



## MENTEE

### Florence Mogere

Founder & CEO

Nyota Limited



Kenya

Florence Mogere is the Founder and CEO of Nyota Limited, a Kenyan, woman owned agribusiness transforming how urban consumers access nutritious vegetables while creating sustainable markets for smallholder farmers. Florence founded Nyota in 2019 after growing up in Nairobi and experiencing firsthand the challenge of accessing affordable, healthy vegetables; challenge faced by millions of urban households in Kenya. Florence is an accomplished entrepreneur with over 15 years of experience in business leadership, finance and operations.

Florence is a Certified Public Accountant (CPA) and holds an MBA in Finance. She is a Miller Center for Social Entrepreneurship Fellow and brings strong expertise in building commercially viable businesses with deep social impact. Her leadership is grounded in integrity, courage and creativity, with a strong focus on women's economic empowerment and inclusive value chains. Under her leadership, Nyota has grown from a startup to a nationally distributed brand supplying leading supermarkets and online platforms, while directly engaging over 2,000 smallholder farmers across rural Kenya, 85% of whom are women. Florence is passionate about reducing post harvest food loss, improving nutrition and building resilient food systems that benefit both rural producers and urban consumers

### Nyota Limited

Founded in 2019 and based in Kikuyu Town, Kiambu County, Nyota Limited is a Kenyan agribusiness that sources fresh vegetables from smallholder farmers and processes them into frozen vegetables, legumes, and natural tomato-based sauces for urban consumers. Its flagship brands are Frozen Isle and Ntamu. Since launching retail sales in 2020, Nyota has sold over 600,000 units and supplies major



## MENTO

### Keary Shandler

Sustainability Consultant | Researcher | Collaborator