Agri Sankofa
OUR ROOTS. OUR FREEDOM.

A climate-resilient agri-enterprise that turns smallholder-grown cassava and indigenous crops from Western Kenya into certified, traceable flours and starches — for retail, institutional and export buyers.

600+
Smallholder farmers, 4 counties

KEBS
Certified flour, starch, composites

2 + 1
Solar driers & a pyrolysis kiln

Contract
Guaranteed cassava offtake

WHY "SANKOFA"

Sankofa is an Akan Adinkra symbol — a bird reaching back for an egg on its own back — meaning "go back and get it." It carries the idea that moving forward wisely means reclaiming what's valuable from where you came from: indigenous climate-resilient crops sidelined for decades by maize monoculture, fair value returned to the farmers who grow them, and processing waste closing the loop back to the same soil as biochar.

- **Reclaiming crops** — cassava, sorghum, millet and arrowroot, sidelined by decades of maize monoculture.
- **Returning value** — fair pricing and input credit instead of the extraction farmers usually face.
- **Closing the loop** — processing waste becomes biochar becomes soil fertility becomes the next harvest.

CORE VALUES

Farmer-First Equity
Fair pricing, contract security and shared upside for 600+ smallholders.

Traceability & Integrity
Every batch tracked from plot to product, nothing hidden.

Climate Stewardship
Biochar and resilience advisory embedded in daily operations.

Nutrition For All
Health claims substantiated before they're made — real crop science.

Circularity
Processing waste returns to the same farms as biochar.

Verified Accountability
Building the operating track record for future B Corp certification.

MISSION

To equip smallholder farmers across Busia, Kakamega, Bungoma and Siaya with the inputs, knowledge and technology to grow climate-resilient crops — and transform their harvest into certified, nutritious food and soil products.

VISION

To become East Africa's leading climate-smart agri-processing enterprise — proving indigenous crops, circular production, and farmer-first technology can rebuild rural economies while restoring the land.

PRODUCT PORTFOLIO

Cassava Flour & Composites · Cassava Starch (native & modified) · Sorghum & Millet Flours · OFSP Flour & Blends · Arrowroot / Nduma · Groundnut Products · Crisps · Biochar & Soil Enhancers

COLOR

Forest Green	Sage Leaf	Bone Cream	Sankofa Gold	Charcoal Ink	Clay Rust
#1F3D2B	#7C9A52	#F6EFE0	#D9A441	#221E1A	#A85C32
Primary logo background, the land	The icon's leaf pair	Wordmark on green, paper, air	Harvest, secondary accent	Wordmark on light, credibility	Soil, biochar, accents

TYPOGRAPHY

Aa Bb Cc

Domine Bold · wordmark, headlines, pull quotes

Aa Bb Cc — 0123

Figtree Regular / Medium / SemiBold · body copy, labels, data

LOGO USAGE

Clear space: keep whitespace around the mark at least equal to the leaf pair's height on every side.

Minimum size: never render the full lockup narrower than 120px / 1in.

Never: recolor the mark off-palette, stretch it, or drop it onto busy photography.

Icon mark

Light lockup

Dark lockup