

AGRA *impact series*

Promise Sabau: From sales manager to successful Hub Agro dealer

Promise Sabau is a 42-year old successful entrepreneur in the agriculture inputs business in Nampula.

He started his career in 2010 as a sales manager in one of the seed companies supported by AGRA, Morais Comercial. The seed production company was supported by AGRA from 2012 to 2015.

When Klein Karoo (K2) opened a seed shop in Nampula selling different seeds (maize, beans and horticulture), it contracted Promise Sabau to manage their business in the Northern region as its Principal Agronomist.

Klein Karoo was the largest seed company with a major storage facility and cooling system serving farmers in Nampula, Zambezia, Cabo Delgado and Niassa provinces.

Engagement with AGRA

Promise opened his own shop in Nampula with support from the AGRA Otumiha consortium by tapping into the agro dealer network from which K2 products were disseminated. K2 varieties such as PRIS and ZM were widely spread in the Nacala corridor through agro dealer shops, local trade fairs and field days.

Promise and agro dealers

To reach smallholder farmers in rural areas, Promise was linked to agro dealers in Ribáuè and Malema: Agro Lancheque, Helder Comercial, Agro Coutinho, Agro Dalton and Alegria Francisco supplying them with K2 seeds and he also signed an agreement with them to establish commercial demos promoting K2 variety PRIS601 (hybrid) and ZM523 (OPV).



Agro dealer and K2 Commercial demo in Ribauè (Lancheque)

Business growth

Promise Sabau's input shop in Nampula city - PROMA COMERCIAL - is now representing Seed Co, one of the recognized seed companies in Mozambique as well as in the Southern African region promoting different maize hybrid and soya beans.



Inside PROMA shop

Guarantee facility beneficiary

PROMA applied to Otumiha consortium and obtained a guarantee facility to increase its sales volume and mitigate a risk of losing money in the post-paid relationship with nine (9) agro dealers in his network.

Apart from agro dealers' network, PROMA sells seeds and other agriculture inputs to government projects such as SUSTENTA and CDN in its social program.

PROMA is now getting ready to implement the FAO/ Government subsidized input purchase voucher program through Otumiha agro dealer network in Ribáuè and Malema.

Seed Sales

In the last Quarter of 2019, PROMA sold 250 tons of seeds (120 of maize, 70 of soya and 60 peanut) and 80 tons of different types of fertilizers.

Currently PROMA is also selling crop protection products especially for maize and horticulture.

According to Promise Sabau, the business has been affected by COVID-19 but the company is still exploring new markets in Cabo Delgado and Cuamba where Otumiha project linked him to Hub Agrodealers Samuel & Filho. It also plans to grow its sales in Nampula by linking with more retail agro-dealers.