



GMB REBRANDING

Grain Marketing Board (GMB)

The GMB is a Statutory body under the Ministry of Lands, Agriculture, Fisheries, Water and Rural Development, established in terms of the Grain Marketing Act (Chap 18:14). Its mandate is to assure provision of food to every household.

Outgoing Logo



The Grain Marketing Board
Dura reZimbabwe - Isiphala SeZimbabwe

Incoming Logo



- **Green** - The green crops in the field during production season.
- **Deep Orange** - The grain seeds that are planted.
- **Deep Yellow** - The dried crop ready for harvest into silos.
- **Grey** - The iconic silos symbolise storage and security of food.



Board Chairperson's Statement

In line with Vision 2030, the GMB is transforming and repositioning itself from mere grain storage to an Active Participant in the agricultural value chain.

In this new drive, the GMB intends to promote collaborations across various value chain players to improve agricultural production, growth and profitability.

The exercise proposes to build a positive image of the organisation that had been on the decline over the past years. The GMB brand had been associated with corruption and incompetence thus inflicting damage to the organisation's corporate identity.

An experienced and dynamic management team is in place to steer the organisation to a new level. In line with the repositioning of the organisation, we are taking this opportunity to rebrand and properly identifying ourselves with our role of "Assuring Food Security" in the agricultural sector.

GMB has embraced the, "From Seed to Food" philosophy where we are dedicated to be a key player in the entire agricultural value chain.

GMB is configured to transform the country into an upper middle-income economy and therefore invites our valued stakeholders to join us in this journey as we undertake to provide an efficient and seamless service to meet your expectations and achieve the prosperous and empowered vision 2030.

Joylyn Ndoro
Board Chairperson



CEO's Statement

The Grain Marketing Board (GMB) is rebranding to reflect the evolution of the organisation from a predominantly grain storage company to a key player in the Agricultural Value Chain. It is also rebranding to communicate a message of a new creation which is customer-focused and more efficient as we journey to achieve a prosperous and empowered vision 2030.

This is not just a change of logo and colours. It is our signal to the nation that it's the birth of a new creation whose contribution will assure National Stability in food security and economic growth through distribution of wealth.

A new GMB that is driven by a culture of excellence and performance from three perspectives of efficiency, resource stewardship and responsiveness.

The GMB carried out a customer satisfaction survey which informed the rebranding exercise underway.

It has set out to swiftly implement the changes that address concerns and issues raised by stakeholders, some of which touch on late farmer payments, distance to the nearest depot while at the same time modeling itself on world-class standard operating procedures and processes.

As part of its front-footed strategy to address late payments and low KYC queries, the GMB has introduced a new payment platform through ZIMSWITCH-enabled Farmer Card System. The innovation brings banking to the farmers' door step whilst getting instant payments for the grain deliveries. The farmer card has no limit of deposits and can be used to purchase goods and services through a POS machine.

GMB has moved beyond the 'clerical' work of receiving and storing grain and is now actively involved in the;

- **Capacitation of farmers through efficient distribution of inputs to properly accredited beneficiaries.**
- **Scoping and database maintenance of beneficiaries of the government assisted inputs programs.**
- **Collaborating with Agritex in the monitoring and evaluation of farmers' activities.**
- **Collaborating with AFC in assisting farmers with harvesting machinery and transport on a Stop Order facility and sharing of farmer data base and the possibility of farmers accessing the AFC Automated Teller Machine facility using the GMB Farmer card.**
- **Collaborating with Veterinary Department in the storage and distribution of tick grease and dipping chemicals.**
- **During harvesting, the GMB is bringing convenience to farmers through establishment of Collection and Buying Points.**
- **In collaboration with banks, financiers and transporters, the GMB seeks to provide a platform for recovery of loans by administering a Stop Order system.**
- **Instilling discipline through enforcement of Statutory Instruments for controlled products.**
- **GMB as part of its core function, will continue providing secure and adequate storage to preserve the quality of grains.**
- **Synergies with Millers to enable them to provide some basic commodities.**
- **Synergies with stock feed manufacturers for the supply of raw materials.**

In line with the above transformation, GMB is pleased to unveil the new brand identity as well as the new positioning statement which moves away from "Dura reZimbabwe" which is synonymous with storage only to **"Assuring Food Security"**.

The new positioning statement accurately reflects the role the GMB now plays in the Agricultural Value Chain.

The transformed GMB is set to efficiently play its role in the implementation of programmes that underpin the agriculture recovery processes guided by the Agriculture and Food Systems Transformation Strategy and the National Development Strategy (NDS1).

Rockie Mutenha
Chief Executive Officer