



The Emerging Moringa Economy

A boon for youth development in Southern Africa

Promoting the rural uptake of moringa oleifera production has the potential of not only improving the well-being of people, but will also immensely stimulate rural economies, boost youth employment, and ensure the participation of disadvantaged communities in the strongly emerging “green economy”. Youth ownership of moringa trees is virtually non-existent. Yet, this emerging moringa economy can potentially be a boon for youth development in Southern Africa.



Moringa is an easy to grow, drought-resistant super plant with many nutritional and medicinal benefits for both people and animals, and therefore presents huge potential for production and beneficiation by the youth.



Planting more moringa trees; identifying pathways for commercialisation; engaging with various stakeholders and creating awareness in local communities on the benefits of moringa has the potential to resolve the problems of youth unemployment and intergenerational knowledge transfer.

Credits



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