agribusinesses for knowledge exchange and complementary product development.

PRODUCTS AND MARKET

Main products

Bono Salus specializes in fresh and processed plant-based products. Its core product line includes a variety of microgreens and herbs grown using indoor hydroponic techniques, ensuring high quality, year-round availability, and nutritional density. These are complemented by plant-based smoothies crafted from fresh produce, designed to promote healthy living among Zimbabwean consumers.



Main markets

The company serves multiple market segments, including the local market by supplying households, supermarkets, and restaurants in Harare and other urban centers; the emerging regional and international market by exploring opportunities to expand distribution into Southern Africa, particularly targeting niche health food and tourism sectors; and the tourism and foodservice market by engaging chefs and hotels to incorporate fresh, locally sourced microgreens and herbs into their menus.

Main services

In addition to its products, Bono Salus offers services such as nutritional education, mentorship for aspiring farmers, and consulting on microgreens and hydroponic farming systems.

INNOVATIONS: MILESTONES AND EXPANSION PLANS

Since its inception, Bono Salus has achieved notable milestones by embracing technology and innovation. The enterprise has successfully integrated indoor hydroponic farming systems, allowing production in limited urban spaces with reduced water usage and consistent output. Investment in digital tools—from cloud storage for data management to artificial intelligence for content creation and marketing—has enabled efficiency, reduced labor costs, and expanded market reach.

The company has also invested in research and development (R&D) to adapt global best practices to local conditions, positioning itself as a thought leader in Zimbabwe's urban farming ecosystem. Key milestones include securing a growing client base in

supermarkets and restaurants, developing an online presence for direct consumer sales, and experimenting with digital knowledge-sharing tools such as e-books and online mentorship.

Looking ahead, Bono Salus seeks to upscale operations through greater automation of farming systems, development of a digital marketplace connecting farmers globally, and diversification into digital agricultural products. To achieve this, the company requires technical support in advanced hydroponics, financial investment to expand infrastructure, and supportive policy frameworks to foster urban farming as a sustainable solution to food security.

SUCCESS FACTORS AND LESSONS LEARNED

The success of Bono Salus has been shaped by its innovative use of technology, its adaptability to urban conditions, and its strong emphasis on health and nutrition. By leveraging digital platforms for both production and marketing, the enterprise has been able to build visibility, scale customer engagement, and maintain resilience in a challenging business environment.

A critical lesson learned has been the importance of continuous learning and adaptability—drawing from global knowledge while tailoring solutions to local realities. The enterprise has also discovered the power of collaboration with chefs, distributors, and consumers in building awareness about microgreens and health-focused diets.

Bono Salus' achievements have been recognized nationally and internationally. In 2020, the enterprise won 1st Prize for Best Agribusiness in the Green enterPRIZE Innovation and Development Programme in Zimbabwe, delivered by the International Labour Organization (ILO) in collaboration with the Government of Zimbabwe, the Employers' Confederation of Zimbabwe (EMCOZ), and the Zimbabwe Congress of Trade Unions (ZCTU), with financial support from the Government of Sweden.

Bono Salus stands as an example of how a small, women- and youth-led agribusiness can combine innovation, sustainability, and entrepreneurship to redefine food systems in Zimbabwe and beyond.



This series has been created with the support of the Fit For Market Plus programme implemented by COLEAD within the framework of Development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS), and the European Union (EU).

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