

21 January 2021

Innovations Session N°2

Grow local: Conquering local markets



INNOVATIONS
SERIES





PROFILE

FARM/FARMERS



EDEN TREE



SHELF



Eden Tree is the “**FORMIDABLE BRIDGE**”
between Farmers & Consumers.

WE CONNECT FARMERS TO MARKETS



ETHOS

Our Driving Motto is “ **Healthier People, Better nation.**”

We can't achieve this without the following:

- ❑ **Culture:** We believe in sustainability. Respect for each other, clients, environment and communities where we source our produce.
- ❑ **Family:** We are a family along the value chain. Our strength comes from the relationships we have with our business partners and the diversity of all persons in our community and along our value chains.
- ❑ **Profitability:** Our profitability enable the preservation of our culture and family. We prosper and grow together.



EDEN TREE LIMITED

“At Eden Tree, we see good nutrition as key to a successful, emerging economy.

We take our role in promoting a healthier Ghana seriously and pride ourselves on providing fresh and convenient produce that promotes healthy eating habits.

Incorporating innovation and environmental protection into our business has always been important.” Four priority areas of contribution we make is on:

- Nutrition / Health Working with Small Holder Farmers
- Jobs Taxes



PARTNERSHIPS

- **DEVELOPMENT AGENCIES:**

GhanaVeg Program and GIZ Green Label Program

- **FARMERS & SUPPLIERS:**

Over 200 approved smallholder suppliers in **5 Metropolitan & Municipal Areas** and **11 Districts in Ghana.**

ETL TARGET GROUP

Is her out-growers in the Greater Accra, Eastern & Volta Regions



❑ ETL has been in the business of providing vegetables, fruits & herbs for the past 21yrs

❑ The success can be attributed to the Company integrated approach to growing, packing and marketing fresh produce.

❑ Over the years, ETL has worked closely with out-growers to achieve this success



CHALLENGES WITH OUTGROWERS IN THE SECTOR

ETL has identified key challenges with her out-growers. Some of these challenges were:

- ❑ Lack of machinery for land development
- ❑ Low farmer capacity in handling agro chemicals and inputs in general
- ❑ Post-harvest losses and access to input supply





EDEN TREE FARMS

Apart from engaging **over 200 smallholder farmers**,

Eden Tree Ltd has 3 farm sites where it grows the best of all vegetables.

A combined **acreage of 52 in three districts** in Ghana (Asutsuare, Ada and Nsawam).



NSAWAM FARM / GHANAVEG



NSAWAM FARM / GHANAVEG





ASUTWARE FARM / GHANAVEG



COMMUNITIES & IMPACTS

We support tuition fee payment for children of long service and deserving staff

Crèche for nursing mothers to continue to work and attend to their children

Each year, we support children in the communities we operate with educational materials.





ENVIRONMENTAL SUSTAINABILITY

- ❑ **EXPLORING MIXED SOLAR/GRID ENERGY SYSTEM FOR FACTORY**
- ❑ **COMPOST**

Our business is built on the fertility of the soil and a thriving environment.

WE HAVE RESOLVED NOT TO WASTE OUR WASTE.

We intend to use the unused waste for composting to grow even sweeter fruits and vegetables.



OPPORTUNITIES & WAY FORWARD

- ❑ Value Added Products
- ❑ Exports within West Africa



MERCI!

BONNE JOURNÉE FRUITÉ





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Thank you

