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Innovations Session N°9

Successes of women-led agribusinesses in Africa



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Successes of women-led agribusinesses in Africa

Presentation by Marie-Andrée Tall, Founder and Director



- Food processing company created in 2005
- Products: chilli purees, jams, syrups, herbal teas and spices
- Markets: **local, regional and international**
 - Senegal: households, hotels and restaurants via networks of supermarkets, convenience stores and gas station shops, hotels and restaurants, e-commerce websites
 - Regional market: 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:
 - middle and lower classes are having more and more access to networks of supermarkets (Casino, Auchan, Exclusive, Carrefour, etc.)
 - 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
- In Europe: 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:
 - at a **fair price**,
 - giving priority to products grown or harvested by **women**,
 - 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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Thank you

