



African Agency for Arid Resources Ltd

Conservation - Sustainability - Bio-Diversity - Empowerment

THE COMPANY

Agar Limited is an award-winning Kenyan company dealing in natural resources from Arid and Semi-Arid Lands in East Africa. We started as a commodities agency specializing in the trade of gum Arabic and resins such as frankincense and myrrh. Shortly after, we started creating value addition by distilling these resins into essential oils. Our product line now consists of over 10 essential oils, carrier oils, body butters, organic aloe-based cosmetics, and additional cosmetic products under the new JUA™ by Agar brand, now available in 4 countries. Agar Limited is also a consultancy agency working with governments, international NGOs and UN agencies on projects of land restoration, bio-enterprises development, and income generation activities.

JUA™ BY AGAR

JUA™ by Agar started as a line of essential oils made exclusively of raw materials picked and processed on the African continent. The oils in the line are certified organic by international certifying bodies (or in the process to be) and are predominantly made in Kenya. As part of our empowerment program, we train collectors in the Northern Kenya on sustainable ways of tapping Frankincense and Myrrh resins which are then distilled into pure essential oils for the local and export market. The aloe line designed for the hospitality industry is made in collaboration with a group of Maasai women who we train on correct farming methods of indigenous aloe, provide the aloe seedlings and later buy the mature aloe plants to use during formulation of the entire line. We aim to continue growing our aloe plantation in the arid and semi-arid land to restore more degraded lands while supporting the communities we work with socially and economically.

CONSULTANCIES

AGAR Ltd is also a leading consultancy agency in the region using its expertise for need assessments, mappings, feasibility and other value chains studies specifically on Non-Timber Forest Products and their value chains in arid lands, working closely with pastoralist communities and other stakeholders. We also train on collection, sorting and grading techniques, build and sell harvesting and grading equipment and have participated in numerous panels on land restoration and regeneration as private sector's experts.

MISSION

To be the lead agency in the economically empowered, indigenous and innovative public-private partnership in the dry lands of Africa, specializing in the sustainable exploitation of natural resources through biodiversity, conservation practices, environmental sustainability and forestation.

VISION

Our vision is to support the empowerment of pastoralist communities in the African ASAL through sustainable exploitation of natural forest resources, by providing them with market access and professional technical advice in selected NFTP value chains.





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