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Innovations Session N°9
Successes of women-led
agribusinesses in Africa









Successes of women-led agribusinesses in Africa

Presentation by Marie-Andrée Tall, Founder and Director



- Food processing company created in 2005
- <u>Products</u>: chilli purees, jams, syrups, herbal teas and spices
- Markets: local, regional and international
 - <u>Senegal</u>: households, hotels and restaurants via networks of supermarkets, convenience stores and gas station shops, hotels and restaurants, e-commerce websites
 - <u>Regional market</u>: Côte d'Ivoire, Gambia, Mauritania, Guinea-Bissau through wholesalers supplying supermarkets
 - International market: France and Belgium through distributors targeting the African diaspora in Europe







Growing demand:

- Senegal: growing consumer demand for local food products:
 - o middle and lower classes are having more and more access to networks of supermarkets (Casino, Auchan, Exclusive, Carrefour, etc.)
 - o continued growth in the number of international workers and students (high-income population open to discovering quality local products)
- Regional market: new contracts with distributors
- <u>In Europe</u>: identification of additional distributors in Europe who work with large supermarkets selling exotic/ethnic products is underway





Success factors:

- Development of new products to increase its offer and meet the growing demand
- Product quality
- Attractiveness of packaging
- Strengthening its local and international distribution channels

Social impacts:

- Policy of recruiting disadvantaged women to provide them with training and support them in their professional development
- Exclusive supply of raw materials produced in Senegal
- Strengthening agricultural value chains, including the chilli value chain, with a policy of purchasing raw agricultural products from producers:
 - o at a fair price,
 - o giving priority to products grown or harvested by women,
 - o and supporting the **professionalisation** of greenhouse producers.
- The company also sources its packaging from local companies, with the exception of glass jars which are imported



Future objectives:

- Increase capacity to purchase raw materials and production
- Increasing storage capacity
- Increase sales in all markets (local, regional, international)
- Create 37 direct jobs, 80% of which are for women, and support the professional development of 20 young people
- Construction of a new production and storage unit in the Diamniadio industrial zone





Thank you for your attention







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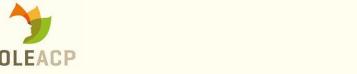


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