

18 March 2021

Innovations Session N°3
African Continental Free Trade
Area (AfCFTA):
opportunities for SMEs and
businesses in the agrifood
sector



INNOVATIONS
SERIES



JAKANA FOODS LIMITED

...All Natural Food Processor and Packaging Specialist...



The Choice for All Stakeholders to Grow With

We envision our products to be the brand of choice in every lunch box by producing high quality, **all natural dried fruit and juice products**. We are based in Kawempe, Kampala Uganda.

Jakana Foods Ltd's mission is to build up the livelihoods of farmers and employees by creating great partnerships through **collaborative sourcing, speed to market, and transparency** to produce the highest quality products to meet the market demand.

Therefore, we want to be recognized as the all natural fruit products brand of **choice for all stakeholders to grow with**.



53 Years of JFL Experience



Dan Jakana, Founder

- 30 Years Food Processing and Business Experience
- MBA
- Packaging Technology Specialist



Meg Hilbert Jaquay, Managing Director

- Organic Trainer
- BS, Manufacturing Engineering
- MBA with 8 years of JFL experience
- Kept 25 businesses alive during UG Lockdown



Aisha Nalubega, Accountant

- 15 Years Jakana Experience
- Excellent Customer Service Skills as acting Sales Manager
- Driving costs down thru reporting



Applying scientific knowledge and methods to food and beverage production will give manufacturers like us a competitive advantage.



DRIED FRUIT

- JFL Advantages:
- Fastest Organic Certification in Uganda
- Unique Quality & Taste of Dehydrated vs Solar dried
- Advanced Drying Technology
- Tailoring to unique specifications is our specialty



ALL NATURAL JUICE

- JFL Advantages:
- Longest running All Natural Fruit Processing factory in Uganda
- First to introduce long shelf life banana juice in Uganda
- Brand recognition as an all natural food producer



PACKAGING

- JFL Advantages:
- Expertise – first to offer this packaging in Uganda
- One of only three companies in Uganda with a stand up Pouch making machine

What are we doing well?



Good Farmer Relationships
thru our Extension Team
Fair Trade Principles applied at
all times



Favorable Supplier Terms
Unique Customer
Requirements Encouraged
and Met



Organic Certification
Employee Training and Skills
Building

Recognized all natural fruit products brand by being a professional partner for all stakeholders to grow with.



How can we expand in Africa?



Ecommerce
and Time to
Market



Market
Brand
Africa



Maintain
Standards

Minimize Trade barriers by developing strong private sector and government partnerships..

How can we support our Collaborative efforts?



Provide Great
customer
Service



Be a model for
quality
specifications



Train Organic
Standards

Recognized all natural fruit products brand by being a professional partner for all stakeholders to grow with.



What do we need to improve?

Increase capacity
and faster time to
market

✓ We are limited in our monthly capacity due to lack of quality equipment so we turn away more business than we keep



Int'l QC Standards
to be met

✓ Our factory is old and inhibits our QC processes. Certification is key to expand into new markets within and outside of Africa.





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Thank you

