

PHASE 6: HIGH-VALUE, PRIORITY & STRATEGIC CROPS

Profitability • Speed • Scalability • Community Impact

Purpose of This Phase

- Identify **priority crops** to push immediately
- Rank crops by **income potential, ease of adoption, and demand**
- Guide Country Directors on **where to focus training, inputs, and logistics**
- Prevent dilution of effort across too many low-impact crops

A. TIER 1 CROPS – CORE STRATEGIC CROPS (GLOBAL PRIORITY)

Multi-product, high demand, scalable across regions

These should form the **backbone of WEMPOWER GLOBAL contracts**.

Crop	Why Priority	Product Lines
Aloe vera	Hardy, fast uptake, year-round harvest	Skin, hair, supplements
Moringa	Fast rotation, nutrition + pharma	Supplements, food
Ginger	High global demand	Supplements, massage
Turmeric	Strong medicinal branding	Supplements, skin
Coconut	Multiple derivatives	Food, skin, hair
Avocado	High-value oil	Skin, hair, nutrition
Sesame	Drought tolerant, oil-rich	Massage, cosmetics
Castor	Hair growth demand	Hair, skin

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Neem	Medicinal + cosmetic	Skin, hair, therapeutics
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Directive:

Every country should adopt **at least 3–5 Tier 1 crops** suited to its climate.

B. TIER 2 CROPS – HIGH-MARGIN SPECIALTY CROPS

Lower volume, higher value, quality-sensitive

Crop	Best Regions	Strategic Value
Lavender	Temperate zones	Essential oils
Chamomile	Temperate	Skin & calming
Frankincense	Arid Africa	Premium resins
Myrrh	Arid zones	Therapeutic balms
Sea buckthorn	Cold/temperate	High antioxidant
Goji berries	High altitude	Export nutraceuticals
Ginseng	Cool climates	Adaptogens

Directive:

Promote via **trained clusters and cooperatives**, not mass rollout.

C. TIER 3 CROPS – FAST CASH-FLOW & ENTRY CROPS

Low capital, short cycles, ideal for onboarding members

Crop	Cycle	Ideal For
Lemongrass	4–6 months	Oil extraction
Basil / Tulsi	2–3 months	Beginners

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Spinach / Kale	30–60 days	Nutrition
Hibiscus	4–6 months	Skin & hair
Pumpkin (seeds)	3–4 months	Hair & nutrition

Directive:

Use Tier 3 crops to **activate new members quickly** and build confidence.

D. TIER 4 CROPS – CONTROLLED / URBAN SYSTEMS

High value per square meter

Crop	System	Strategic Use
Oyster mushrooms	Indoor	Rapid income
Reishi	Controlled	Medicinal extracts
Spirulina	Ponds/tanks	Nutrition powders
Chlorella	Bioreactors	Export markets

Directive:

Deploy in **urban, peri-urban, youth, and tech-enabled groups**.

E. REGIONAL PRIORITY SNAPSHOT (EXAMPLE)

Africa (Tropical / Arid / Highlands)

- Core: Aloe, Moringa, Ginger, Turmeric, Sesame, Neem
- Specialty: Frankincense, Myrrh, Hibiscus
- Controlled: Spirulina, Mushrooms

Asia

- Core: Turmeric, Ginger, Neem, Coconut, Sesame

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- Specialty: Ginseng, Amla
- Controlled: Mushrooms, Algae

Europe & North America

- Core: Lavender, Chamomile, Peppermint
- Specialty: Elderberry, Echinacea
- Controlled: Medicinal fungi

Latin America

- Core: Avocado, Papaya, Ginger
- Specialty: Maca, Cocoa
- Controlled: Spirulina

F. MEMBER SEGMENTATION & CROP MATCHING

Member Type	Recommended Crop Tier
New / Small land	Tier 3
Experienced farmers	Tier 1 + Tier 2
Women groups	Aloe, Moringa, Hibiscus
Youth / Urban	Mushrooms, Spirulina
Cooperatives	Oils, roots, specialty crops

G. EXECUTION GUIDELINES FOR COUNTRY DIRECTORS

1. Select **5–10 priority crops max per country**
2. Classify them by:

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- Fast cash
 - Core supply
 - Specialty/export
3. Align:
- Training
 - Inputs
 - Collection centers
4. Contract only crops with **clear product-line demand**

FINAL VALUE OF PHASE 6

- Focuses resources where returns are highest
- Accelerates member income generation
- Builds a resilient, diversified supply base
- Positions WEMPOWER GLOBAL as a **structured, professional agribusiness ecosystem**

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