



BUSINESS PROFILE

ESTABLISHED 2026

COMPANY PROFILE

An integrated agricultural and investment enterprise serving farmers, agribusinesses, institutions and markets in Malawi.

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1. COMPANY OVERVIEW

Generations Agro and General Investments is a diversified Malawian agricultural and investment enterprise established in 2026 and registered with the Registrar of Companies in Malawi.

The company operates across the agricultural value chain, with activities spanning agricultural input supply, farm production, farmer extension and advisory services, commodity aggregation and trading, agricultural consultancy and general investments.

Operating across Lilongwe, Dowa and Kasungu, the company is focused on strengthening agricultural productivity, improving access to quality agricultural inputs, expanding market opportunities and promoting practical agricultural knowledge.

Generations Agro and General Investments recognises that successful agriculture depends on strong connections between quality inputs, technical knowledge, productive farming and reliable markets. The company therefore seeks to provide practical and integrated solutions that support farmers, agribusinesses and other stakeholders across the agricultural value chain.

Through its diversified business model, the company aims to contribute to productive, commercially viable and market-oriented agricultural systems while creating sustainable business and investment opportunities.

2. VISION, MISSION AND CORE VALUES

Our Vision

To become a trusted and leading agricultural and investment enterprise that contributes to productive agriculture, thriving markets and sustainable economic growth in Malawi and beyond.

Our Mission

To provide reliable agricultural products, services, knowledge and investment solutions that improve productivity, strengthen agricultural value chains and create sustainable economic opportunities for farmers, businesses and communities.

Our Core Values

Integrity — We conduct our business with honesty, transparency, accountability and professionalism.

Quality — We are committed to providing reliable products and services that respond to the needs of our customers and stakeholders.

Innovation — We embrace practical ideas, technologies and approaches that improve agricultural productivity, efficiency and value creation.

Customer Focus — We seek to understand and respond to customer needs through relevant and practical solutions.

Partnership — We believe sustainable growth is strengthened through collaboration and mutually beneficial relationships.

Sustainability — We promote responsible agricultural and business practices that support long-term productivity and growth.

Excellence — We strive for professionalism, continuous improvement and excellence in all our operations.

3. OUR BUSINESS AREAS

3.1 Agricultural Input Supply

Generations Agro and General Investments supplies agricultural inputs that support farmers and agricultural enterprises in improving productivity and production.

- Fertilisers
- Agricultural chemicals
- Crop seed
- Tobacco seed
- Other agricultural production inputs

The company seeks to improve access to reliable agricultural inputs while supporting farmers with practical information on their effective use.

3.2 Farm Production

The company is involved in agricultural production with a focus on horticultural and field crops. Its production activities are guided by the need to promote productive, commercially viable and market-oriented farming enterprises.

- Improving agricultural productivity
- Responding to market opportunities
- Promoting efficient farm management
- Producing quality agricultural commodities
- Supporting practical learning and the application of improved farming practices

3.3 Farmer Extension and Advisory Services

Generations Agro and General Investments recognises that access to practical agricultural knowledge is essential for improving productivity and strengthening farm enterprises.

- Good agricultural practices
- Crop production and management
- Soil fertility and nutrient management
- Crop protection
- Pest and disease management
- Farm planning and management
- Post-harvest management
- Agricultural marketing
- Farm enterprise development

3.4 Commodity Aggregation and Trading

The company participates in the aggregation and trading of agricultural commodities, seeking to strengthen connections between producers and markets.

- Maize
- Legumes
- Other agricultural commodities based on market opportunities

Through aggregation and trading, the company aims to support improved market access, stronger producer-buyer relationships, efficient movement of commodities and increased commercial opportunities.

3.5 Agricultural Consultancy Services

The company provides practical and context-specific agricultural and agribusiness consultancy services to farmers, agribusinesses, institutions and other stakeholders.

- Agricultural production and farm management
- Agribusiness development
- Agricultural value chain development
- Farmer capacity building
- Agricultural training
- Project planning and implementation support
- Agricultural enterprise development
- Market and business development
- Technical advisory services

3.6 General Investments

In addition to its agricultural operations, Generations Agro and General Investments explores viable investment opportunities that contribute to enterprise growth, value creation and sustainable economic development.

4. OUR PRODUCTS AND SERVICES

Agricultural Inputs: Fertilisers, agricultural chemicals, crop seed, tobacco seed and other agricultural production inputs.

Agricultural Production: Production of horticultural and field crops in response to agricultural and market opportunities.

Extension and Advisory Services: Practical agricultural training, technical guidance and advisory services for farmers and agricultural enterprises.

Commodity Aggregation: Aggregation of agricultural commodities from farmers and producer groups.

Commodity Trading: Trading and marketing of agricultural commodities, including maize, legumes and other commodities based on market opportunities.

Agricultural Consultancy: Professional agricultural and agribusiness consultancy services for farmers, businesses, institutions and development stakeholders.

Capacity Building: Training and capacity-building services designed to strengthen technical knowledge, agricultural practices and enterprise management.

General Investments: Exploration and participation in viable investment and business opportunities.

5. OUR GEOGRAPHICAL PRESENCE

Lilongwe — Supporting agricultural and business activities within one of Malawi's key agricultural and commercial centres.

Dowa — Supporting agricultural production, farmer services and market-related activities.

Kasungu — Supporting agricultural production, farmer engagement and commodity-related business opportunities.

The company's geographical presence provides a foundation for engaging with farmers, agricultural enterprises and markets across important agricultural areas.

6. OUR INTEGRATED APPROACH

Generations Agro and General Investments adopts an integrated approach to agricultural and business development. We recognise that successful agricultural enterprises depend on the effective connection of several important components.

QUALITY INPUTS	PRACTICAL KNOWLEDGE	PRODUCTIVE FARMING	COMMODITY AGGREGATION	MARKET ACCESS	VALUE CREATION
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Our approach is designed to strengthen these connections and create opportunities for farmers, agribusinesses and other stakeholders across the agricultural value chain.

7. OUR VALUE PROPOSITION

Generations Agro and General Investments creates value by connecting important components of agriculture and agribusiness. By operating across several areas of the agricultural value chain, the company seeks to provide practical and integrated solutions that respond to real agricultural and business needs.

- Agricultural inputs
- Fertilisers, chemicals and seed
- Tobacco seed
- Practical agricultural knowledge
- Extension and advisory services
- Farm production support
- Commodity aggregation
- Agricultural markets
- Agricultural consultancy
- Agribusiness development support

- General investment opportunities

8. WHO WE SERVE

Farmers — Smallholder, emerging and commercial farmers requiring agricultural inputs, knowledge, production support and market opportunities.

Agribusinesses — Agricultural enterprises requiring products, technical support, consultancy and business development services.

Commodity Buyers and Traders — Businesses and organisations seeking agricultural commodities and supply relationships.

Institutions — Public and private institutions requiring agricultural products, consultancy and technical services.

Development Organisations — Organisations implementing agriculture, food security, livelihoods and rural development programmes.

Business and Investment Partners — Individuals and organisations interested in agricultural and other viable business opportunities.

9. WHY CHOOSE US

Integrated Agricultural Solutions — We connect inputs, knowledge, production and markets across multiple areas of the agricultural value chain.

Practical Approach — We focus on solutions that respond to the realities and needs of farmers and agricultural enterprises.

Agricultural Market Focus — We recognise that agricultural production must be connected to viable markets and commercial opportunities.

Diversified Services — Our activities span input supply, production, extension, commodity aggregation, trading, consultancy and investment.

Local Presence — Our operations in Lilongwe, Dowa and Kasungu provide a foundation for engaging with farmers and agricultural markets in key production areas.

Partnership — We value strong and mutually beneficial relationships with farmers, customers, suppliers, buyers and other stakeholders.

Commitment to Growth — We are committed to continuous learning, innovation and the development of sustainable business opportunities.

10. OUR COMMITMENT TO AGRICULTURE

Generations Agro and General Investments is committed to contributing to productive, commercially viable and market-oriented agriculture.

We recognise agriculture as an important source of livelihoods, employment, food production and economic growth. Through agricultural inputs, farm production, advisory services, commodity trading and consultancy, we seek to contribute to stronger agricultural enterprises and more efficient agricultural value chains.

Our commitment is to support agricultural systems that are:

- Productive
- Knowledge-driven
- Market-oriented
- Commercially viable
- Innovative
- Inclusive
- Sustainable

11. PARTNERSHIPS AND COLLABORATION

Generations Agro and General Investments recognises that partnerships are important for sustainable agricultural and business development. The company seeks to work and collaborate with stakeholders across the agricultural and business ecosystem.

- Agricultural input suppliers
- Farmers and farmer organisations
- Commodity buyers
- Agricultural traders
- Government institutions
- Research and academic institutions
- Development organisations
- Financial institutions
- Private sector businesses
- Technology providers
- Investors and strategic partners

12. SUSTAINABILITY AND RESPONSIBLE BUSINESS

Generations Agro and General Investments recognises the importance of responsible agricultural and business practices. The company seeks to promote practical approaches that support both agricultural productivity and sustainable economic development.

- Efficient agricultural production
- Improved farm productivity

- Responsible use of agricultural inputs
- Improved soil and land management
- Knowledge sharing
- Farmer capacity development
- Reduced post-harvest losses
- Improved market efficiency
- Long-term business sustainability

13. OUR FUTURE DIRECTION

Generations Agro and General Investments seeks to grow as a diversified agricultural and investment enterprise that contributes meaningfully to Malawi's agricultural and economic development.

The company aims to strengthen its capacity in agricultural input supply, farm production, farmer advisory services, commodity aggregation and trading, agricultural consultancy and investment.

- Expanding agricultural market participation
- Strengthening relationships with farmers
- Building strategic partnerships
- Expanding access to agricultural products and services
- Identifying new business opportunities
- Strengthening agricultural value chains
- Promoting innovation and practical agricultural solutions
- Exploring viable investment opportunities

14. MANAGEMENT AND ORGANISATIONAL STRUCTURE

Generations Agro and General Investments is supported by a management and operational structure designed to coordinate its diverse agricultural and investment activities. Specific management and leadership details will be incorporated once provided by the company.

FUNCTIONAL AREA	PRIMARY RESPONSIBILITY
Executive Management	Strategic direction, business leadership and overall company performance.
Agricultural Operations	Farm production and agricultural technical activities.
Agricultural Inputs	Sourcing, supply and distribution of agricultural inputs.
Extension and Advisory Services	Farmer engagement, training and technical support.
Commodity Aggregation and Trading	Commodity sourcing, aggregation, marketing and trading.
Consultancy and Business Development	Consultancy services, project development and business growth.

Finance and Administration	Financial management, administration and operational support.
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15. OUR PROMISE

At Generations Agro and General Investments, we believe that agriculture offers significant opportunities for productivity, enterprise development and economic growth.

We are committed to providing practical products, services and solutions that support farmers, businesses and institutions across the agricultural value chain.

Through quality agricultural inputs, practical knowledge, productive farming, market connections, strong partnerships and sound investment approaches, we seek to create sustainable value for our customers and stakeholders.

16. CONTACT INFORMATION

Company	Generations Agro and General Investments
Areas of Operation	Lilongwe Dowa Kasungu Malawi
Physical Address	
Postal Address	
Telephone	
Email	
Website	
Social Media	

GENERATIONS AGRO AND GENERAL INVESTMENTS

-For the next generation-