



THE FRUIT AND VEGETABLE INDUSTRY SERIES



BUSINESS PROFILE



Enimiro products Uganda Limited

Uganda

www.enimiro.com

ABOUT ENIMIRO PRODUCTS UGANDA LIMITED

- Company status : Private Limited Company
- Year of creation: 2019
- Number of employees: 78 permanent with 48% women staff and 200 casual workers

David Phillip Wright, Founder and Managing Director

David Wright is the Founder and Managing Director of Enimiro Products Uganda Ltd, a Ugandan agribusiness company developing vertically integrated supply chains in the vanilla, coffee and dried fruit sectors. With a background in finance and commodity trading, he has built extensive experience in developing transparent and sustainable agricultural sourcing systems linked directly to smallholder farmers. Before founding Enimiro in Uganda in 2019, David worked with Sahanala Madagascar S.A., one of the pioneering organisations promoting fully traceable vanilla supply chains in Madagascar. This experience strongly shaped Enimiro's

“Farmer First” approach and its focus on direct trade, digital traceability, financial inclusion and long-term service delivery models for rural producers. Under his leadership, Enimiro has rapidly expanded its operations across several districts in Uganda, combining agronomic support, traceability systems and market access solutions to help farmers improve productivity, resilience and livelihoods. David is particularly passionate about building agricultural systems that go beyond compliance-driven traceability to create real value for farmers through better access to training, financial services, transparent pricing and sustainable commercial relationships.

BUSINESS MODEL

Enimiro Products Uganda Ltd is a high-growth company first established and incorporated in Uganda in 2019. Based in Namakandwa Village, Kangulumira Sub-county, Kayunga District, Enimiro works closely with local farmers to build vertically integrated supply chains and deliver high-quality products to its customers.

The company focuses mainly on three core product categories: vanilla, coffee, and dried fruits, including pineapple and jackfruit, with vanilla serving as its anchor product. Enimiro has adopted a proactive and sustainable approach to building a digital traceability system for smallholder farmers through its SurveyCTO database, while supplying products to a growing international customer base. The company draws on the strong experience and track record of its promoter and Managing Director, who previously helped establish a similar and successful system in the Madagascar vanilla sector before launching operations in Uganda in 2019. Since then, Enimiro has secured export contracts for vanilla with multinational buyers, leading to rapid growth in export volumes.

Farmer retention is central to the success of Enimiro's smallholder farmer network and sustainability model. The company works continuously in the field through its own extension workers and agronomy teams, while also developing partnerships with microfinance institutions and other financial inclusion actors.

Over the years, Enimiro has built long-standing and trusted relationships with smallholder farmers, helping to improve their incomes and livelihoods. Its social impact model is centred on the development and retention of a broad, multi-regional farmer network, supported by inclusion services and strong Environmental, Social and Governance (ESG) practices.

These include intercropping, agroforestry and microfinance initiatives.

Our values

- **Farmers:** Enimiro purchases products directly from farmers across the districts of Kayunga, Bundibugyo, Kasese, Rubirizi, Ibanda, Kagadi, Mbale, Sironko, Kapchorwa, Mukono, Buikwe, Kyotera and Masaka. Through direct engagement, the company gains a deeper understanding of farmers' needs and works with them to grow their farming activities and improve their livelihoods.
- **Quality:** Enimiro is committed to providing high-quality, fully traceable products to its customers. The company brings a new level of transparency to the supply chain for businesses and consumers who value equitable and sustainably sourced products.
- **Customers:** through its unique vertically integrated supply chain model, Enimiro enables customers to clearly understand where their products come from, as well as the social and environmental conditions of the farmers who produce them.

Mission

- **Farmers:** establish direct farmer engagement, enhance farmer livelihoods, improve supply chain quality, promote sustainable agriculture and empower farmers
- **Quality:** deliver high-quality products, ensure traceability & sustainability
- **Customer:** promote end-to-end transparency

STRONG RELATIONSHIPS WITH SMALLHOLDERS, COOPERATIVES...

Enimiro works directly with a strong and growing network of smallholder farmers across several districts in Uganda, mainly through organized and Fairtrade-certified cooperatives. Its farmer network includes **4,647 vanilla and jackfruit farmers, 125 pineapple farmers, and 715 coffee farmers.**

The company's relationship with farmers goes beyond sourcing. Through its extension workers and agronomy teams, Enimiro provides regular field support on good

agricultural practices, quality improvement, sustainable production and productivity. Its digital traceability system, managed through SurveyCTO, also helps strengthen transparency and connect farmers more effectively to international markets. By combining direct farmer engagement, cooperative structures, traceability and financial inclusion partnerships, Enimiro supports farmer livelihoods while building a reliable and sustainable supply chain for customers.



PRODUCTS AND MARKETS

Enimiro's product portfolio is centred around three key value chains: vanilla, coffee and dried fruits, with vanilla serving as the company's flagship product and primary export commodity. Through its vertically integrated supply chain model, Enimiro works directly with smallholder farmers to deliver high-quality, traceable and sustainably produced agricultural products to international markets.

▪ Vanilla

Vanilla is Enimiro's anchor product and the foundation of its export business. The company works closely with smallholder farmers across 21 districts in Uganda to source high-quality vanilla that meets international market requirements. Through farmer engagement, extension services and digital traceability systems, Enimiro supports sustainable vanilla production while ensuring transparency throughout the supply chain.

▪ Coffee

Coffee is another strategic product within Enimiro's growing portfolio. The company collaborates directly with 715 coffee farmers in Kapchorwa, supporting improvements in quality, productivity and sustainability. Coffee production is strengthened through extension services, agroforestry initiatives, traceability systems and the promotion of sustainable agricultural practices. Through this approach, Enimiro aims to deliver high-quality and traceable coffee while enhancing farmer livelihoods.

▪ Dried Fruits

Enimiro also produces and markets dried fruits, particularly pineapple and jackfruit. This activity contributes to value addition, diversifies the company's product offering and provides farmers with additional income opportunities beyond traditional commodity markets.

Value addition and supply chain services

Beyond product sourcing and marketing, Enimiro has invested in systems and services that strengthen the entire value chain. The company operates a digital traceability platform using SurveyCTO to monitor its farmer network and product supply chains, providing greater transparency for customers and market partners.

Through its extension workers and agronomy teams, Enimiro supports farmers with sustainable farming practices, productivity improvement and quality enhancement. The company also integrates Environmental, Social and Governance (ESG) principles into its operations through agroforestry, intercropping, farmer inclusion programmes and partnerships that promote financial inclusion.

This integrated approach enables direct sourcing from farmers, strengthens quality control and builds customer confidence in traceable and sustainably sourced products.



INNOVATIONS: MILESTONES AND EXPANSION PLANS

Enimiro's innovation approach focuses on strengthening traceability, farmer engagement, sustainability, and market access across its supply chains.

Key milestones achieved

Since its establishment, Enimiro has expanded its operations across multiple districts in Uganda and developed structured digital traceability and farmer data systems. The company has also established traceable and transparent supply chains and strengthened partnerships with sustainability-focused international organisations and buyers.

Enimiro has developed the concepts of Agro-Hubs and contract farming, while integrating sustainability and certification-focused approaches into its farmer support systems.

Current Initiatives

Enimiro is currently piloting living income and diversification programmes. The company is also developing stronger farmer verification and monitoring frameworks, improving real-time data visualisation and reporting systems, and expanding farmer engagement through targeted extension activities.

Expansion Plans

Looking ahead, Enimiro plans to fully implement Agro-Hubs across its operational regions and scale contract farming programmes to reach more farmers. The company also aims to expand sustainable sourcing and traceability systems, increase farmer access to financing, inputs and market information, and strengthen export readiness and international market access.

Through these efforts, Enimiro also seeks to enhance farmer productivity and income stability through diversification and targeted support programmes.

SUCCESS FACTORS AND LESSONS LEARNED

Success Factors

- **Strong farmer relationships:** One of Enimiro's biggest strengths has been its ability to build trust and long-term relationships with smallholder farmers. This has been achieved through continuous engagement, regular field support and transparent operations.
- **Data-driven operations:** the use of digital tools for traceability, monitoring and reporting has improved decision-making, farmer tracking, operational planning and sustainability reporting.
- **Dedicated extension support:** consistent field presence through extension teams has helped improve farmer practices, product quality and the adoption of sustainable farming methods.
- **Sustainability-focused approach:** the company's emphasis on sustainability, traceability, living income and climate-smart agriculture, has strengthened partnerships with international buyers and sustainability organisations.
- **Diversification and partnerships:** by supporting farmers beyond a single crop, Enimiro helps improve resilience and reduce income risks linked to price fluctuations and climate challenges. Collaborative partnerships with development partners, buyers, sustainability initiatives and local communities

have also strengthened technical capacity, farmer outreach and innovation development.

Lessons Learned

- **Farmer adoption takes time:** introducing new systems such as agroforestry, traceability and contract farming requires continuous sensitisation, follow-up and gradual implementation to support successful adoption.
- **Continuous training is essential:** farmer productivity and compliance improve when extension support and refresher trainings are provided consistently, rather than through one-off activities.
- **Technology improves efficiency:** digital systems can greatly improve transparency, traceability, reporting accuracy and operational monitoring. However, they also require continuous capacity building for field teams.
- **Sustainability must align with farmer income:** farmers are more willing to adopt sustainable practices when they see clear economic benefits, such as improved yields, better pricing, diversified income or reduced production costs.
- **Localised and gradual approaches work best:** different regions and farmer groups face

different challenges, so interventions need to be adapted to local conditions, crop systems and farmer capacities. Strong monitoring systems and phased implementation are also

essential to measure impact, guide decision-making, support certification processes and allow the company to test, learn, improve and scale responsibly.



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