



Certified, Tested & Traceable

Fresh Fruits & Vegetables

Catalogue



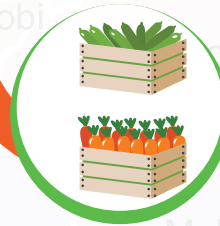
Farmer Extension
Services



Farmer Buying
Centers



Controlled
Logistics



Hygienic
Processing



Licensed Grocery
Stores

☒ EXTENSION SERVICES

☒ PRODUCT TESTING

☒ INDEPENDENT CERTIFICATION

☒ PRODUCT TRACEABILITY

Marketed by Lishe Safi Ltd

Section 1.



Mazao Safi
106 Mwimuto/ Kibichiku, Next to ACK
Emmanuel Church Nairobi, Kenya.
Tel: +254768187012
Email: mazaosafi@mazaosafi.com
www.mazaosafi.com

+254 20 786 0776 Mazao Safi Mazao Safi Mazao Safi

Product

Date of Harvest

Farmer No.

Buying Center

Sub-County

For more detail on this product, scan the QR Code below;



lishe Safi Ltd
Marketing Partner





SCAN ME

STORE IN A COOL DRY PLACE

What we offer:

1. Full product traceability

Consumers are interested to know where and how the food they buy and eat is produced and handled. Mazao Safi provides grocers and consumers full traceability from farm to plate using the Mazao Safi consumer traceability system and data platform.

2. Product Certification: localGAP Practices

Good Agricultural Practices (GAPs) are essential in preventing food contamination. We use the localGAP standard as a benchmark for production, logistics and food handling practices based on eight parameters below:

3. Product Testing

We work with approved laboratories to test and provide you assurance on microbial, residue limits for pesticides and heavy metals based on national standards. Product testing is essential to consumer assurance. Ask your grocer for testing results.

Product Certification: localGap Practices



Good Soil Management Practices

Mazao Safi follows LocalGAP standards to promote improvement of soil structure, soil fertility and prevent soil erosion and improve soil management.



Safe use of Plant Protection Products

Mazao Safi follows LocalGAP standards to ensure crop protection products are used under the guidance of agronomy experts with only registered and approved products allowed for use.



Personal Hygiene Practices

Mazao Safi follows LocalGAP standards to ensure food handlers from farmers, harvesters, transporters, processors and traders to observe personal hygiene and have access to water and soap for hand washing.



Hygienic post-harvest management practices

Mazao Safi follows LocalGAP standards to ensure availability of clean storage facilities, hygienic transportation and processing using food grade good packaging and facilities.



Sampling and Testing

Mazao Safi follows LocalGAP standards to promote testing of products against major food safety hazards including pesticide residues and microbial contamination using a valid sampling protocol.



Traceability

Mazao Safi follows LocalGAP standards to ensure all products sold through the platform are traceable from farmer to consumer and records on production maintained independent verification by our third party auditors.



Environmental Conservation

Mazao Safi follows LocalGAP standards to promote ethical farming practices to avoid harming the environment by proper use of crop protection products, proper waste disposal and pollution reduction.



Mechanism for Grievances and Complaints.

Mazao Safi follows LocalGAP standards to establish real, accessible and credible mechanisms to address any potential negative impacts.

Table of Content

Fruits

Code	Name	
FFA01	Avocadoes.....	2
FFB02	Banana.....	2
FFC03	Coconut	2
FFM04	Mangoes.....	3
FFO05	Oranges.....	3
FFP06	Passion fruits (Local)	3
FFP07	Pears.....	4
FFP08	Pineapple	4
FFP09	Plums.....	4
FFP10	Pawpaw.....	5
FFT11	Thorn melon	5
FFT12	Tree tomatoes.....	5
FFW13	Watermelon	5
FFY14	Yellow passion.....	6
FFS15	Sweet Banana	

Vegetables

Code	Name	
FVA001	African Nightshade	6
FVA002	Amaranth	6
FVC001	Cabbages	7
FVC002	Capsicum.....	7
FVC003	Carrot.....	7
FVC004	Cow peas	8
FVC005	Cucumber.....	8
FVG006	Garden peas	8
FVG007	Green banana	9
FVK008	Kales.....	9
FVL009	Leeks	9
FVO010	Onion.....	10
FVP011	Parsley.....	10
FVP012	Peppers	10
FVP013	Pumpkins	11
FVS014	Spider plant.....	11
FVS015	Spinach.....	11
FVS016	Spring onion	12
FVT017	Tomatoes.....	12

Vegetables

Code	Name	
FTA001	Arrow roots	12
FTG002	Garlic.....	13
FTG003	Ginger.....	13
FTP004	Potatoes.....	13
FTS005	Sweet potatoes	14
FTY006	Yams	15

Avocadoes

Variety:

Hass, Fuerte, Pinkerton,
Local Variety

Quality Indicators:

- Fruit MUST be mature
- No mechanical damage
- Clean outer skin
- Free of pests and diseases
- Ripe Skin color:
 - Green for Fuertes
 - Pinkerton
 - Dark purple for Hass

Wholesale Packaging



30 Kg crate

Retail Packaging



1 kg net

Banana

Variety:

Cavendish Variety;
other local Variety

Quality Indicators:

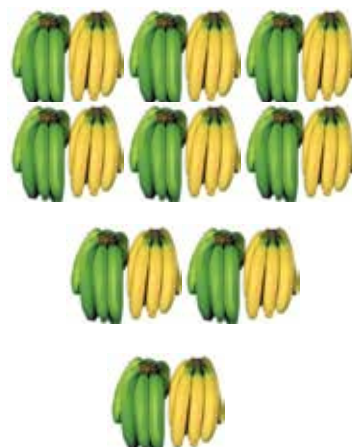
- Maturity during harvest
- No Mechanical damage
- Clean outer skin
- No Blacking
- Even Ripening
- Even Fingers

Wholesale Packaging



50 kg crate

Retail Packaging



1kg, 2kg, 5kg

Coconut

Variety:

All Varieties

Quality Indicators:

- Presence of a light brown fibrous husk
- Hard brown shell
- No pest damage
- Clean husk and shell

Wholesale Packaging



30 kg crate

Retail Packaging



3Pieces

Mangoes

Variety:

Apple mango, Tommy, Kent

Quality Indicators:

- No mechanical damage
- Smooth clean skin
- Maturity during harvest
- No black spots
- Even ripening

Wholesale Packaging



30 Kg crate

Retail Packaging



3 Pieces

Oranges

Variety:

Valencia, Sweet orange

Quality Indicators:

- Maturity during harvest
- Free from mechanical damage
- More than 25% yellow-orange color of mature fruit
- Clean outer skin
- Fresh Fruit, no withering

Wholesale Packaging



50 kg crate

Retail Packaging



3 Pieces

Passion fruits (Local)

Variety:

Purple Passion Fruit

Quality Indicators:

- Free from mechanical damage
- Free from pest and diseases
- Purple or slightly green in color
- Clean outer skin
- Fruit must be mature at harvest

Wholesale Packaging



25 kg crate

Retail Packaging



1Kg, 2kg

Pears

Variety:

Mixed Variety

Quality Indicators:

- Maturity at harvest
- No mechanical damage
- No withering of fruit
- Clean outer peel
- No pests and diseases

Wholesale Packaging



25 Kg crate

Retail Packaging



1 kg, 2 kg net

Pineapple

Variety:

Smooth Cayenne

Quality Indicators:

- Quarter/halfway yellow in color
- Quarter/halfway flat fruitlets
- No mechanical damage
- Clean outer skin
- Fruit is mature at harvest
- Fruit is not over ripened.

Wholesale Packaging



20 kg crate

Retail Packaging



3 Pieces

Plums

Variety:

Local Varieties

Quality Indicators:

- Free from mechanical damage
- Over 70% red or green color depending on variety
- Fruit is not withered
- Presence of a stem
- Fruit is not over ripened
- No soil or any physical dirt

Wholesale Packaging



30 kg crate

Retail Packaging



1kg, 2kg

Pawpaw

Variety:

Solo; Other Varieties

Quality Indicators:

- Free from mechanical damage
- Clean outer skin
- Smooth skin and firm flesh
- Yellow-orange skin and flesh colour when ripe
- Free from pests, pest damage, disease and rot

Wholesale Packaging



10 Kg crate

Retail Packaging



3 pieces

Thorn Melon

Variety:

Horned melon

Quality Indicators:

- Fruit is mature at harvest
- Free from any mechanical damage
- Green colour with yellow patches
- Free from pests, bruises & rot
- Fruit is not over ripened
- Clean outer skin of fruit

Wholesale Packaging



10 kg crate

Retail Packaging



3 pieces

Tree Tomato

Variety:

Red Oratia

Quality Indicators:

- Free from any mechanical damage
- Smooth deep skin and colour
- Clean outer skin
- No pest damage
- Fruit is not over ripened
- Mature fruit and harvest

Wholesale Packaging



10 kg crate

Retail Packaging



1kg, 2kg

Watermelon

Variety:

Sukari FI, Zebra, Asali FI

Quality Indicators:

- Free from mechanical damage
- Fruit is mature at harvest
- Fruit has clean hard skin
- Fruit is free of pest damage

Wholesale Packaging



35 kg crate

Retail Packaging



2 kg net

Yellow Passion

Variety:

Mirinda; other varieties

Quality Indicators:

- Free from cracks on skin and in rind
- Free from pest damage
- No foreign matter
- Fruit is mature at harvest
- Fruit is not over ripened

Wholesale Packaging



10 kg crate

Retail Packaging



1kg, 2kg net

African night shade (Managu)

Variety:

Solanum scabrum (broad leaves with large purple berries)

Quality Indicators:

- Even natural green and broad
- leaves
- Clean leaves and stems
- Fresh in appearance

Wholesale Packaging



32 kg crate

Retail Packaging



500 Bunch

Amaranth (Terere)

Variety:

Local

Quality Indicators:

- Even natural green leaf colour
- Broad leaves
- Fresh in appearance; No wilting
- Clean leaves and stems

Wholesale Packaging



32 Kg crate

Retail Packaging



500g Bunch

Cabbages

Variety:

Queen, Other Varieties

Quality Indicators:

- Free from mechanical damage
- Presence of whole green outer leaves
- Firm and full to the touch
- Free from pest and disease damage
- No soil or physical dirt

Wholesale Packaging



20 kg crate

Retail Packaging



1kg, 2kg,

Capsicum

Variety:

Carlifonia wonder

Quality Indicators:

- Free from mechanical damage
- Presence of stalk
- Free from rot, pests and diseases
- Firm, smooth and fully green gloss skin
- Clean outer skin and stalk

Wholesale Packaging



20 kg crate

Retail Packaging



500g net

Carrots

Variety:

Nantes

Quality Indicators:

- Free from mechanical damage
- Free from pest damage, rot and foreign matter
- Single straight root without protrusions
- Freshness, no wilting
- No soil or physical dirt

Wholesale Packaging



25 Kg crate

Retail Packaging



1 kg, 2 kg net

Cowpeas (Kunde)

Variety:

Katamani 80, Kitui black eye, M66, MTW 63

Quality Indicators:

- Even natural green colour of leaves
- Presence of stalks
- No soil or physical dirt on leaves and stems
- Fresh in appearance; No wilting

Wholesale Packaging



32 kg crate

Retail Packaging



1 kg, 2 kg net

Garden Peas

Variety:

Grano; Other Varieties

Quality Indicators:

- No mechanical damage
- Mature but not over ripened
- Absence of pests especially caterpillars
- Free from rot and any other foreign substances
- Clean outer shell

Wholesale Packaging



30 kg crate

Retail Packaging



1 kg, 2 kg net

Green Banana

Variety:

Uganda green, Other Varieties

Quality Indicators:

- Free from mechanical damage
- Round ridged surfaces
- Firm and fresh; no wilting
- Even pale green fingers
- No black spots on fingers
- Free from pest and disease damage

Wholesale Packaging



55kg crate

Retail Packaging



1 kg, 2kg

Kales

Variety:

Collard, Mfalme FI

Quality Indicators:

- Free from mechanical damage
- Free from floral stems
- Free from pests, pest damage and diseases
- Clean skin

Wholesale Packaging



32kg crate

Retail Packaging



500g Bunch

Leeks

Variety:

Italian Giant

Quality Indicators:

- Healthy green leaves and white bulbs
- No mechanical damage
- Free from pests and diseases
- Mature at harvest
- No soil or physical dirt

Wholesale Packaging



10 kg crate

Retail Packaging



500g net

Bulb Onions

Variety:

Red Creole

Quality Indicators:

- Free from mechanical damage
- Well dried and tight necks
- Free from rot especially botrytis neck rot
- Sharp smell and flavour
- Mature at harvest
- Clean and dry outer skin

Wholesale Packaging



30 Kg crate

Retail Packaging



1 kg net

Parsley

Variety:

Multicut

Quality Indicators:

- Free from rot
- Uniform green colour
- Fresh in appearance
- Clean stems and leaves

Wholesale Packaging



10 kg crate

Retail Packaging



500g net

Pumpkins

Variety:

Opica F1

Quality Indicators:

- Free from mechanical damage
- Free from cracks
- Hard outer skin
- Mature at harvest

Wholesale Packaging



30 kg crate

Retail Packaging



1kg, 2kg

Spider Plant (Saga)

Variety:

local

Quality Indicators:

- Fresh in appearance
- Free from pest damage
- Free from diseases
- Free from floral stems

Wholesale Packaging



30 Kg crate

Retail Packaging



500g bunch

Spinach

Variety:

Swiss chard, Ford brook

Quality Indicators:

- Free from pest damage especially aphids
- Free from diseases especially blights
- Even green leaves and pure white stalk present
- Clean leaves, stem and fresh in appearance

Wholesale Packaging



32 Kg crate

Retail Packaging



500 g net

Spring Onion

Variety:

Mixed Variety

Quality Indicators:

- Free from mechanical damage
- Free from pests, pest damage and diseases
- Straight stalks
- Natural green tops and natural white bulbs
- Clean stems and leaves

Wholesale Packaging



32 Kg Crate

Retail Packaging



500 g net

Tomatoes

Variety:

Rio grande, Rambo FI, Comando

Quality Indicators:

- Round/ Spherical in shape
- Mature green with a white star at the bottom of the fruit
- Firm to the touch
- Deep red in colour when fully ripe
- Free from mechanical damage
- Free from any pest and pest damage
- Clean outer skin

Wholesale Packaging



37 Kg crate

Retail Packaging



1 kg net

Arrow Roots

Variety:

Dasheen, Eddoe

Quality Indicators:

- Free from mechanical damage
- Free from pest, pest damage and diseases
- Free from sunken spots and rot
- Mature at harvest
- Fresh and firm to the touch; no wilting
- No soil or physical dirt

Wholesale Packaging



50 kg crate

Retail Packaging



1Kg

Garlic

Variety:

Elephant, Softneck

Quality Indicators:

- Free from pest, and disease
- damage especially onion thrips
- Free from mechanical damage
- Dry and clean skin
- Firm bulbs

Wholesale Packaging



30 kg crate

Retail Packaging



3Pieces

Ginger

Variety:

Mixed Variety

Quality Indicators:

- Free from mechanical damage
- Free from pests, pest damage, disease and rot
- Mature root
- Firm and clean skin

Wholesale Packaging



10 kg crate

Retail Packaging



500 g net

Potatoes

Variety:

Mantu, Sherekea, Kenya Mpya, Voyager

Quality Indicators:

- Free from mechanical damage
- Long-oval or round in shape
- Free from pest and disease damage
- Mature
- Clean and dry tough skin
- No green patches

Wholesale Packaging



50 kg crate

Retail Packaging



1kg, 2kg, 5kg

Sweet Banana

Variety:

Quality Indicators:

-
-
-
-
-
-

Wholesale Packaging



32kg crate

Retail Packaging



1kg, 2kg, 5kg

Sweet Potatoes

Variety:

Kemp 9

Quality Indicators:

- Free from mechanical damage
- Free from cracks and bruises
- Orange fresh
- Mature
- Dry tough skin
- Free from sprouting roots
- No soil or physical dirt

Wholesale Packaging



50 kg crate

Retail Packaging



1 kg, 2kg, 5kg net

Yams

Variety:

local

Quality Indicators:

- Free from mechanical damage
- Free from sunken holes
- Free from cracks
- No soil or physical dirt
- Dry tough skin
- Mature root

Wholesale Packaging



55kg crate

Retail Packaging



1 kg, 2kg, 5kg

How to become a Mazao Safi Grocer

If you are a grocer that is interested in your consumers, you may think of offering them more than just product to include:

- **Product Traceability:** provide your customers information on who grew the food they are buying.
- **Fully Certified Products:** Give your customers choice between certified and non-certified products.
- **Tested Products:** provide your customers with results of laboratory analysis on major food contaminants.

If you are a grocer interested in offering the above food attributes, talk to us!

You can register with us through the following platforms:

- ▶ Call us or text us on **+254768187012**
- ▶ Request a registration form from a Mazao Safi Agent
- ▶ Email us on: **mazaosafi@mazaosafi.com**
- ▶ Visit our website **www.mazaosafi.com** and fill out the registration form
- ▶ Contact us via our social media platforms in our contact address page

We will provide you:

- Training on how to market high quality food
- Advertise you on our social media platforms
- Hold joint marketing activities with you
- Support you with a grocer's tool kit.
- Educate you on how to inform consumers of why our product is 15 – 20% more expensive at certain times of the year.
- Invite you for meetings with farmers and other grocers on how to grow food safety and quality in Kenya .

Your responsibilities include:

- Always provide consumers with accurate information on our products
- Provide us with one week advance forecast to allow us source products in good time
- Never to market products not supplied by Mazao Safi in the Mazao Safi name
- Educate consumers on how they can improve their position by demanding transparency
- Act as an advocate for food safety
- Observe very high standards of hygiene at all times
- Act honestly and transparently

Grocer Toolkit

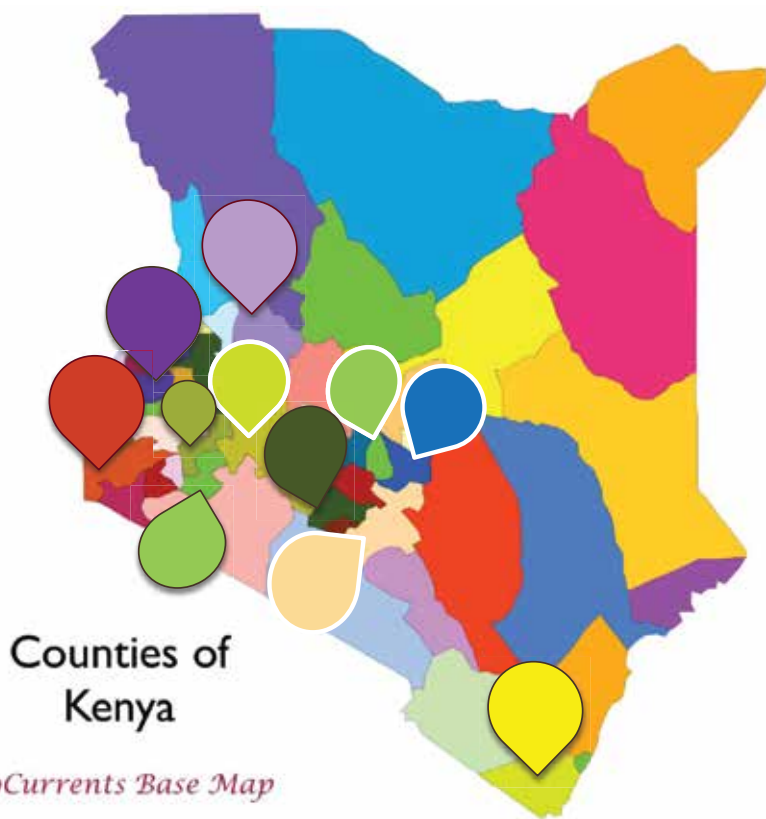


Payment terms

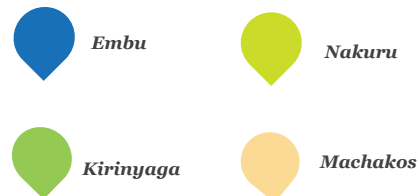
How to make payment

Our Areas of Operation

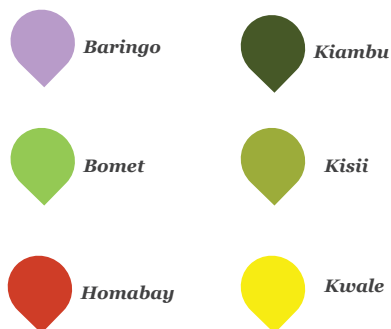
Geographical Infographics



Current Areas of Operation



New Areas of Operation



Available Products per County



Target Products per County





maza safi

106 Mwimuto/ Kibichiku, Next to ACK Emmanuel Church Nairobi, Kenya.
Email: mazaosafi@mazaosafi.com | www.mazaosafi.com



+254768187012



Mazao Safi



Mazaosafi



Mazaosafi

30 kg crate
lishe Safi Ltd
Marketing Partner

3Pieces