

2023 Fellowship Opportunity

Social Enterprise: Good Nature Agro

About: Good Nature Agro is a for-profit social enterprise that believes in farmer-centric impact. The company works with Africa's most rural small-scale farmers to help them reach the middle class by growing high-value legumes for premium markets. Through training, access to inputs on loan, and an available market for all the crops they produce, farmers earn three times their income compared to the mono-crop of maize that they traditionally grow.

Website: goodnatureagro.com

Location of Research: Zambia

Action Research Project:

Bring Good Nature's product portfolio of seed, commodity, and irrigation to life for partners and customers through a combination of product and growth marketing strategy with content creation across a diverse product portfolio and customer segments.

- Create general and targeted marketing asset packages for domestic and export sales teams, key major customers, and smallholder farmers.
- Interview customers and internal product experts to build marketing messaging and create recommended campaigns.
- Produce creative digital and hard-copy content — images, video, and advertising templates.

Student Skills: Marketing, graphic design, videography, critical thinking, impact research, and analysis skills. Excel. Social science research methodology experience is preferred.