



**Mercy
Chatyoka**

Name of business: Armlead Enterprise Private Limited t/a Pik It Fresh Farms

Position in the Company: Cofounder & Technical Director

Country: Zimbabwe

About the business: Pik It Fresh Farms is a conventional and organic farming operation specialising in horticulture and livestock rearing targeting wholesale and retail fresh produce markets and hotel chains by offering premium quality at affordable prices, which also runs smallholder development work to improve food security and livelihoods through selective hybrid breeding and food waste reduction technologies.

Mercy is a seasoned agripreneur and food technologist experienced in food production, quality assurance, food safety management, food innovation and food fortification. She promotes sustainable food systems by improving food security through embracing innovative climate resilient agricultural practices and runs development work which helps youths and women farmers to improve household food security and livelihoods.

Find out more:

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