



SAT HOLISTIC GROUP LTD

TRANSFORMING AGRICULTURE, MARKETS AND COMMUNITIES

PRODUCT PORTFOLIO



CONTACT US:
FOR MORE INFORMATION.

Phone: **+255 655 219 060**

Email: sales@holisticfood.bio

www.holisticfood.bio



About us.



1. Overview

SAT Holistic Group Ltd is a business, co-owned by small-scale farmers in Tanzania, and affiliated with the NGO "Sustainable Agriculture Tanzania (SAT)". Our business directly connects over 3,500 farmers to lucrative local and international organic markets, promoting sustainable farming practices and reducing poverty. Together, we're taking the organic agriculture movement in Tanzania to a new level.

2. Vision

A Fair Food System where farmers have strong incentives to practice organic agriculture, which directly benefits their livelihoods, protects the environment, and guarantees customers enjoy healthy food.

3. Mission

1. Promote organic spice production by Tanzanian small-scale farmers as a reputable trader and processor that values quality, ethical business practices, and environmental responsibility
2. Knowing our value chain from farm to fork, by using state-of-the-art technology to monitor and overview our production
3. A strong, long-term partnership with farming communities, as shareholders in our company, who care about our products, providing the best for our customers and the environment while benefiting from the rewards

Our Products

We export our processed and raw organic spices in large quantities to the whole world. All our products are organic certified and fully traceable from farm to fork. Our spice products are organic certified under the EU and NOP Standards.



Spices & Herbs

We sell the finest spices and herbs sourced directly from our small-scale farmers along the slopes of the Uluguru Mountains in Morogoro. Currently, we have 22 organic certified spice and herbs in whole and powdered form.

**Enjoy the Natural
Taste of excitement**

Holistically Organic

**Premium Quality
Products**



Our Spices

SPICES

TURMERIC

Our Turmeric is mechanically dried, sliced into flakes with an approximate thickness of 1-3mm. This spice is known for its bright golden-yellow color, is mildly aromatic, has scents of orange and ginger, and comes with a pungent, bitter flavor.



CINNAMON

These peeled, hand-sorted, and sun-dried unscraped chips with a medium shade of brown / red-brownish color have a delicate, mildly sweet, and woody flavor.

SPICES

GINGER

Here is our second mechanically dried spice, sliced into a thickness of 1-3mm in irregular-shaped flakes. This ginger is white/yellow to brown in color. It has an aromatic, strong, spicy-sweet, and fresh aroma and a flavor that is pungent, peppery, warm, and slightly fiery.



CARDAMOM

Our hand-sorted and sun-dried Malabar Cardamon is yellow to greenish in color and has an approximate diameter of 4-5 mm. It has an enticing, strongly camphoric aroma, and a pungent, sweet, licorice-like flavor.

SPICES

CLOVES

Another wonderful spice, hand-sorted and sundried. Reddish-brown, in color, with a length of 13 -25 mm. Spicy and highly aromatic with a hot pungent flavor



BLACK PEPPER

Hand-sorted and sun-dried! Brownish to dark brownish, almost black in color, whole with a globular shape and wrinkled pericarp, with an approximate diameter of 2.5 - 4.25 mm. This spice has a sensory property; penetrating odor and hot, biting pungent taste.



SPICES & HERBS

VANILLA

Here comes our sun dried slender black or dark brown with an oily outside surface. With perfume like aroma when cured.



HIBISCUS

Here comes our hand-sorted and sun-dried tea with vivid purple-red color, a rich, cranberry-like taste, and intense flavor.

Who are we?

We are a business which directly connects over 3,500 farmers to lucrative local and international organic markets, promoting sustainable farming practices and reducing poverty. Together, we're taking the organic agriculture movement in Tanzania to a new level.

Founders & Shareholders



**Janet Maro &
Alexander Wostry**

Co-Founders of SAT and are One
World Award winners 2021



Spice Cooperatives

CHAUWAVIMU the first spice
cooperative in the Uluguru
Mountains.



Milk Cooperatives

ERATO and NAMAYANA Maasai dairy
cooperatives in Morogoro



Alexander Ertler

Social business expert, assures our
social impact first policy



Bernward Geier

Journalist and former IFOAM Director, 40
years experience in OA



Barbara Scheitz

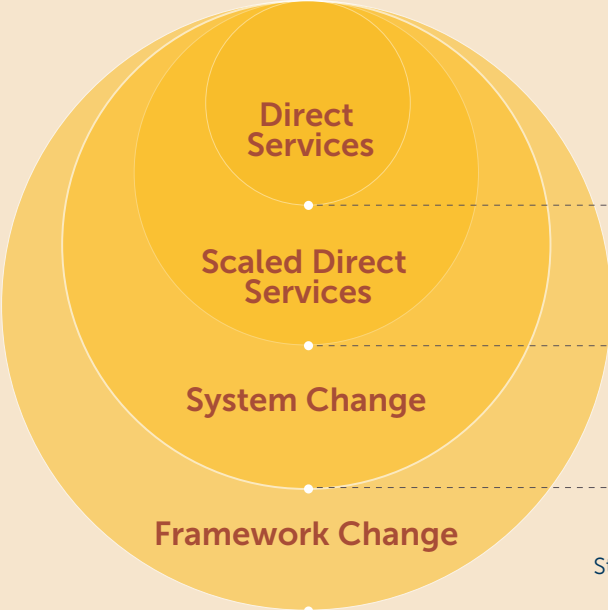
Innovative entrepreneur who runs
the biggest organic dairy in Europe.

We are organic certified!



Thanks to the highest standards applied, traceability in place and communities empowered, we are a reliable supplier of certified organic goods directly from Tanzania. We invest in local processing and quality assurance. Your order directly benefits farmers and their community without intermediate losses.

SAT HOLISTIC GROUP LTD IN COLLABORATION WITH NGO SUSTAINABLE AGRICULTURE TANZANIA (SAT) FROM DIRECT SERVICES TO FRAMEWORK CHANGE



DESCRIPTION

Applied Innovation

SAT NGO Trains Farmers in Organic Farming

Increasing efficiency

Farmers Organised in Coops, shareholder of a company, are empowered, increase their production and share their knowledge with others

Empowering others

Empower others to understand & apply, convince with data, enable stakeholders to scale via SAT Innovation Accelerator

Get customers to love & demand

Strong engagement in the domestic market is increasing customers awareness about organic agriculture, resulting into a demand for organic products



A smiling woman with a black headwrap and a purple t-shirt with a white and green graphic design is holding a handful of yellow grains. She is standing in front of a red brick wall. The image is framed by a white border.

HOLISTICALLY ORGANIC

GET IN TOUCH

SAT Holistic Group Ltd

P.O.Box 6369 – Morogoro – Tanzania

sales@holisticfood.bio | **+255 655 219 060**

www.holisticfood.bio