



MENTEE

Rose Leonard Muliahela

Managing Director, [Rohi Company Limited](#)



Tanzania

Rose Leonard Muliahela is a distinguished Tanzanian entrepreneur and the visionary behind Rohi Company Limited, an award-winning agricultural enterprise transforming the banana value chain in East Africa. As Managing Director, Rose spearheads Rohi Company's innovative model, empowering over 500 smallholder women banana farmers by providing them with training, resources, and fair prices for their produce. Rohi Company, under Rose's leadership, processes these bananas into a diverse range of value-added products, including banana crisps, soap, tea, and flakes, creating a sustainable and profitable enterprise. These products are then strategically marketed and distributed through a network of over 600 women-led wholesalers and retailers, ensuring maximum economic benefit for women at every stage of the value chain. Rose's impact extends beyond business; she is a passionate advocate for community development and women's empowerment. Her dedication is evident in the training and mentorship programs she provides for youth and women in the Mbeya region, including those in juvenile detention centers. Rose's exceptional leadership and Rohi Company's innovative approach have garnered significant recognition, including the prestigious Best Innovation Company of the Year award in 2024. Her vision for Rohi Company is ambitious and inspiring, aiming to create a thriving and sustainable agricultural ecosystem that benefits both the community and the environment.

Rohi Company Limited

Established in 2011 and operational since 2018, transforms surplus bananas from Tanzania's Rungwe and Busokelo districts into high-quality banana crisps, addressing food waste and empowering local youth and women farmers, including single mothers. By creating a sustainable banana value chain, the company provides a reliable income source for smallholder farmers while meeting consumer demand for snacks. With a focus on quality, sustainability, and ethical practices, ROHI has grown into a trusted brand, exemplifying entrepreneurship's potential to drive social and economic impact.



MENTOR

Emma Germano

Chair,
Victorian Farmers
Federation



MENTOR

Robynne Anderson

President,
Emerging Ag Inc.