

Nairobi-based Migo Ranch & Farms Launches Unique Crowdfunding Campaign

Demand for quality vegetables produced organically and in safe environment is increasing across the world. This stems from the fact that many consumers are becoming conscious of their health. The rising demand is what has motivated two Kenyan organic farmers to start a commercial organic farming business registered as Migo Ranch & Farms.

Migo Ranch & Farms, a start-up organic agribusiness is running a unique crowd-funding campaign dubbed Healthy Choices on the gofundme crowdfunding platform (<https://www.gofundme.com/migoranches>).

The start-up is planned to be an organic farming business that sets out to produce different types of vegetables on a commercial basis to satisfy a high demand for quality vegetables in the Kenyan and regional markets. This is after realizing that almost all vegetables locally available are laced with high levels of chemicals as the result of continued use of artificial fertilizers and pesticides by farmers.

Migo Ranch & Farms is one of the Eleven (11) start-up eco-friendly businesses selected by SEED (<https://www.seed.uno>) through its newly introduced SAG-SEED Starter program, a program that targets eco-friendly start-up business in Six (6) African countries for incubation. The team spearheading the campaign are not only trained in organic farming but have also received entrepreneurship training provided by SEED. The start-up is now crowdfunding to raise \$10,000.

In preparation for its organic farming activities, the partners involved in the business have had their business registered and have acquired a 3-acre prime land near the capital so as to be near their main target market. The amount raised through gofundme will go toward the purchase of the necessary farming equipment and the necessary light machinery.

The uniqueness of the start-up's crowdfunding campaign is its model. Unlike other crowd-funding campaigns that involve giveaways, owners of the start-up plan to transform all donations received to shares, as Tom Gard, the founder explains.

"Ours is a crowd-funding with a difference. We want to maintain a long business relationship with our donors and the best way to do that is to pay out dividends on a quarterly basis instead of the common giveaways associated with traditional crowd-funding", adding that he and his team are also preparing to attend the 10th SEED Africa Symposium scheduled to take place between 28th - 29th September 2016 in Nairobi, with the aim of meeting and interacting with possible investors.

According to Mr. Gard, their model of crowd-funding is already attracting some interest, which makes him believe that his team will secure the necessary start-up funding.

The start-up's crowd-funding model provides donors and in particular, small donors who do not consider themselves as investors a good opportunity to not only help the start-up start its operations but to also promote eco-friendly businesses while sure to receive dividends instead of the usual

giveaways associated with traditional crowd-funding. Donors are able to obtain more information about the start-up by visiting: <https://www.gofundme.com/migoranches>.

Contact Information

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