

28 November 2022

Innovations Session N°11

Promoting the circular economy and reducing food loss and waste: Success stories from SMEs and entrepreneurs



INNOVATIONS
SERIES



FATOU & KADIJA Entreprise



**JEDENGUI "The best way to consume
fruits"**

History

Fatoumata Titine CISSOKO, graduate in 2012 in Accounting and Management. Her parents are entrepreneurs and she is passionate about agriculture since childhood.

After a few years managing the family farm, she realised that the post-harvest losses recorded by local producers in the area estimated at over 40% of the total fruit production, which is a significantly huge financial loss for producers.

FATOU AND KADIJA Entreprise was created in 2014, firstly, as an agri-food processing company to be able to reduce the huge agricultural losses, but also to be able to bring value to the products from the agricultural sector in Guinea.

It participates in the popularisation of drying technologies for the reduction of post-harvest losses introduced by the University of California DAVIS, USAID Winrock International and the World Bank's WAPP.



Presentation

Fatou & Kadija Entreprise SARLU

Sedengui

PRODUIT
en
GUINÉE

AGRI-FOOD
specialised in the drying of fruit
and the production of fruit juices in
Guinea since 2014

F&K TRANSFORMS

- Location: **KINDIA**
- Area: 2HA



Number of employees: 10



Semi-industrial drying unit

Artisanal drying unit

Artisanal bottled juice unit



Dried pineapples
Dried mangoes
Natural juices



Our Mission - Vision - Objectives

Vision

Being a leader in the fruit transformation agribusiness in Guinea

Mission

Offering the best processed fruit from Guinea to the local and international market

Objectives

- To develop the agri-food sector with local products in Guinea
- To reduce post-harvest losses and create jobs for young people and women
- To valorise and promote processed agricultural products from Guineans
- To integrate and contribute to the development of women in the agribusiness in Guinea
- To reduce the rural-urban migration by 10% in the communities served through the project by strengthening and enhancing local human resources



Working with producers

As part of the logic of contributing to the reduction of losses of fruit growers, we have initiated

- creation of women's cooperatives
- the group purchase of production surplus from members of the Federation of Planters from the Fruit Sector of Lower Guinea (FEPAF-BG) (more than 1000 growers)
- Support and advice to farmers in the area for the marketing of their fruit

Purchase at fruit grower level 2022

Suppliers: +70 small producers



- 200 T of pineapple
- 600 T of mango

Purchase forecasts 2023

- 500 T of pineapples
- 1,000 T of mango



Marketing

Our main clients

National market 93%	International market 7%
Hotel / Restaurant 40%	Senegal 5%
Shop / Supermarket 30%	Mali 1%
Individuals 23% of the total	Morocco 1%

Our sales outlook 2023 - 2025

To produce 5 to 10 T of dried fruit and 25,000 litre of fruit juice per year
 To export at least 40% of dried fruit per year to African countries and Europe

Constraints

- Low production capacity: to reach a wider market
- Quality control and product certification: in order to export the dried fruits
- Access to quality packaging at an affordable price
- Lack of financial support from funding institutions



Satisfaction and thanks

- The **recognition** and trust of fruit growers for my contribution in improving their income and reducing their post-harvest loss
- **Personal satisfaction** for achieving the objectives we have set ourselves for the target date of 2025, despite the many crises we have faced, due to the consistency in the sector and above all the dynamism and the motivation of my team
- **Confidence of technical partners:** Staff training, development of management tools, participation in fairs and exhibitions
- **Developing our market share:** participation in fairs and exhibitions, Developing new national and international markets

Thank you for your kind attention





The PAFO-COLEACP Innovations Series focuses on the innovations and successes of African farmer-led enterprises and SMEs. These activities are supported by the SPS Fit For Market programme, which is implemented by COLEACP in the framework of the development cooperation between the Organisation of African, Caribbean and Pacific States (OECS) and the European Union.



THANK YOU

