



EFFECTIVE M&N

Rwanda's Leading Fresh Fruit & Vegetable Exporter
Connecting Rwandan Farmers to Global Markets





WHO WE ARE

EFFECTIVE M&N Ltd transforms Rwandan agriculture by connecting local farmers directly to international buyers.

We are Rwanda's trusted fresh produce exporter, working with over 375 farmers to deliver top-quality fruits and vegetables to premium markets worldwide. Since 2016, we've built a reputation for reliability, quality, and excellence.

Our Mission: Making Rwandan farmers successful by giving them access to the best international markets.

OUR PREMIUM PRODUCTS

We specialize in four high-demand, export-quality products:

AVOCADO HASS&FUERTE

(Persea Americana)

- ✓ Creamy, nutritious, and perfectly ripe
- ✓ High oil content preferred by international buyers

FRENCH BEANS

(Phaseolus vulgaris)

- ❑ Fresh, crisp, and consistently sized
- ❑ Grown to strict European standards



PASSION FRUITS *(Passiflora edulis)*

- Naturally sweet with intense flavor
- Perfect for juice and premium food products

CHILIES-BIRDEYE&HABANERO

(Capsicum annuum)

- ❖ Bold flavor with consistent heat levels
- ❖ Ideal for international food manufacturers



Why Choose Our Products?

- A. Organically grown by trained farmers
- B. Harvested at perfect ripeness
- C. Packed with international quality standards
- D. Delivered fresh and on time, every time

WHERE WE SELL

Our Global Reach:

-  United Kingdom - French Beans & Chilies
-  Dubai/UAE - Avocados & Passion Fruits
-  Kenya - Premium Avocados
-  Netherlands - Specialty Chilies
-  Germany - Avocados & Passion Fruits

Our Customers Love Us Because:

- We never miss delivery deadlines
- Our quality is consistently excellent
- We understand international market needs
- We provide competitive pricing with premium quality

WHY THE WORLD NEEDS OUR PRODUCTS

Huge Global Demand: The international market for fresh fruits and vegetables is growing rapidly. Health-conscious consumers worldwide want:

- Organic, naturally grown produce
- Reliable, year-round supply
- Traceable, ethically sourced products
- Competitive pricing without sacrificing quality

Perfect Timing: Rwanda's ideal climate allows us to supply fresh produce when other regions can't, giving our customers consistent access to premium products all year round.



HOW WE WORK

Our Winning Formula:

- ✓ **Smart Sourcing** - We work directly with 375+ trained farmers using contract farming
- ✓ **Quality Control** - Every product is carefully sorted and packed to international standards
- ✓ **Fast Delivery** - We get your products from farm to your market quickly and safely
- ✓ **Reliable Partnership** - You can count on us for consistent quality and on-time delivery

What Makes Us Different:

- Direct farmer relationships mean better quality control
- HACCP-certified facilities ensure food safety
- GLOBALG.A.P. certified partner for French beans
- Located near Rwanda's main airport for fast shipping



OUR IMPACT STORY

We're Changing Lives:

- ❑ **375+ farmers** now earn steady income from export sales
- ❑ **Regular training programs** help farmers grow better crops
- ❑ **Technical support** increases farmer productivity by 40%
- ❑ **Advocacy work** with government helps the entire sector grow

Community Benefits:

- ✓ Farmers' children can afford better education
- ✓ Rural communities have new economic opportunities
- ✓ Women farmers gain financial independence
- ✓ Environmental benefits from organic farming practices



OUR COMPETITIVE ADVANTAGES

Why Smart Buyers Choose EFFECTIVE M&N

Perfect Location

- Based in Kigali City - close to airport, suppliers, and processing facilities
- Easy access to NAEB, RAB, and MINAGRI for smooth operations

100% Organic Focus

- ❖ All our products are organically grown
- ❖ No harmful chemicals or pesticides
- ❖ Perfect for health-conscious international markets

Certified Quality

- HACCP certified facilities
- GLOBALG.A.P. certified farming partners
- Meets all international food safety standards

Proven Track Record

- ✓ 8+ years of successful international exports
- ✓ Established relationships with premium buyers
- ✓ Zero major quality complaints from international customers

OUR MARKETING POWER

How We Reach the Best Buyers:

Digital Presence:

Professional website: effectivemn.com

Active social media marketing

Direct B2B customer communication

International Presence:

Fruit Logistica (Berlin) - Europe's largest trade fair

Fruit Attraction (Madrid) - Key European market access

Macfrut (Italy) - Premium buyer connections

IFE London - UK's premier food and drink event

WOP Dubai - Middle East's leading fresh produce exhibition

SIA Paris - France's major agricultural trade show

Multiple trade shows annually

Direct Sales Success:

Personal relationships with key buyers

Reputation for reliability and quality

Word-of-mouth recommendations from satisfied customers

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MEET OUR LEADER

Daniel Muzungu - Founder & CEO

Why Daniel is the Right Leader:

- **17+ years** of agricultural and export experience
- **Master's Degree** in Development Studies (Germany, 2014)
- **Proven success** connecting farmers to international markets
- **Strong relationships** with buyers, farmers, and government partners

Vision for growth - transforming Rwandan agriculture

Daniel's Achievements:

- Built EFFECTIVE M&N from startup to successful exporter
- Trained hundreds of farmers in export-quality production
- Established reliable supply chains to 5 international markets
- Recognized leader in Rwanda's agricultural transformation

OUR EXCITING FUTURE

Big Plans Ahead:

Becoming Africa's #1 Organic Exporter We're transforming into Rwanda's largest vertically integrated organic produce exporter, focusing on:

- Expanded organic avocado production
- Increased French bean capacity
- Premium chili varieties
- Year-round passion fruit supply

Growth Opportunities:

- ✓ New market entry in Africa, Europe and Middle East
- ✓ Expanded product range based on customer demand
- ✓ Larger farmer network for increased supply
- ✓ Value-added processing capabilities

PARTNER WITH US TODAY



Why EFFECTIVE M&N is Your Best Choice:

- ✓ **Proven Quality** - 8+ years of international export success
- ✓ **Reliable Supply** - 375+ trained farmers ensure consistent availability
- ✓ **Premium Standards** - HACCP certified with organic focus
- ✓ **Competitive Pricing** - Direct farmer relationships keep costs low
- ✓ **Personal Service** - You work directly with our leadership team
- ✓ **Growth Partnership** - We grow as your business grows

Ready to Start? Let's discuss how EFFECTIVE M&N can become your trusted supplier of premium Rwandan produce.

ABOUT THE FOUNDER



Daniel Muzungu, Founder & CEO of EFFECTIVE M&N Ltd, has over 17 years of experience in agricultural production with a strong focus on horticulture exports. He holds a Master's Degree in Development Studies from Germany (2014) and has built a proven track record in linking smallholder farmers to international markets, scaling agricultural value chains, and driving compliance with global standards. As CEO, he provides strategic leadership in business development, investment mobilization, and partnerships, positioning EFFECTIVE M&N Ltd as a trusted agribusiness and exporter from Rwanda.

GET IN TOUCH



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Thank You