

21 January 2021

# Innovations Session N°2

## Grow local: Conquering local markets



INNOVATIONS  
SERIES





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Our ambition is to make the whole world discover the exceptional quality of the pineapple from Benin, especially the "sugar loaf" variety, a "mouth-watering" fruit whose organoleptic quality is recognised by all.

Our flagship products  
**Fresh organic pineapple**  
—  
**Organic dried pineapples**  
—  
**Organic pineapple juice.**



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## Contact

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# TILLOU FRUIT

# LES JUS TILLOU SA



# Who are we?

Founded in 2000, LES FRUITS TILLOU is a family business producing and processing fruit, mainly pineapples for the European market.

It increased its export volumes of fresh pineapple to the international market from 2 to 3 tonnes in 2003 to 40 to 60 tonnes in 2020.

2008 – launching of a artisanal fruit juice production unit with a capacity of 750 litres/day for the local and sub-regional market.

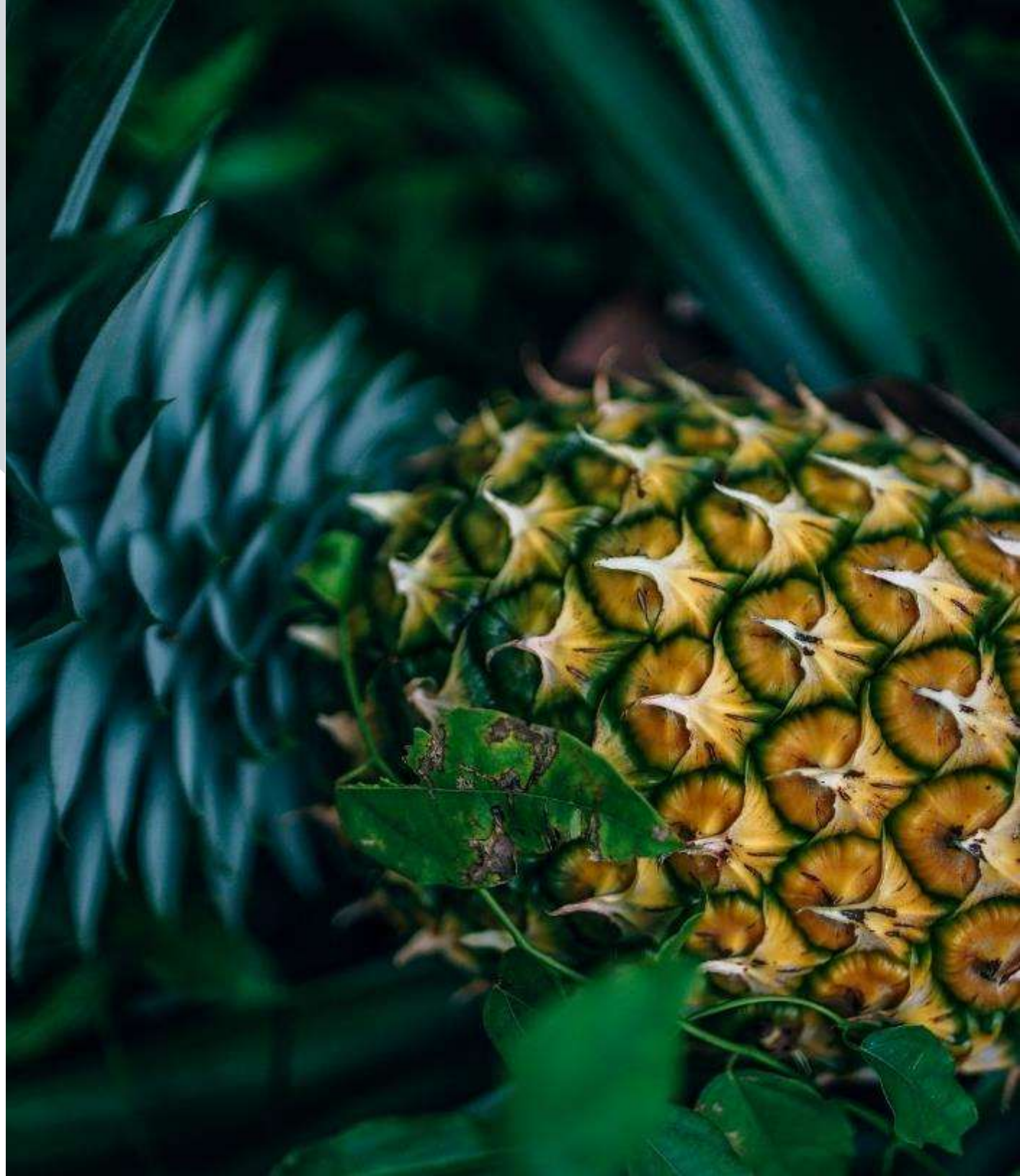
2015 - launching of a pineapple juice production unit with a capacity of 1000 l/hour (LES JUS TILLOU SA) for the international market

2018 - the company invests in a fruit drying unit with a drying capacity of around 500 tonnes/year and produces and sells organic pineapples (LES FRUITS TILLOU SARL) on the European market.



Les Fruits Tillou  
PRODUCTION - EXPORTATION

LesjusTillou





## Commitment and procurement strategy

We are committed to working with approximately **1600 small producers** grouped in cooperatives and to ensuring the producers' socio-economic advancement through their accompaniment and technical supervision to enable them to have a quality product with high added value.

Our strategy is to produce **more organic juice or dried pineapple**, and to get more producers to convert to organic farming.

Our customers are therefore guaranteed a finished product from an **environmentally friendly agriculture**.



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PRODUCTION - EXPORTATION

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# Certificates

LES FRUITS TILLOU and its subsidiary LES JUS TILLOU SA are certified by an international certification body such as ECOCERT, Bureau VERITAS

- BIO EOS organic certificate for the European market;
- BIO NOP organic certificate for the US market;
- Global GAP certification of good agricultural practice;
- Fair Trade;
- ISO 22000 in preparation.





# Pineapple juice production unit



Almost 1 million litres of organic pineapple juice sold per year  
Nearly 5 tons of waste composted into organic fertilizer/day







## Dried pineapple production unit

~ 500 tonnes of dried pineapple used  
40 Employees, 80% of whom are women



# Difficulties

- ❖ Difficult access to finance
- ❖ Too high credit rates with maturity not adapted to the sector
- ❖ Difficulties in sourcing certain inputs needed for the production
- ❖ High costs for certification, transport, etc...
- ❖ Unfair competition with other players on the international market.





## Closing words

I have been involved in the pineapple sector for over twenty years. And with method, determination and a lot of work, we have succeeded in making Benin the 4th largest pineapple exporting country to the European market.

Pineapple accounts for **1.2% of the national GDP** and **4.3% of agricultural GDP**, placing it in third place behind cotton (25% of GDP) and cashew nuts (7.4% of agricultural GDP) (INSAE, 2014). Its production fluctuates considerably with strong growth between **2000 (51,151 tonnes)** and **2015 (around 450,000 tonnes)**.

97% of the national pineapple production is produced in five communes of the Atlantic department with **8,000 producers, of which approximately 30% are women**.

This sector employs nearly **13,300 people** in the fields.

We will therefore continue to believe in and grow our projects by continuing to invest in processing and production tools to bring even more added value to our products.

In short, you will find nature in the Benin pineapple.



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# Thank you

