CHEMA world is a livestock production company that raises "naturally raised" pigs, chickens and goats. Naturally raised means that they are raised without addition of hormones, antibiotics or animal feeds for an improved health. The business operates in Kasungu, Malawi and its vision is to become the main supplier of naturally livestock and livestock products in the region.

The company has been performing smoothly since its inception in 2017. For the past years the main product of the business has been porkers (8 to 12 months old pigs) sold to off-takers linked to supermarkets, whose main goal was profit maximization. They valued quality lean meat which they sold to higher income earners.

The business was realizing profits until COVID-19 came. It started with a call from one of my customers "Joe, things are not working." That statement made my muscles lose the energy and my lungs relaxed the breath. “I don't know how to say this, but you know, this corona pandemic has affected my business. I just said "Okay" in my melancholy.

With the coming of corona, my customers froze the purchases, but I still had to make sales. I opted for vendors, only to make a loss. The off-takers were buying my products at MK 75,000 and the vendors were buying at MK40,000 which is too low a price for a profit. I struggled to make a good sale of my pork and a month passed without realizing any profit. The panic of not making a sale, watching the pigs grow older each passing day, was an unexpected blow to me.
After operating in losses for a month, I thought of changing my product from porkers to weaners (2 to 3 months old pigs). I used social media to advertise my products, so to get new customers, and I even offered free online lectures on pig production. I also offered free delivery considering that with COVID-19 my customers mobility is limited.

This time I targeted the middle income who have faced the fear of losing their jobs, so they may decide to buy pigs for production as an alternative income source. I even supplied to organizations which are doing livelihood projects, one of which is Catholic Development Commission in Malawi (CADECOM).

CADECOM is doing livestock pass-on project, it was looking for a supplier of weaners, came across my social media advert, and called me to supply them. A great deal was sealed and was therefore agreed on. I offered them a relatively lower price - normally, I sell weaners at MK 25,000 but offered CADECOM a slight discount since it bought a good number. I also understood they were helping the poor in the villages - it was for a social obligation.

Selling weaners made me more profits because it factors out production costs. For a period of 3 months I have made MK 540,000 profit which is higher comparing with other 3 months which I only made MK 405,000 for porkers. It has also given me a sense of fulfillment, when I heard CADECOM's project coordinator saying, "thanks to CHEMA world, for offering us a lower price and we were able to buy more pigs to reach out to many."

Two weeks later, one beneficiary called me saying "your pigs are health and strong, I thought they will die like the ones we received 4 years ago".

I haven't just made higher profits but I have achieved my corporate social responsibility.