

18 March 2021

Innovations Session N°3

African Continental Free Trade Area
(AfCFTA):
opportunities for SMEs and
businesses in the agrifood sector



INNOVATIONS
SERIES





OUR MISSION STATEMENT: To raise the standards and thinking of coconut and to add value into the fruit so that we would become a solution to the food insecurity in Africa and the world at large through processing of coconut

OUR VISION STATEMENT: To be the standard organic extra cold pressed coconut oil processing organization guided by integrity in all of our activities to feed the world.

HOW WE STARTED

- **FROM KITCHEN IN OCTOBER 3, 2007:**
Started with 5USD from kitchen in a rented single-room apartment

PRODUCED
ONLY 2L A DAY



INTRODUCING PRODUCTS

Started introducing products to friends and family to create awareness

FROM 2008 TO 2015

INCREASED FROM 2L TO
10L DAILY



FIRST INTERNATIONAL CONTACT

- Through LinkedIn - January 26th 2016

1st customer requested for this sample →



← 35,000USD received from 1st Israeli customer to produce 1st order of 10tons of VCO after being impressed with samples sent

MOVING FROM ACCRA TO KUMASI

- From rented single-room apartment, we were able to move to Ashanti region and rented a full 5rooms apartment through profit gained from Israel customers' order. We were able to engage 16 female as full-time workers in 2016.
- **This move was necessary to enable us meet the standards of PPRA, FDA & GSA**



Then

DFID-UK/INDIA GRANT THROUGH IMC INTERNATIONAL

- In 2016 Melach received an acceleration award grant of 17,000USD from DFID-UK & India through a program called **CONNECT TO GROW for AFRICA**.
- As part of the award, CEO of Melach was sponsored to India and met coconut processing machines engineers who developed processing machines to increase productivity.



BARRIERS/CHALLENGES WHICH BECAME STEPPING STONES:

- **Getting Organic certification**
- **Fair for Life certification**
- **KOSHER certification**

CERTIFICATE
CERTIFICATE No: C876808NOP-01.2021
REGISTRATION No: CU 876808

Field of attention:
**Organic production methods
USDA-NOP
HANDLING / PROCESSING**

Issued to:
**Melach Coconut Processing Farm
Address : Plot 3 Block 7, Trede New Site. AG-0508-8961
Kumasi**

GHANA
Standard:
Certified to the USDA organic regulation, 7 CFR Part 205.
Anniversary date: 20 December 2021

Control Union Certifications declares to have inspected the unit(s), and/or product(s) of the above mentioned client, and have found them in accordance with the standards mentioned above.
Once certified, a production or handling operation's organic certification continues in effect until surrendered, suspended or revoked.
Anniversary date - when the certified operation must submit its annual update.

Effective date:
Place and date of issue:
Addis Ababa, 10 February 2021

Declared by:
On behalf of the Managing Director
Mrs. Wubie

Certifier
Control Union Certifications
Meeuwswaai 4-6
8011 BZ ZWOLLE
The Netherlands
<http://www.controlunion.com>
tel.: +31(0)38-4260100



Control Union Certifications is officially accredited by the United States Department of Agriculture

COCONUTS PRODUCTS WE HAVE DEVELOPED AS @ TODAY

COCONUT SHELL CHARCOAL



COCONUT SHELL ASH POTASH



FRESH COCONUT WATER



VCO



COCONUT PORRIDGE



COCONUT FLOUR



COCONUT COIR MATTRESS



HOW NETWORKING THROUGH ROOTCAPITAL PROGRAM CONNECTED US TO THE WORLD??

- Ghana
- Kenya
- France

Togo
USA
Canada

Ivory Coast
The Netherlands
Mexico

Nigeria
Turkey

Country	Product	Demand Period	Minimum Order
Israel	COLD PRESSED COCONUT OIL	MONTHLY -	20tons
USA	COLD PRESSED COCONUT OIL	MONTHLY	30tons
USA	FRESH COCONUT WATER	EVERY OTHER MONTH	5-8tons
Mexico	ACTIVATED COCONUT CHARCOAL	EVERY OTHER MONTH	25tons
TOGO	COLD PRESSED COCONUT OIL	MONTHLY	45tons
USA	COLD PRESSED COCONUT OIL	EVERY OTHER MONTH	20tons
GHANA	COLD PRESSED COCONUT OIL	EVERY OTHER MONTH	25tons
TOGO	COCONUT SHELL POTASH	EVERY MONTH	10-15tons

Our other products to customers in The Netherlands, Nigeria, UK, and Russia fall below 1tons and are not periodical

OUR CAPITAL STRENGTH & SOCIAL RESPONSIBILITIES:

- We are humble to say that from **17,000USD** grant received in 2016, we have been able to increase it to over **1,306,000USD** as at February 28,2021
- We have established our own processing site
- We have never taken any loan from any bank
- We have 66 permanent workforce and 19 casuals as at February 28, 2021
- Supporting orphanages, widows every months

OUR OWN COCONUT PLANTATION

- Developing our own 200acres coconut plantation, central region



MELACH COCONUT PROCESSING FARM



FROM 2 LITRES A DAY TO 30 TONS A DAY

From 2 Litres production daily in 2007, today we do 30 tons daily and deliver through ISOTANKS, IBC Containers, Drums, Gallons



OUR 4 MAIN SECRET TO SUCCESS:

- Integrity at all times to every customer
- Remain focus
- Quality product
- Swift delivery(Always deliver before customers time schedule)



*This series of events is organised by PAFO and COLEACP.
COLEACP operates within the framework of development cooperation
between the Organisation of African, Caribbean and Pacific States (OACPS)
and the European Union (European Development Fund – EDF), with the
support of the French Development Agency (AFD).*

Thank you

