

19 December 2023

Innovations Session N°16

Niche marketing strategy
for SMEs and smallholder farmers



INNOVATIONS[📶]
SERIES





SGDD

**SOCIÉTÉ GUINÉENNE POUR LE
DÉVELOPPEMENT DURABLE**

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- II. Products
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Presentation

SGDD is a company that produces fruit and vegetables on its own 10-hectare site at Sanoyah in the prefecture of Dubreka in Guinea, processes them and sells them on the local market.

With annual sales of \$50,000 by 2022, SGDD employs 30 people, 24 of whom are women.

It works with 50 pepper, mango and pineapple growers and 2 beekeepers.



History of the SGDD



Our mission

- Providing consumers with healthy, premium quality, certified organic fruit and vegetables,
- Enhancing the value of small-scale farmers and avoiding post-harvest losses,





SGDD
SOCIÉTÉ GUINÉENNE POUR LE
DÉVELOPPEMENT DURABLE

Our values

- Product freshness
- Seasonality of fruit and vegetables
- Proximity
- Sustainable partnership
- Innovation





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Vision

- Promoting agriculture that respects people, the environment and animals
- Developing and encouraging agroforestry
- Supporting local producers



Our strengths

- Producing fruit and vegetables on our own farm at the Dondolikhouré Farm in Sanoyah
- Supporting, organising and certifying small fruit and vegetable growers in organic agriculture
- Circular economy
- Recovering waste
- Processing agricultural products on the production site
- Guaranteeing product traceability



Meet AgriCute Team Here



Ms Virginie TOURE

Managing Director



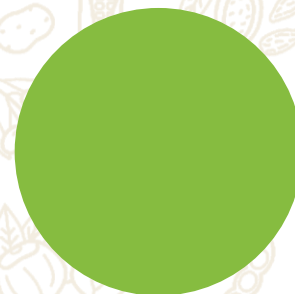
Nafiou RADJI

*Agricultural production
manager*



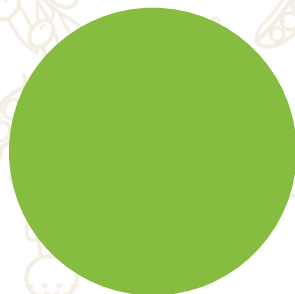
Nfamara DIALLO

Sales Manager



Chérif HAIDARA

Financial Manager



Sam CHIDIAC

Director of Communications



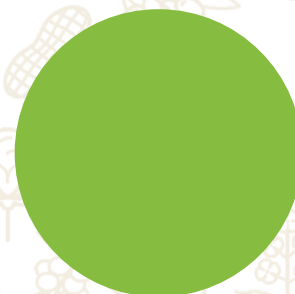
Aissata DIALLO

Head of Processing



SANKHON Alsény

Certification Manager



Fatou TOURE

Quality Manager



LA PAYSANNE
GOURMANDE



The 8 product ranges of La Paysanne Gourmande



Fresh fruit

Pineapple, Banana, Mango, Papaya

Dried fruit

Pineapple, Mango, Orange, Banana, Potato leaves, Giant basilic leaves

Juice

Pineapple, Mango, Orange, Lemon, Bootö, Moké, Watermelon

Jam

Pineapple, Mango, Orange, Bissap, Lemongrass, Watermelon, Papaya, Roselle

Honey

Mango, Coffee, Nere, Parinari, Terminalla, Jasmin, Combratine

Infusion

Lemongrass, Moringa, Mint, Kenkeliba, Verbena, Roselle, Moringa

Flour

Banana, Cassava, Potato, Tennis, Moringa

Spices

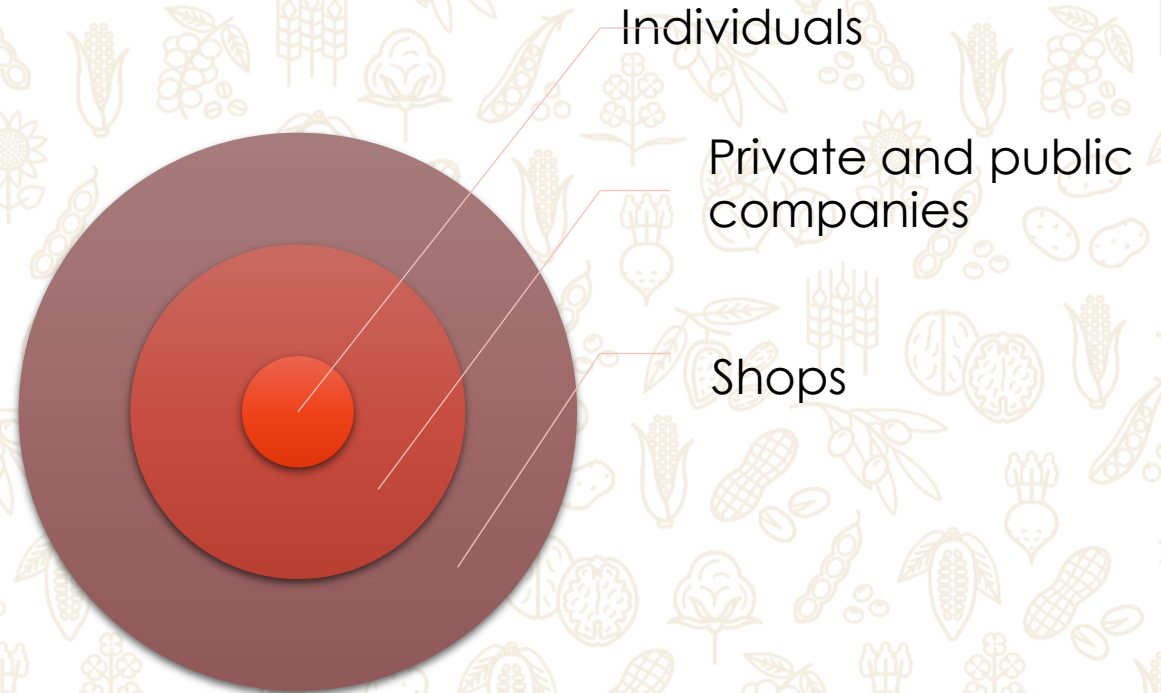
Chilli powder, Black pepper, Ginger powder, clove





THE MARKET

- Promoting agriculture that respects people, the environment and animals
- Developing and encouraging agroforestry
- Supporting local producers





SGDD
SOCIÉTÉ GUINÉENNE POUR LE
DÉVELOPPEMENT DURABLE

OUR CUSTOMERS

- Individuals
- Shops
- Grocery shops
- Private companies



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OUTLOOK

Setting up an e-commerce site

Setting up a juice production line

Developing eco-responsible packaging

Exporting to European and American markets

THANK YOU



*This series of events is organised by PAFO and COLEAD.
COLEAD operates within the framework of development cooperation
between the Organisation of African, Caribbean and Pacific States (OACPS)
and the European Union.*

Thank you

