

22 July 2021

Innovations Session N°5

Food and Nutrition Security:
the contribution of SMEs and
businesses



INNOVATIONS
SERIES



PAFO-COLEACP INNOVATIONS SESSION No.5/AGROMYX

Food loss and waste is a critical issue in Africa

Solving this issue improves food security as well as reduces malnutrition

1.3B

tons of crops are lost annually,
which could feed 1.6B people¹

Millions

of smallholder farmers stand to
gain from advances in produce
supply chain

70%

more food is needed in Ghana by
2050⁴

An estimated **66% of fruits and vegetables and 21% of cereals are lost between production and consumption in Sub-Saharan Africa²**

80% of food consumed in sub-Saharan Africa is produced by smallholder farmers³. Reducing post-harvest crop loss will **increase revenues and increase production above subsistence levels**

to securely and nutritionally feed Ghana's fast-growing population, which is estimated to be over 50 million people in 2050

1. Deloitte (2015). Reducing Food Loss along the African agricultural value chains.

2. Global Food Losses and Food Waste. UN FAO

3. The Relevance of Smallholder Farming to African Agricultural Growth and Development. African Journal of Food, Agriculture, Nutrition and Development.

4. *The Impacts of Reducing Food Loss in Ghana*. LEI Wageningenur. 2014

Addressing food waste with Nourimeal™ from Agromyx

Vitamin and mineral-rich instant cereals and fruit powders sourced directly from smallholder farmers



Delicious Taste As It Has Just Been Harvested

Product:

- 10 varieties of instant cereals and fruit powders
- Unlike competitors, Nourimeal™ is made with 100% natural ingredients
- GMO-free; no preservatives
- FDA Ghana regulatory approved

Benefits:

- 1-year shelf life
- Contains vital vitamins and nutrients (Vitamin A, Iron, Magnesium) which are rare to find in existing dietary ecosystem

Turning post-harvest losses into sustainable, healthy product

Local production facilities employ local workers and turn local produce into end product

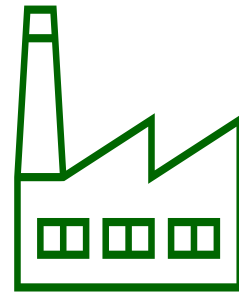
Progress to Date

Looking Ahead



Source post-harvest losses from local, **smallholder farmers**

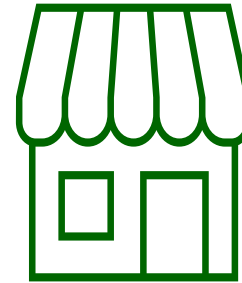
Q12020 to Q12021, collected **27k tons** from **165 smallholder farmers** at market price



Packaged into **biodegradables bags**

Facilities operate within the **country's green standards**

Current capacity is 500kg per week



Efficient distribution channels by selling to **local grocery stores, hospitality locations, and directly to consumers online**

PARTNERSHIPS



INSTITUTIONS

Government partnerships through ministry of health to improve education on nutrient-rich foods and spread awareness

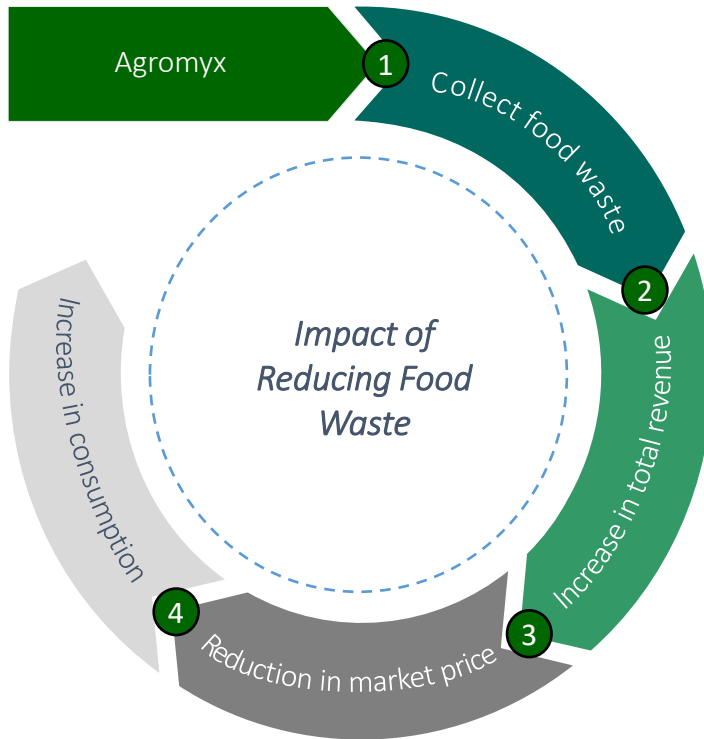
- *Ministry of Food & Agric
- *Agritech companies
- *Research institutions

SMALLHOLDER FARMERS

- *Investing in capacity building for smallholder farmers
- *Investing in portable small harvester, dehusking and sorting machines for small holder farmers

Agromyx catalyzes the circular economy

Food waste reduction lowers prices, increases consumption and revenue for smallholders



- 1 In 2020, Agromyx sourced an average of 27 tons of fresh produce of post-harvest losses from 165 smallholder farmers.
- 2 Between Q1 2020 and Q1 2021, Agromyx paid an **average price of \$2/kg, generating over \$54k for smallholder farmers**
- 3 The total increase in revenue (economies of scale) will allow suppliers to reduce unit cost:
 - 50% reduction in cereal loss yields **6% decrease in market price¹**
 - 50% reduction in fruit loss yields **7% decrease in market price¹**
- 4 Reduced prices will drive demand, fueling capacity expansion, **more production, and more healthy eating by the entire population**

Long-Term Impact



Optimize crop cycle, reducing food waste and generating additional revenue for farmers



Increase standard of living for African communities by empowering local farmers



Reduce prevalence of chronic diseases that are caused by poor dietary nutrition

1. The Impacts of Reducing Food Loss in Ghana by LEI Wageningen UR



*This series of events is organised by PAFO and COLEACP.
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Thank you

