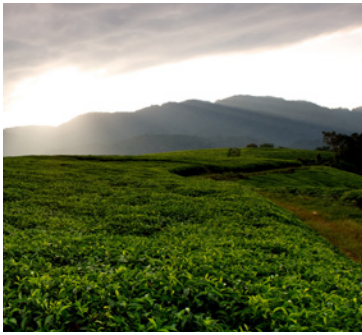




ASILI
NATURAL OILS



A SOCIAL IMPACT COMPANY



ASILI NATURAL OILS

Asili Natural Oils is a supplier of natural ingredients to customers in the personal care and specialty oil industries around the world. Asili, a Swahili word meaning “from the source”, conveys our commitment to quality natural products from the ground up.

Located in the country of Rwanda, Asili Natural Oils is a social impact company occupying a critical link in the supply chain – connecting hundreds of small-holder farmers to higher value international markets. We are committed to serving our customers with professionalism and integrity, thereby ensuring benefit for farmer and customer.

RWANDA: RISING FROM THE ASHES

Rwanda, the “land of a thousand hills” is a small, landlocked country nestled in the heart of the African continent. It is most well known for a period of ethnic violence in 1994 – the Rwandan Genocide – that decimated its society, economy and infrastructure, and brought the struggling country to its knees.

Since 1994, Rwanda has made incredible progress rebuilding. While still one of the poorest countries in Africa, GDP has grown at a sustained 7-8% for nearly ten years. And the optimism and determination fueling this comeback can be seen and felt in the Rwandan people.

RWANDA AT A GLANCE:

- Over 90% of Rwandans engaged in subsistence agriculture
- 2011 GDP of just \$6.2 billion (0.04% of USA GDP)
- Top 10% of the population consumes over 40% of income
- Average day wage less than \$1.50
- Most densely populated African country

“MORINGA HAD BEEN A BURDEN TO US. AFTER YEARS OF DISAPPOINTMENT WE BEGAN TO JUST THROW THE SEED AWAY.”

~ Rwandan Moringa Farmer

“WITH MORINGA I’LL HAVE ENOUGH MONEY TO BUY FOOD CROPS INSTEAD OF TRYING TO GROW THEM IN THIS DRY AREA.”

~ Rwandan Moringa Farmer



Asili Natural Oils suppliers are mainly located in the country’s Eastern Province. This more arid, less productive region is unfit for coffee and tea – Rwanda’s main cash crops – and without the ability to earn hard currency families in this region have struggled to pay for things like soap, clothing and school fees.

MORINGA: “GUTENGUHA”

Moringa Oleifera, also known as the ‘**miracle tree**’ and the ‘**tree that never dies**’ is known for its incredible nutritive properties and ability to thrive even in harsh agricultural climates. However in Rwanda, moringa was until recently known for something else, “**gutenguha**”, disappointment.

Well-intentioned organizations encouraged Rwandan small-holder farmers to plant the tree. Local profiteers saw this as an opportunity to make quick money by spreading wild claims about the fortunes that could be made selling the leaves and seed. A national fervor developed, and soon many poor farmers were investing their small amounts of land and capital into growing moringa.

Three years later when the trees produced their first crop, farmers were distressed to realize that **there was no one to buy**. With the absence of a professional oilseed processor in the country, these farmers were separated from the international cosmetic and specialty oil markets that would value their product.

ASILI NATURAL OILS: BRIDGING THE GAP

Asili Natural Oils was created to **bridge the gap**. Through a commitment to professionalism and integrity, Asili connects the hundreds of small-holder farmers who serve us to markets around the world.

Farmers who for years had not earned a single dollar from moringa are now **able to pay for soap and clothing**, and are **sending their children to school**. They’re also planting more trees!





“AS LONG
AS ASILI
CONTINUES
TO KEEP ITS
PROMISES,
MORINGA IS
GOING TO
CHANGE
OUR LIVES.”

~ Rwandan Moringa
Farmer

PROCESSING STANDARDS

Asili Natural Oils directly cold-processes **Moringa Oleifera** seed at our modern processing facility. Our commitment to quality begins at the farm and extends through high standards of processing, storage and customer service.

PARTNERING TOGETHER

You can become part of the Asili story by working with us and developing products around this fast-growing cosmetic emollient. See our Moringa Oil Product Info Sheet for more product details.

TRACEABILITY

Want to link our farmers to your customers? Ask about how we can trace your order back to the families that farmed it and provide personalized stories of the impact being made in those specific lives.

CONTACT

For more information visit our website at www.asilioils.com.

To order or request a quotation email sales@asilioils.com.

