



WILLIAM DAVIDSON INSTITUTE
AT THE UNIVERSITY OF MICHIGAN

GLOBAL IMPACT SPEAKER SERIES

Extending Distribution in Low-Income Markets: Lessons Learned



Madison Ayer
Executive Chairman, Honey Care Africa
Chairman & Co-Founder, Farm Shop

Wednesday, November 18 | 5 - 6 pm

R 1210 | Ross School of Business | 701 Tappan St.

Reception immediately following

Supply chains integrating low-income producers and consumers are subject to unique challenges – poor infrastructure, security concerns, informal regulations, and high costs are just a sample of factors. Yet overcoming these barriers can lead to long-term competitive advantage and positive economic impact on communities across the supply chain.

Madison is the Executive Chairman of Honey Care Africa, a consumer products company in East Africa. He is also the Chairman of Farm Shop, a retail distribution network in rural Kenya serving low-income consumers. Previously he co-founded two consumer data/financial services businesses in the U.S.

Honey Care Africa is a pioneer of both the honey industry in Africa and social enterprise in general. It has an exciting future as it leads Africa into the global honey and healthy snacks market by utilizing a sustainable supply chain that benefits rural communities.

Farm Shop is a social enterprise striving to become the most trusted agribusiness platform for small holder farmers across Africa. Drawing on the principles of successful franchising around the world, they are building a franchise network of agri-dealers located in rural, underserved areas of Kenya. Learn more about Honey Care Africa at honeycareafrika.com and Farm Shop at farmshop.co.ke.

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For more information about the Global Impact Speaker Series, contact wdi-spss@umich.edu