



Strong Harvest International 2024 Annual Report





In rural Malawi, reliable healthcare and good nutrition can feel out of reach. Rita, from the village of Mkosa, spent years enduring intense abdominal pain that no clinic could cure. Then, in December 2022, our Field Partner Pastor Moshi (above, at left with Rita and her children) visited Kakoma Health Center and shared how moringa could make a difference. Inspired, Rita planted her first moringa seedlings at home. **“Through this wonderful project to promote moringa trees here in Malawi, Africa, comes big benefits to my family,”** she told Pastor Moshi during a recent visit.

Since 2023, Rita and her family have grown ten moringa trees alongside their maize. They pick leaves to eat fresh or to dry in the shade to make leaf powder, adding moringa to every meal. **“I have learned a lot that has helped me boost my immunity. I planted more moringa trees in my garden and around my house because I noticed what they contain. Moringa is a readily available delicacy,”** Rita explained. Living in an area with increasingly unpredictable rain and expensive produce due to climate change, she appreciates that moringa thrives even in dry conditions and provides a reliable source of nutrition.

Rita is amazed at the power of the nutrition in moringa leaves. Within months of eating moringa every day, her persistent pain had vanished. Her three young children — previously showing signs of severe malnutrition like weight loss and swollen feet and faces — were restored to health, gaining weight, enjoying more energy, and falling ill less often. **“Using moringa leaves and powder, I feel good now in my life ... My three little kids are now growing up with good health because of moringa trees,”** Rita joyfully shared.

Rita has realized that moringa is a “miracle tree” that can heal and nourish her family. Grateful for Pastor Moshi and Strong Harvest’s teaching, Rita plans to launch a small business producing moringa powder and soap. **“My family is planning to start a business through moringa trees, now that I have boosted my family’s health first through this miracle tree,”** she said.

What began as a health solution has become a path to a stronger, healthier future — one moringa leaf at a time!



2024 Community Highlights

Enhancing Food Security

Food insecurity is a serious problem that affects billions of people around the world. According to the World Bank, the percentage of undernourished people in the countries in which we work is 14% in India, 20% in Malawi, 20% in Nicaragua, 24% in Tanzania, and 13% in Togo.¹

We promote food security by teaching communities how to grow and utilize the moringa tree in resource-scarce environments. Moringa leaves contain an **astounding number of nutrients** including potassium, vitamin C, iron, calcium, protein, antioxidants, and essential amino acids. Nolocho (pictured) is a Maasai mother of 3 who lives in the arid northern region of Tanzania. For the Maasai people, nutritious food can be hard to source, particularly in the dry season or if finances are running low. Moringa has filled that gap for Nolocho and her family, giving them a **reliable source of nutrition** that has dramatically improved their health!



Improving Health Outcomes

With the aim of combating malnutrition, we educate communities about moringa’s nutritional value as part of a balanced diet. We also teach that moringa seed powder is a natural coagulant that **purifies water 90-99%** by separating contaminants within drinking water. Improved nutrition and health impact every area of life, allowing people to meet the challenges of each day.

In 2024, we received many reports from our Peer Educators and their families, sharing their experiences of **better health through moringa**. Some changes included improved vision (vitamin A), increased strength (protein), enhanced energy and concentration (iron), and healed skin conditions (vitamins A, C, E, and antioxidants). After regularly eating moringa, Maura in Nicaragua (at left in photo) is **recovering well from anemia**, has **lowered her cholesterol** to a healthy level, and has **stabilized her blood sugar** which had previously been very high!



Increasing Economic Viability

Lack of adequate income is a continuing problem in the countries in which we work. The World Bank reports that the percentage of those living in extreme poverty, defined as less than \$2.15 per day, is 13% in India, 70% in Malawi, 4% in Nicaragua, 45% in Tanzania, and 27% in Togo.² Providing **viable, sustainable avenues** for earning additional income is of the utmost importance.

Moringa cultivation offers a variety of economic opportunities. In 2024, our field workers taught over 800 people how to produce moringa leaf powder, oil, soaps, and ointments. Akossiwa (pictured with her husband Maglo and daughter Ewoenam) put her new knowledge into action and started a **successful moringa product family business** in Togo. This additional income has allowed them to be more financially stable and improve their quality of life!



Environmental Stewardship

The fast-growing, drought-resistant moringa tree **promotes reforestation and sustainable agriculture** due to its adaptability, water retention, and erosion control. Moringa makes the land more fertile and able to produce a rich harvest. This is critical in areas of the world most affected by climate change. Maria (pictured) has planted moringa trees all around her family compound in northern Tanzania, doing her part to protect the area against desertification.

In 2024, our field workers distributed nearly 27,000 moringa seeds and saplings, putting the power of environmental care into the hands of the people in their areas. These developing world families are now **equipped to restore their local environment**, and impact global reforestation!



References: 1, 2 “Countries and Economies.” *World Bank Group Data*. <https://data.worldbank.org/country>.



Megan

A Note from Our New Executive Director

As the newly appointed Executive Director of Strong Harvest and someone who has proudly served this organization since 2013, I am honored to continue our mission-driven work. **Strong Harvest addresses issues I deeply care about** – poverty, malnutrition, gender inequality, and environmental degradation – **in an incredibly simple way** by providing training in people's own place and language, led by those from their own culture. **The knowledge we provide is immediately practical and empowering, enabling individuals to change their lives from day one.** Instead of "giving a fish," we "teach people to fish." It is my privilege to lead Strong Harvest into the future, serving with integrity and transparency, ensuring our work embodies the values Rick and Jeri wove into this organization. **Our mission remains the same – creating healthy families by providing sustainable pathways out of poverty.** We will continue to enhance food security, improve health outcomes, and increase economic viability, all while nurturing the environment. If you have a heart for empowering women and struggling families, giving children the healthiest start in life, and taking care of the earth, Strong Harvest is a great choice for your partnership. **You are the reason we can do this work.** Thank you for your ongoing support.

Gratefully, Megan

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2024 Impact

136 New Peer Educators

from Tanzania, Togo, Nicaragua, India, Malawi, Nigeria, and the U.S. were trained to grow and use moringa for a healthy diet, and to make moringa products to increase family income.

9,402 Attendees at Intro Seminars

Many people have heard of moringa and want more information about how it can impact their lives. We introduce the moringa basics to large groups and from there, many go on to become Peer Educators.

26,944 Moringa Seeds & Saplings

were distributed to families around the world by our Field Representatives, Field Workers, and Peer Educators, allowing people to change their lives right from their own yards!

811 Workshop Participants

Over 800 people attended Continuing Education Workshops to further their moringa knowledge and expand their moringa network.

Income

60.4% comes from individual donors, who believe in empowering families through the mission of Strong Harvest.

39.6% comes from organizations, such as public charities, churches, businesses, and misc. revenue.

Expenses

86.3% Program Funding our activities around the world, as well as home office program support.

6.9% Fundraising Sharing the news of Strong Harvest's work and inviting others to join us.

6.8% Administration The generous donation of office space and services from U.S. Digital keeps our administrative costs low.