



**ROSSO  
SCANAVINO**  
— FAMILY FARMS —  
— KENYA —

*From Living Soil to Safari Tables*  
PREMIUM ETHICAL FARM-TO-TABLE AGRICULTURE IN KENYA

MARKET-READY COMPANY PROFILE

# From Living Soil to Safari Tables

A premium ethical farm-to-table supply and guest-story platform for Kenya's international hotels, lodges and safari hospitality.

[rossoscavinofarmskenya.com](http://rossoscavinofarmskenya.com)

Living soil. Kenyan tables. Shared prosperity.



COMPANY SNAPSHOT

# A Kenyan hospitality food ecosystem.

Rosso Scanavino Family Farms Kenya supplies premium, traceable Kenyan produce to hotels, lodges and chef-led hospitality groups by connecting living-soil inputs, Safari Harvest farmers, women-led value add and hotel-ready delivery.

The platform converts local sourcing into a higher-value guest experience: ethically grown in Kenya, prepared with discipline, and served with a story that guests can understand.

“A high-end safari experience should nourish the land and people that host it.”

01

## Soil

Magic Power living-soil input supports crops through microbial fertility and NPK nutrition.

02

## Farmers

Safari Harvest farmer sourcing provides fair offtake, crop planning and quality expectations.

03

## Value add

Women-led cleaning, sorting, washing, cutting, drying, packing and preparation.

04

## Hospitality

Hotel supply, guest storytelling, traceability and monthly impact reporting.



FROM ALBA TO KENYA

# Family heritage meets Kenyan highland food.

The parent Rosso & Scanavino story begins with five generations of farming on the hills above Alba and a core belief: feed the soil, and the soil will feed the future.

In Kenya, that philosophy is translated into a premium hospitality value chain from the highlands on the edge of the Rift Valley to safari tables. The story is not charity. It is disciplined commerce: better inputs, better markets, better preparation, better food and better guest meaning.

## Brand promise

Living soil. Kenyan tables. Shared prosperity.

PREMIUM

TRACEABLE

ETHICAL

KENYAN

HOW THE SYSTEM WORKS

# Each actor adds value.

## Magic Power input

Living-soil support is issued through farmer records, application guidance and crop plans.

## Safari Harvest farmers

Farmers produce against agreed demand, quality standards and reliable offtake channels.

## Packhouse value add

Produce is cleaned, sorted, prepared, packed, labelled and staged for hospitality supply.

## Hotel delivery

Kitchens receive chef-ready produce, traceability notes and guest-facing story materials.

## Impact ledger

Monthly reporting turns ethical sourcing into evidence for owners, chefs and guests.



CLIENT OFFER

# What hotels and lodges receive.

01

## Premium produce supply

Seasonal Kenyan vegetables, herbs, fruits, salad greens and specialty crops aligned to hotel demand.

02

## Chef-ready packs

Washed, bundled, portioned and ready-to-cook products that reduce waste and save prep time.

03

## Traceable origin

Source notes, harvest dates, packhouse handling records and delivery information.

04

## Guest storytelling

Menu cards, room cards, QR story pages and chef talking points.

05

## Impact reporting

Monthly Living Soil Ledger tracking farmers, women's work, sourcing and quality.

06

## Operational discipline

Weekly order cycles, quality grading, substitution protocol and chef feedback.



PRODUCT BASKET

# Fresh, prepared and value-added.

The launch portfolio focuses on products hotel kitchens use every week, with room to expand into specialty crops and branded guest experiences.

<b>Chef's Daily Harvest</b>	Tomatoes, cucumbers, carrots, zucchini, celery, peppers and leafy greens.
<b>Safari Breakfast &amp; Salad</b>	Avocado, strawberries, passion fruit, herbs, salad greens and garnish crops.
<b>Ready-to-Cook Packs</b>	Soup mix, stir-fry packs, chopped greens, coleslaw base and herb bundles.
<b>Premium Preserves</b>	Passion fruit pulp, strawberry jam, chutneys, frozen fruit and smoothie bases.
<b>Signature Herbs</b>	Rosemary, thyme, mint, lemongrass, basil, coriander and dried herbs.





QUALITY SYSTEM

# Sourced with care. Packed with discipline.



1

## Farmer onboarding

Farmer profile, crop plan, training, plot information and quality standards.

2

## Input records

Magic Power supply on credit is recorded by farmer, crop and application protocol.

3

## Receiving control

Produce is weighed, inspected, graded and recorded at packhouse intake.

4

## Packhouse hygiene

Clean workflow for washing, cutting, bundling, sealing, labelling and cold storage.

5

## Cold-chain dispatch

Order windows, routing, temperature awareness and rejection procedures.

6

## Traceability

Batch-level source notes, harvest dates and delivery records for hotel and guest use.



STORY LAYER

# Guests explore the journey behind the meal.

Rosso Scanavino Family Farms Kenya gives hotels a credible guest story: food grown in Kenya, supported by living soil, fairly bought, prepared with care and served with pride.

Tonight's vegetables are part of a living-soil food journey: Kenyan farmers, ethical offtake, women-led preparation and produce selected for freshness, flavour and traceability.

Suggested guest assets: menu card, QR code story page, chef talking points, room card, farm visit invitation and monthly impact note.



LIVING SOIL LEDGER

# Impact measured through commerce.

The Living Soil Ledger is the monthly dashboard that makes ethical sourcing visible to hotel owners, chefs, guests and partners. It measures practical indicators rather than slogans.

**F**

## Farmers

Farmers onboarded, crop plans active and farmer payments recorded.

**W**

## Women

Paid hours, packhouse roles, skills development and prosperity-share indicators.

**S**

## Soil

Hectares and crops under living-soil protocol and field observation.

**Q**

## Quality

Kilograms delivered, rejection rates, delivery performance and chef feedback.

**K**

## Kenya

Hotel procurement redirected into Kenyan farmers, labour and value-add processing.

**Y**

## Youth

Training in agronomy, food safety, logistics, digital traceability and sales.



PARTNERSHIP ARCHITECTURE

# Two foundations. One Kenya platform.

## **Rosso & Scanavino Family Farms**

Parent family-farm brand and Magic Power living microbial NPK fertilizer philosophy.  
Website: [rossoscavinofarms.com](http://rossoscavinofarms.com)

## **Safari Harvest**

Women-led food enterprise in Kenya built around fair farmer buying, value-add processing, healthy food markets and shared prosperity. Website: [safariharvest.org](http://safariharvest.org)

## **Rosso Scanavino Family Farms Kenya**

The market-facing supply and story platform for hotels, lodges and premium hospitality in Kenya.

MARKET INVITATION

# For the first hospitality leaders.

Rosso Scanavino Family Farms Kenya is designed for hotels and lodges that want to lead a new standard of premium ethical sourcing in Kenya.

The first group of hospitality partners receive priority crop planning, tasting boxes, guest materials and monthly sourcing/impact reporting.

## Best first step

Request a chef tasting box and crop-planning conversation. We review kitchen needs, weekly volumes, delivery route, menu style and guest story requirements.

CHEF TASTING

SUPPLY PLANNING

GUEST STORY

## Executive chefs

Seasonal menu planning, product formats and kitchen feedback.

## Procurement

Pricing, delivery windows, quality standards and payment terms.

## Lodge owners

Guest story, ESG procurement and founding partner visibility.

## Impact teams

Monthly ledger, farmer/women indicators and local procurement evidence.



CONTACT

# Rosso Scanavino Family Farms Kenya

Website: [rossoscavinofarmskenya.com](http://rossoscavinofarmskenya.com)

Email: [partnerships@rossoscavinofarmskenya.com](mailto:partnerships@rossoscavinofarmskenya.com)

Primary clients: Nairobi hotels, safari lodges, restaurants, wellness retreats, chef-led hospitality groups and strategic partners seeking credible Kenyan sourcing.



From living soil to safari tables.  
From the highlands to hospitality.  
From buying better to building better.

## Integrity note

This profile describes the intended Kenya market-facing platform and its operating model. Product-specific, organic, regenerative, health, yield or certification claims should be used only where supported by applicable documentation, local regulatory status, buyer requirements and formal certification. Magic Power performance and parent-company background are based on Rosso & Scanavino materials. Safari Harvest details are based on Safari Harvest public information.

