



PAFO-COLEACP INNOVATIONS SERIES: Innovations and successes of African farmer-led businesses and SMEs

10 sessions with inspiring stories from African businesses and SMEs

In November 2020, the Pan-African Farmers' Organization ([PAFO](#)) and COLEACP launched the Innovations Series aimed at showcasing innovations and successes of African farmer-led businesses and small and medium enterprises (SMEs).

The Innovations Series held every two months shares best practices from entrepreneurs, farmers, agripreneurs and SMEs to support others to embrace the unprecedented opportunities offered by local, regional and export markets. The series focuses on innovations across value chains to transform food systems, promote sustainable agriculture and leverage investment. They support a sustainable food systems approach which looks at the contribution of entrepreneurs to business models which are economically, environmentally and socially viable. We share successes in production methods, access to markets and product development, with a focus on value-addition, technologies including digital solutions, nutrition and circular economy.

The Innovations Series also features the contributions of those who support an enabling environment for African farmer-led businesses and SMEs to grow and expand, create jobs and impact rural communities. The insights from policy (OACPS, European Commission (Agriculture, Trade, Development), NEPAD, GAIN, AGRF, ACFTA, AFSA), research (FARA, AKADEMIYA2063, IPES-FOOD, DeSIRA), finance (ABC Fund, AgriFI, FarmFit, Bamboo Capital Partners) and support to business development (Pan African Agribusiness and Agroindustry Consortium (PanaAC), International Trade Centre (ITC), CUTS International) brought invaluable networks and connections to the entrepreneurs.

PAFO and COLEACP have already organised ten Innovations Sessions on the following topics:

- [Increased market opportunities through added-value and branded products](#) (Session n°1)
- [Grow local: Conquering local markets](#) (Session n°2)
- [African Continental Free Trade Area \(AfCFTA\): opportunities for SMEs and businesses in the agri-food sector](#) (Session n°3)
- [Sustainable food systems: the key role of SMEs and businesses](#) (Session n°4)

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The PAFO-COLEACP Innovations Series focuses on innovations and successes of African farmer-led businesses and SMEs. These activities are supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.

- [Food and Nutrition Security: the contribution of SMEs and businesses](#) (Session n°5)
- [Promoting sustainable agriculture and agroecological practices: the key role of MSMEs and farmers organisations](#) (Session n°6)
- [Innovations in the African agroprocessing sector: the key role of SMEs and businesses](#) (Session n°7)
- [Catalysing young African agri-entrepreneurs' investments](#) (Session n°8)
- [Successes from women-led agribusinesses in Africa](#) (Session n°9)
- [Successes in export markets from SMEs and entrepreneurs](#) (Session n°10)

Their recordings are available on [PAFO](#)'s and [COLEACP](#)'s YouTube channels.

During these sessions, 42 inspiring farmers groups and entrepreneurs presented their businesses to more than 2 500 participants from more than 100 countries on different continents. Find below a snapshot of their presentations which we hope will inspire you!

Innovations Session n°1: Increased market opportunities through added-value and branded products



Halatou Dem, Director General, [Les Céréales de TATAM SARL](#), Mali

Les Céréales de TATAM SARL adds value to traditionally grown grains in Mali by processing local cereals (such as millet flour, fonio, monicourou, diouka, etc.) with high nutritional content in healthy and ready to be consumed produces. It brings this delicious traditional food to the urban population across Africa, Europe and the USA. The company commits to achieving innovation through nutrition and promoting women's employment and privileges women in the recruitment process.



Alex Mutua Muli, Co-founder & CEO, [Goshen Farm Exporters Limited](#), Kenya

Goshen Farm Exporters Limited is a family-owned company which processes, packages and exports natural crisps from dried Kenyan mangoes, pineapples, leafy vegetables (incl. cowpeas, amaranth) etc. without additives or added sugar.

The company integrates technology into its business model to enhance the development of the supply chains by using the digital platform DigiFarm to connect fruit and vegetable sellers and buyers. It also actively works on developing climate-smart farming solutions and a green factory where all waste will be recycled.

Goshen Farm Exporters Limited is a member of COLEACP and benefitted from specific support adapted to its needs and participated to collective trainings organised by COLEACP.



Alice Riouall, Founder & CEO, [Mango So](#), Burkina Faso

Mango So is a processing company which mainly processes mango and coconut into organic and Fairtrade dried mango and coconut chips for international markets, mostly Europe. Mango-So constantly anticipates and develops products adapted to specific markets, such as mango jam and mango sirop for the local market. It also processes, on a smaller scale, vegetables, the dried tomatoes being mostly sold on the domestic market.

The company participates in community life by improving its workers' children's health and education, promoting gender equality by enabling both young and adult women to become economically independent, and combating women's exclusion and early and forced marriages, among others.

Mango So is a member of COLEACP and benefitted from specific support adapted to its needs and participated to collective trainings organised by COLEACP.



Eric Muthomi, Founder & CEO, [Stawi Foods and Fruits Ltd.](#), Kenya

Stawi Foods is a food company which processes seven nutritious locally grown crops: banana, amaranth, maize, finger millet, red sorghum, soy and wheat. Its product range includes pre-cooked, nutritious porridge flour made from ancient grains blended with bananas which are essentially distributed on the domestic market. The company also has a manufacturing contract with non-governmental organisations in Kenya.

Stawi Foods supports its local supplier farmers to access the market and produce food sustainably, while providing access to affordable nutritious food to low-income Kenyan families.

Innovations Session n°2: Grow local: Conquering local markets



Komi Agbokou, Co-founder & President, [ChocoTogo](#), Togo

ChocoTogo is a cooperative that promotes sustainable organic cocoa production, including by preserving old cocoa varieties, and transforming cocoa into quality products. ChocoTogo's mission is to add value to Togolese (small) cocoa production by transforming cocoa into organic, fair trade, artisanal and local products, such as chocolate bars with various flavours, cocoa beans and chocolate paste. The products are available on the domestic market and sold in most supermarkets of the country, as well as exported to the EU.

Since its creation in 2014, the company has developed a new market in Togo, creating supply and demand for processed cocoa bean products.



Catherine Krobo Edusei, Founder & CEO, [Eden Tree Limited](#), Ghana

Eden Tree Limited is a company which produces, packages and markets high-end fresh vegetables, fruits and herbs, as well as convenient food to promote healthy eating habits. The healthy value-added products are exported within West Africa. Eden Tree acts as a bridge between farmers and consumers by connecting farmers to markets. The company is strongly committed to corporate social responsibility and works closely with over 200 approved smallholder suppliers and helps them to better develop their production, including by providing loans to improve production and to buy inputs. Among others, the company pays tuition fees for the children of staff members, provides educational materials, and organises nursing to enable mothers to continue to work and attend to their children.



Bertille Guèdègbé Marcos, Founder & CEO, [Les Fruits Tillou SARL](#) & [Les Jus Tillou SA](#), Benin

Les Fruits Tillou & Les Jus Tillou are family businesses which produce and process pineapple. LES FRUITS TILLOU SARL produces organic and conventional fresh pineapples, as well as dried pineapples, for international markets. LES JUS TILLOU SA. produces industrial organic pineapple juice for international markets and artisanal pineapple juice which is sold on the local market and in the sub-region. In 2018, the company invested in a fruit drying unit to produce organic dried pineapples for the European market.

The successful development of both companies has contributed to creating employment, empowering women, and developing the area surrounding the processing units with the construction of schools and wells among others.

As longtime members of COLEACP, Les Fruits Tillou & Les Jus Tillou benefitted from specific support adapted to their needs and participated to collective trainings organised by COLEACP.



Affiong Williams, Founder & CEO, [Reelfruit](#), Nigeria

Reelfruit creates new value chains by processing fresh fruit in value-added convenient produces, like snacks, and by building its own network for distribution. The processed mangoes, pineapples, coconuts, bananas and plantains are distributed in local and export markets, including through Amazon. The company aims to produce Nigerian food products that meet world-class standards and to market them everywhere.

The company trains its salaries, especially rural women, to grow high quality, export grade mangoes. Moreover, with its empowering women's programme "Female Farmers To High-Value Mango Farming", ReelFruit has contributed to a 300% increase in farmers' incomes.

Innovations Session n°3: African Continental Free Trade Area (AfCFTA): opportunities for SMEs and businesses in the agri-food sector



Dan Jakana, Founder & CEO, [Jakana Foods Ltd](#), Uganda

Jakana Foods Ltd is a food processor and packaging technology specialist producing organic certified and natural non-organic dried fruit, natural fruit juice, pulp and concentrate, as well as condiments. The processed fruit are Uganda grown pineapple, mango, papaya, jackfruit, banana etc. The dried fruit, fruit juices and pulps are sold on export markets (mainly USA and EU), as well as a small portion on the domestic market.

The company has created a community premium fund with its buyers to give back to the communities in which its farmers live. The communities which surround the factory and farm benefit from training, agro-processing education, and new product development opportunities for all entrepreneurs interested in value addition.

Jakana Foods Ltd is a member of COLEACP and benefitted from specific support adapted to its needs and participated to collective trainings organised by COLEACP.



Michael Annan-Forson, Founder & CEO, [Melach Coconut Processing Farm](#), Ghana

Melach Coconut Processing Farm is a coconut processing company which produces, among others, Ecocert Fairtrade-certified extra virgin cold pressed coconut oil, fresh coconut water, coconut porridge and organic coconut butter. The products are traded under the product brand name "Ropheka" for the health & beauty sector, as well as the food and hospitality sectors. The company supplies domestic, regional and international markets.

Melach Coconut Processing Farm sources coconut from local farmers (mostly women, many in a vulnerable situation) providing a variety of services to them. It also raises health awareness in local schools of the farming community, and supports orphanages and widows.

Melach Coconut Processing Farm is a member of COLEACP and benefitted from specific support adapted to its needs and participated to collective trainings organised by COLEACP.



Moussa Silvain Diakité, Founder & CEO, [SCS International SARL](#), Mali

Service Commercial Silvain International SARL (SCS International) is a company packing and exporting fresh mangoes mainly to Europe and partly to African countries (Gabon, Morocco, etc.). The company is internationally recognised for its exported fruit, which fully meets the requirements and quality standards.

The company maintains long-lasting and trusting relationships with its partners along the value chain: it supports its producers, trains its staff, has long-term contracts with its suppliers, regularly exchanges with its clients, as well as technical and financial partners, and actively participates in Mali's mango interprofessional association.

As longtime member of COLEACP, SCS International benefitted from specific support adapted to its needs and participated to collective trainings organised by COLEACP.

Innovations Session n°4: Sustainable food systems: the key role of SMEs and businesses



Nnaemeka Ikegwuonu, Founder & Executive Director, [ColdHubs Limited](#), Nigeria

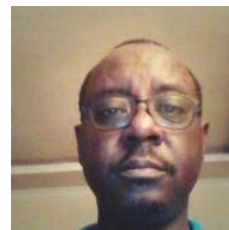
ColdHubs Limited is a company providing breakthrough innovation to the local community and smallholder farmers. ColdHubs are solar-powered walk-in cold storage rooms for 24/7 cold storage of perishable foods, extending the shelf life of fruit and vegetables from two to 21 days. Users from the local community and smallholder farmers can store food in the cold room by paying a daily flat fee. The company is leading the market for innovative and affordable cold-storage solutions in Nigeria and plans to deploy ColdHubs all across Africa, starting with South Sudan, Sierra Leone, Liberia, Benin and Kenya.



Lovin Kobusingye, Co-founder & CEO, [KATI FARMS \(Uganda\) LTD](#), Uganda

KATI FARMS (Uganda) LTD is the first agrofisch-processing enterprise producing fish sausages in Uganda. The company's flagship product is the fish sausage made of locally-sourced tilapia. Other processed fish and healthy products include, among others, fish samosas, frozen and chilled fish fillets, fish powder, surimi, crude fish oil, fish meal. The products are sold in Uganda and neighbouring countries to hotels, restaurants (both domestic and international) and supermarkets, as well as on the informal market.

KATI FARM supports its farmers, among others, by providing them with trainings and hiring out expensive equipment for a small fee, such as fish nets, oxygen cylinders, and water transportation tanks.



Pierre Damien Mbatezimana, Founder & Managing Director, [SHEKINA Enterprise](#), Rwanda

SHEKINA Enterprise is a food processing company which produces dried cassava leaves with a shelf life of two years and instant mixtures used to cook cassava leaves with fish or beef flavour. It also produces flour from cassava and other crops, such as maize, millet, peanut, roasted soybeans, etc. Most of the products are exported internationally (USA, Canada, Belgium, Sweden and the UK), the rest being sold on the domestic and regional (Uganda, Congo, Burundi, Kenya, Tanzania) markets.

The company developed and uses an innovative drying technology to secure the nutritive value of cassava leaves while avoiding their wastage due to their high perishability (as leaves have a high water content). This value-addition eases the commercialisation and transport of the products.



Gaëtan Etancelin, President, [SYMABIO](#), Madagascar

The Malagasy Union for Organic Agriculture (Syndicat Malgache de l'Agriculture Biologique, SYMABIO) reunites all the stakeholders of the organic farming sector in Madagascar, among others, Chocolaterie Robert which processes Madagascar's cocoa into bars, confectionery and pastries, as well as SAHANALA Madagascar SA which brings together four producers' federations, including the vanilla federation.

SYMABIO defends the interests of all the actors involved in the production of organic farming products and is the privileged interlocutor for public authorities and professionals. It also takes part in the negotiations of the organic national legal framework.

Innovations Session n°5: Food and Nutrition Security: the contribution of SMEs and businesses



David Foli Ayivor, Founder & CEO, [Agromyx](#), Ghana

Agromyx is an agrifood processing company created in 2017 which addresses the problem of food waste by buying and processing smallholder farmers' excess produce into vitamin- and mineral-rich instant cereals and fruit powders. Its brand Nourimeal™ has 10 varieties of instant cereals and fruit powders rich in vitamin A, iron and magnesium, vitamin- and minerals which are rare to find in existing dietary ecosystem but vital.

Agromyx currently works directly with 165 smallholder farmers, 112 of whom are women. The company is encouraging local farmers to transition toward organic agricultural practices and agroforestry; as well as supports building capacity and market resilience.



Oluwaseun Sangoleye, Founder & CEO, [Baby Grubz](#), Nigeria

Baby Grubz is a social enterprise which manufactures packaged infant meals and snacks made from grains, fruit and vegetables and operates in Ghana, Togo and the United Kingdom. Baby Grubz aims to reduce the high rates of malnutrition and poverty in Africa. Its products are prepared with super food sourced locally in order to tackle the major deficiencies in baby and infant nutrition.

Baby Grubz also works with over 300,000 mothers to provide peer-to-peer mentoring on the benefits of nutritious foods and breastfeeding. Through its active use of social media, Baby Grubz has built a vast network to share knowledge on how to feed children and to widely promote its products.



Jolenta Joseph, Founder & CEO, [Sanavita](#), Tanzania

Sanavita adds value to crops such as orange fleshed sweet potatoes (OFSP), beans and maize. Its objective is to address the high rates of malnutrition in Tanzania; especially anaemia (which mainly affects women at reproductive age) and vitamin A deficiency (from which one out of three children under the age of six suffers). Sanavita supports over 1,500 smallholder farmers and offers them a reliable link to ready markets by buying and processing their produce into nutritious food products. The company also improves the livelihoods of rural communities and supports women to escape poverty through engagement in agriculture. Sanavita delivers training and offer consultation on a range of issues.



Marie Ange Mukagahima, Founder & CEO, [Zima Enterprise](#), Rwanda

Zima Enterprise processes pumpkin and its unused seeds into pumpkin seed oil, pumpkin cookies, roasted pumpkin seeds and pumpkin seed flour. Pumpkins are an easy crop to grow in Rwanda with little seasonality and rich in minerals (such as magnesium, zinc, potassium, sodium) and vitamin, contain antioxidants and dietary fibre, and are low in cholesterol.

Zima Enterprise ensures five rural cooperatives of women farmers and over 50 farmers a constant supply of pumpkins for processing and provides the farmers with high-quality seed for sowing. The relationship supports a rise in the standard of living of these farmers and provides them with skills, tools and market awareness regarding their crops.



Courage Hodey, Financial Manager, [MAPHLIX TRUST GHANA LTD](#), Ghana

Maphlix Trust Ghana produces and sells vegetables (22 crops), grain, roots and tubers. The company mainly exports yam, orange-fleshed sweet potato (OFSP), fresh vegetables and fruits.

Maphlix Trust Ghana also adds value to their root and tuber crops such as cassava and OFSP through processing to ensure the provision of food and nutrition security. As cassava roots processed into gari are a poor source of vitamin A, the company supplements its gari with OFSP which is rich in beta-carotene. OFSP is also used to prepare bread (at 30% substitution) to provide high beta-carotene bread compared to 100% wheat flour bread which has a very low Vitamin A content.

Maphlix Trust Ghana is a member of COLEACP and benefitted from specific support adapted to its needs and participated to collective trainings organised by COLEACP.

Innovations Session n°6: Promoting sustainable agriculture and agroecological practices: the key role of MSMEs and farmers organisations



Gustav Dessogom Bakounda, Founder & Director, [Label d'Or](#) and Jus Délices, Togo

Label d'Or is a pioneer Togolese company supporting agricultural sectors (soy, fonio, pineapple, turmeric etc) along the entire value chain (production, processing, export). Its produce are largely exported to organic companies and businesses in the EU and in the United States.

The company has its own organic production but also works with 10,000 producers in 14 organic productions. It supports (smallholder) farmers in organising themselves into cooperatives and unions and provides them with training and certification in organic farming.

Label d'Or is a member of COLEACP and benefitted from specific support adapted to its needs and participated to collective trainings organised by COLEACP.

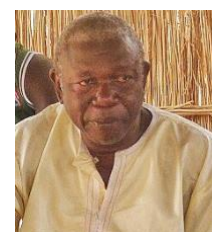
Jus Délice is Togo's first modern organic juice processing plant for export, as well as the country's largest organic pineapple juice processing plant.



Olayemi Aganga, Co-founder, [Maungo Craft](#), Bostwana

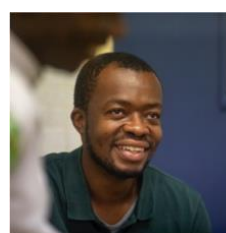
Maungo Craft is a solution-oriented company which upcycles indigenous fruits (orphan crops), that would otherwise be wasted, to produce jams, sauces and syrups. Maungo Craft creates new value chains between farmers, cosmetic processors and communities, to develop a climate change adaptive circular economy. The company works with local farmers to supply vegetable and with natural cosmetic oil processors to process morula, thus promoting the growth of two industries at the same time.

The company started in 2017 and already won 13 local, regional and international.



Gora Ndiaye, Founder & Director, [Ferme-École Agroécologique de Kaydara](#), Senegal

The Kaydara agro-ecological farm school is located in the village of Keur Samba Dia, Senegal, and offers alternatives to the rural exodus, supporting local employment and providing young farmers with skills to develop a sustainable agriculture applying agroecological practices. Since 2007, the association has trained dozens of young farmers at the farm school allowing them to make a living from agriculture in their villages by producing sustainably and supplying local markets. Located in a desertic area, Kaydara Farm-School plays a significant role in the protection of the environment, in particular through the use of renewable energy sources, the manufacture of compost, the protection of coastal areas and the establishment of ecological farming practices.



Noël N'Guessan, Co-founder & Chief Technical Officer, [LONO](#), Côte d'Ivoire

LONO is an engineering company based in Côte d'Ivoire which makes carbon and nutrient recycling accessible to farmers. Its two products under the brand name Kubeko can use by smallholder farmers to directly recycle the nutrients and organic matter back into their soils.

The company also offers advice and executes studies in the field of renewable energy, biomass, biofuels, agriculture and development impact. It works directly with cooperatives and larger value chain organisations to integrate their sustainability strategies such as the Roundtable on Sustainable Palm Oil (RSPO) for palm oil and ECOCERT for cacao and fruit production.

The company is also developing larger industrial composting projects that create local bioeconomy for organic waste and working in West Africa.

Innovations Session n°7: Innovations in the African agroprocessing sector: the key role of SMEs and businesses



Euphrasie Dassoundo, Founder and General Director, [AgroExpress](#), Benin

Agro Express is a company processing fruit, vegetables and spices into purees and concentrates. Tomato puree is its most popular product but the company also produces onion and garlic puree, ground ginger, peanut paste, spice mixes and marinades. By processing fresh food in jars, extending its shelf life, Agro Express tackles the issue of post-harvest losses of Beninese fruit and vegetables producers, as well as the food safety issue.

Agro Express is committed to support the social development of local communities by creating jobs for young people and women.



Elmine Kouyaté, Founder and Director, [Axxiom](#), Côte d'Ivoire

Axxiom is an Ivorian company involved in the entire mushroom value chain, producing fresh mushrooms, mainly of the oyster variety, and processing them into dried mushrooms, prepared meals, energy drink, as well as cosmetic products.

Axxiom aims to empower local communities by starting their own mushroom production which supply the company in raw material. Axxiom supports and invested in 7 mushroom farms, all run by women.



Jane Maigua, Managing Director, [Exotic EPZ Limited](#), Kenya

Exotic EPZ Limited is a Kenyan company processing macadamia nuts in different sizes (wholes, halves, chips) and exporting to international markets, especially USA, Asia and Europe. Exotic EPZ Limited works closely with 7,000 macadamia nut farmers across Kenya, sourcing them with high quality nuts. In order to support the local farmers and help them to continue to produce in a sustainable manner, the company provides them with seeds and offers training on various topics.

The company is committed to comply with international high-quality standards and developed an environmentally friendly processing activity by installing a solar plant and processing macadamia nut shells into biogas.



Adama Mbaye, CEO, [BAONANE](#), Senegal

BAONANE is a Senegalese agribusiness offering a range of baobab-based products such as fruit pulp, powder, leaves, seeds and baobab oil, as well as hibiscus flowers (including oil), local cereals, poultry and livestock feed. BAONANE is strongly committed to offer organic products, ensuring high quality and food safety. The company also supports fair, social and sustainable agriculture, by contributing to the development of the entire agricultural and agri-food sector and promoting employment among rural communities, especially young people and women who suffer the most from unemployment and poor livelihood conditions.



Eric Medji, Co-founder and Managing Director, [OTHENTIKS](#), Benin

OTHENTIKS, a Beninese family business, is specialised in producing and marketing quality fruit juices from pineapple, baobab, ginger, mango and passion fruit, among others. The juices are healthy, all natural, without colouring agents, preservatives nor artificial flavouring. The production process complies with strong sanitary requirements such as HACCP and FSC 22000. OTHENTIKS promotes an environmentally friendly production and a circular economy by processing waste into biogas or natural fertilizer for crops.

OTHENTIKS strongly supports its partners' economic and social development, by sharing in an equitable way the value produced by the sales. The company also supports the education of children and finances the construction of schools and water points in villages.

Innovations Session n°8: Catalysing young African agri-entrepreneurs' investments



Momarr Mass Taal, Founder and Managing Director, [Tropingo Foods Ltd](#), Gambia

Tropingo Foods Ltd is a leading fruit, vegetable and nuts exporter in The Gambia to international markets, in Europe, USA and Asia. The company exports also its products into local markets, especially dried mango. With an inclusive business model, Tropingo Foods Ltd is the bridge between farmer organisations and the global consumer market, adding value to and marketing its products. The company sources the raw materials from its own network of farmers, and processes and packs them in its own facilities.



Mwangi Muturi, CEO, [Lusoi Greens Limited](#), Kenya

Lusoi Greens Limited is a family-run business specialised in herbs growing and exporting. Five high quality herbs are produced (basil, mint, rosemary, thyme and oregano) in the Kenyan highlands, in open fields and greenhouses. Lusoi Greens Limited operates in compliance with global standards for producing and export (GLOBAL GAP and GRASP). The company's clients, mainly located in the UK and in the Netherlands, are re-sellers and packers. Through its activities, Lusoi Greens Limited is tackling the issues of unemployment and poverty by employing people from the local communities and especially women who represent 70% of its staff.



Awa Caba, Co-founder and CEO, [Soreetul](#), Senegal

Soreetul is the first digital platform in Senegal that sells African processed agricultural products and cosmetics. More than 400 products from 10 different categories (such as cereals, juices and teas) are available. Soreetul also has a physical shop and offers a catering service, providing meals exclusively made from local products for companies.

Strongly committed to women's empowerment and promoting business initiatives, Soreetul enables many SMEs to showcase their products and expand their market. The company contributes to the development of the agri-food sector and to connecting it to the urban demand.



Abdullateef Olaosebikan, Co-founder, [Nafarm Foods](#), Nigeria

Nafarm Foods is a company which processes and preserves fruit and vegetables, such as tomatoes, pepper and onion, by converting them into paste and puree. With processing facilities ensuring high quality and food safety, the company manufactures products that keep their nutritional value. The company also offers different services to the farmers and partners such as packaging, branding, as well as marketing and training. The objective of the company is to tackle the issue of post-harvest losses, faced by many producers and leading to critical economic situation for them.

Innovations Session n°9: Successes from women-led agribusinesses in Africa



Yvonne Otieno, Director, [Miyonga Fresh Greens ENT](#), Kenya

Miyonga Fresh Greens ENT is a Kenyan family business established in 2014 which produces quality horticultural products grown fairly, sustainably and under the highest food safety standards for the regional and export (EU) markets. The company also adds value to fruit which does not meet (export-) requirements by drying them and by pulverizing dried fruit into all-purpose fruit powder.

Miyonga Fresh Greens ENT is a social company committed to enhancing food security and health, improving productivity and reducing poverty, with lower environmental and social costs. It has developed a network over 5,000 smallholders in Kenya, created about 7,500 jobs, enabled over 30,000 farmers to earn an income and improved 195,000 lives.



Salma Abdulai, Co-Founder and CEO, [Amaati Group](#), Ghana

AMAATI Company limited is a social Ghanaian company created in 2013 which processes organic-certified fonio into ready to use flour and cereals for both the local and export markets. Fonio is a climate resistant indigenous cereal which does not contain any gluten and has high quantity of fiber, iron, amino acids, protein, potassium among other nutrients.

AMAATI supports vulnerable rural women to grow fonio on degraded (due to exhaustive use) and/or abandoned lands by creating a land management system where the lands can be regenerated and used to grow other crops, including fonio. The company currently works with 5,000 smallholder farmers and also hires (young) women to process fonio.



Marie-Andrée Tall, Founder and Director, [Fruitales](#), Senegal

Fruitales is a Senegalese company created in 2005 that processes local fruit and vegetables into purees, jams and syrups for the local and international markets. As a social enterprise, Fruitales has positively impacted stakeholders along the entire value chain. The company has a policy of recruiting disadvantaged women to provide them with training and support them in their professional development. It also has a policy of exclusive

supply of raw agricultural products from local producers at a fair price, giving priority to products grown or harvested by women, and supporting the professionalisation of greenhouse producers. Fruitales also sources its packaging from local companies.



Gaëlle Laura Kenfack, Founder, [KENZA MARKET](#), Cameroon

KENZA MARKET is a company specialised in the processing and distribution of pre-cooked, dried, organic and dietetic products and ingredients (fruit, vegetables, spices, vegetable oils, poultry etc.) to quickly prepare healthy meals. The company which was founded in 2016 is one of the pioneers that produces and markets local products from Cameroon, first only online, then in physical stores.

KENZA MARKET produces quality products by ensuring their traceability from the fields and village farms to the shelves. The production process meets international requirements.



Annie Kamala, CEO, [AGRO BIBI](#), DRC

AGRO BIBI is a company created in 2005 producing and processing fruit, cereals, cocoa and vanilla in the Democratic Republic of the Congo (DRC) for both the local (supermarkets and restaurants) and regional (e.g. Uganda, Gabon, Congo) markets. The company has a strong focus on empowering women, including by providing them with jobs and trainings in food processing. 'Bibi' means 'woman' in Swahili.

Innovations Session n°10: Successes in export markets from SMEs and entrepreneurs



Hasina Ralay, Manager, [LYCHEELAND](#), Madagascar

Lycheeland is a Malagasy company specialising in the drying and processing of exotic products and superfoods from Madagascar. Lycheeland supplies the largest variety of naturally dehydrated tropical products in the Indian Ocean. Since its creation, Lycheeland has continuously developed its range of nutritious and healthy products, while combating food loss and waste. The company also supports farmers by ensuring them fair prices, using an

environmentally friendly processing method and creating jobs, especially for women whose income it seeks to improve.



Elizabeth Jebby Bischof, Co-Founder and Managing Director, [Bdelo](#), Kenya

Bdelo is an award-winning regional market leader in the production of healthy and tasty tortilla chips and tortillas that are 100 % naturally seasoned, gluten and preservative free. The products are maize-based fused with high value seeds, grains, vegetables, herbs and legumes. The company aims to contribute to healthier and fun lifestyles but also to rural development and progress, including by creating market for indigenous foods normally grown by women in rural communities.

Bdelo Kenya was incorporated in 2010 and the Bdelo Middle East Marketing & Distribution office established in 2019.



Sakina Usengimana, Founder and CEO, [Afri Foods](#), Rwanda

Afri Foods is a woman-led horticulture export company founded in 2019 which distributes fresh, high-quality Rwandan produce to both local consumers and exports markets. The company sources from more than 500 farmers and 5 cooperatives in Rwanda, 70% of whom are women and youth. Sakina's vision is to empower women and youth in the communities she works with through agriculture, with an emphasis on experiential learning while continuing to export Rwanda's fresh goods to markets all over the world and become a preferred vendor with consistent quality products.



Neville Mchinda, Co-Founder and CEO, [GreenStone Foods \(Pvt\) Ltd](#), Zimbabwe

GreenStone Foods (Pvt) Ltd is a company in Zimbabwe created in 2019 that works with farmers and communities to trade local fresh and processed products (especially pineapples) locally and internationally: it exports the baby pines to the EU and supplies the local market with the larger ones. GreenStone Foods (Pvt) is the first organic Queen Victoria Pineapple supplier to the EU. The company aims to improve livelihoods and combat poverty through trade, increases the farmers' income, creates jobs and reduces food loss.