

# Maguires

## COMPANY PROFILE

# 2025





# Background



Maguires is a leading agricultural company founded in 2002 and headquartered in Harare, Zimbabwe. The company operates from four key depots located in Harare (Head Office), Willowvale, Banket, and Marondera, distributing a diverse range of products such as fertilizers, chemicals, protective clothing, and coal to farmers nationwide. With a strong focus on tobacco, Maguires supports over 150,000 small-scale farmers and plays a key role in the cultivation of 20,000 hectares of commercial tobacco annually.

In addition, the company distributes more than 35,000 tonnes of premium tobacco blends under the Kynoch/ETG Global brand. Maguires also offers specialized fertilizer programs for a variety of crops, such as maize, potatoes, wheat, peas, and other specialty crops.

Through strategic partnerships with global industry leaders such as Bayer, BASF, Syngenta, and Nova Agro Chemicals, Maguires holds a commanding 40% share of Zimbabwe's agrochemical market. Alongside our comprehensive fertilizer and chemical distribution network nationwide, Maguires is a key distributor of Hwange Colliery coal. We operate a major rail depot in Harare, enabling efficient coal distribution to farmers across the country.

Our commitment to excellence has driven a complete transformation of our operations to world-class standards, which we continually strive to maintain. We provide our clients with the essential inputs needed for success in Africa, fostering an environment where all those who collaborate with Maguires experience "Agriculture Made Better."

## Our Vision

To pioneer sustainable farming practices that set industry standards, driving growth and resilience across Africa's agricultural sector, while consistently serving our customers to the highest standard in all areas where Maguires operates.





# Our Mission

- Building sustainable, long-term businesses in Agriculture and Energy.
- Maintaining a positive impact on surrounding communities.
- Acquiring and developing land with a clear sustainability mandate.
- Aiding the national agricultural industry wherever possible.
- Instil our mantra 'Agriculture made better' across our offerings.
- Nurturing and expanding a cadre of outstanding operating managers.
- Ensuring positive cash flows across the board. Advancing low operating costs.

## Research & Development



By investing in R&D, we aim to drive the relevance, sustainability, and growth of our business, while delivering cutting-edge solutions that meet the evolving needs of the agricultural sector. Some of these areas include:

**Crop Improvement and Agrochemical Innovation:** Research focused on developing higher-yielding, pest-resistant, and drought-tolerant crop varieties, enhancing the productivity of staple and specialty crops. This is highlighted mainly through our in-field trial work. Each growing season Maguires conducts several fertilizer and chemical trials on both small-scale and commercial plots.



**Sustainable Farming Practices:** Investigating environmentally friendly and resource-efficient farming techniques, such as reduced chemical use, soil health management, and conservation agriculture methods that promote sustainability.

**Soil Health and Fertilization:** Researching advanced soil testing, nutrient management, and the development of tailored fertilizer programs to optimize crop yields while preserving soil quality.

**Precision Agriculture:** Integrating agricultural technologies such as drones, which involves using unmanned aerial vehicles (UAVs) equipped with sprayers to efficiently apply pesticides, fertilizers, and herbicides to crops. This technology allows for precise targeting, reducing chemical use and minimizing environmental impact. Drones can cover large areas quickly and accurately.

By focusing on these areas, an agribusiness can foster long-term growth, improve product offerings, and better serve its customers while contributing to a more sustainable agricultural industry.



## Sustainable Development

As part of our commitment to sustainable development, we are proud to be ISO certified, reflecting our unwavering focus on quality, efficiency, and continuous improvement. Our ISO Quality Management System (QMS) enables us to consistently meet customer expectations while optimizing processes, enhancing operational performance, and improving resource efficiency. These efforts play a crucial role in ensuring the long-term sustainability of our business and contribute to the overall growth and resilience of the agricultural industry.





Similarly, sustainability is a core value at Maguires, and we are therefore committed to implementing strategies that carefully assess and mitigate any potential negative impact on the agricultural ecosystem we support. One key initiative is the launch of our Recycling Facility, designed to offer convenience to our clients while addressing the environmental hazards posed by agro-plastic chemical bottles and containers. This facility is dedicated to recovering and recycling as many empty agrochemical plastic bottles and containers as possible to reduce pollution and minimize environmental harm.



In addition, we have installed a Heliosecc Cage at our facility as part of our recycling efforts. This advanced wastewater management system efficiently controls and disposes of wastewater generated during the breakdown of plastic agrochemical containers. Furthermore, we collaborate closely with Corbett & Co, a plastic manufacturer, to repurpose the recycled agro-plastic materials, transforming them into new products for further use, ensuring a sustainable cycle of reuse.



## Expansion & Growth

At Maguires we think big and are continuously expanding. Along with our two main distribution centres; Maguires Head Office in Borrowdale Harare and Tilbury Road Depot in Willowvale, we have recently opened distribution branches in Banket and Marondera where we too have begun trading.

In Banket, we have essentially 'adopted' the town and are striving to restore the town to what it once was, this in line with the government's vision 2030.

In 2023, we started rehabilitating the Banket Hotel which has been neglected for years. From the walls to the ceilings, to water and electricity, we have managed to get this back into operation and are using this premise as our distribution branch in Banket. In time, we are hoping to transfer this whole area into a fully functioning agricultural centre for farmers and customers in the catchment area.





We have also re-painted the road curbstones upon entering Banket Town; installed a water pump and tank at the local Banket hospital and work closely with the council for other community services that we are able to assist with. Alongside this, we have installed street poles and lights that not only serve as a platform for advertising but also promote messages promoting sustainable farming practices.



**Banket**



**Marondera**

In addition to the above, we have acquired land in Lions Den, located beyond Banket Town along the Zimbabwean Railway Line.

This land will be used as a siding for consolidating wood from Mutare and coal from Hwange Colliery, which will serve as curing fuel for the northern tobacco-growing regions of Zimbabwe.

Other parts of the country are currently being explored for similar development opportunities.





Another key aspect of Maguires' growth is the expansion of our commercial tobacco grower base. Starting with just one grower in 2014, we now proudly support 13 growers. All of these growers are fully financed and supported by Maguires, selling their tobacco on the Zimbabwe Leaf Tobacco Commercial Floors. As valued members of the 'Maguires family,' they receive ongoing guidance and oversight from our dedicated in-house agronomists.



## Out & About with Maguires

Our agronomists make it a priority to visit as many customers and farmers across Zimbabwe as possible throughout the year. These visits allow us to gather valuable feedback and insights, helping us identify trends and offer guidance to other farmers. Recently, we've begun sharing these findings through blogs and posts published on our website and social media platforms. Through this initiative, we aim to disseminate valuable agricultural knowledge to anyone interested, fostering a broader understanding of best practices in the industry.

Growers are constantly looking to improve their performance year on year, one way to do this is by interacting with other growers and sharing success stories as well as highlighting areas that were not so successful. We organize a series of annual field days and discussion groups nationwide, showcasing these case studies to provide growers with an opportunity to share their experiences and learn from one another.

We place great value on customer interaction and are committed to giving back through sponsorships and donations whenever possible. Our support extends to school sports teams, local initiatives, and industry events. A standout event on our annual calendar is the Maguires Tobacco Industries Golf Day, where our clients and supporters come together for a fun-filled day, making it a highlight for everyone involved.

At Maguires, the customer is our top priority. We strive to exceed expectations and deliver an exceptional experience to every client who chooses to work with us. Our approach is dynamic and competitive, ensuring that we offer the best solutions in the market. Maguires is a dependable, trustworthy, and resilient business, dedicated to helping drive the Zimbabwean agricultural industry back to its former excellence.