

24 April 2024

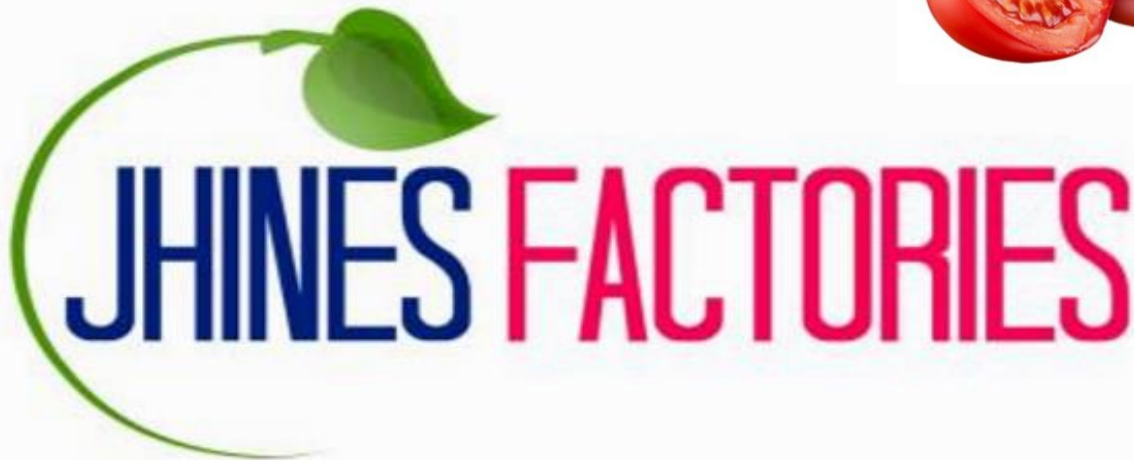
Innovations Session N°18

Innovations in packaging: opportunities
for African entrepreneurs and SMEs



INNOVATIONS
SERIES





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Vision

To be the largest industrial tomato processor in Benin and the West African sub-region by 2030.

Objectives

- Help reduce post-harvest tomato losses
- Creating jobs for young people, particularly women
- Enabling all tomato growers to make a profit from their production after the harvest
- Dedicate a percentage of sales to training disadvantaged people in entrepreneurship.

Context



In Benin, agriculture is a sector that employs over 75% of the population and accounts for around 40% of the country's gross national product (GNP).

Among the most widely grown crops in Benin, the tomato - because of the size of the area it covers - is one of the most widely consumed and cultivated vegetables.

Kpomassè, one of the largest tomato-producing areas in Benin, recorded a production of 30,000 tonnes of tomatoes in 2020 (source: Cadere de Kpomassè). Unfortunately, due to a lack of conservation techniques and large-scale processing plants, over 86% of the general harvest each year is not used.

Solution approach



Faced with this problem, the company JHINES FACTORIES, set up in 2014, is working with tomato growers to process and store tomatoes during periods of abundance in order to reduce post-harvest losses and make tomatoes available full time and at an affordable cost to the population.

The first product (tomato puree) was launched in 2019 under the POWER TOM brand. In 2020 the company expanded its product range by adding a second product (tomato concentrate) under the same POWER TOM brand.

Based on the maxim "Nothing is lost, nothing is created, everything is transformed", the company is always on the lookout for innovative ways to make the most of tomatoes. It is looking at ways of adding value to damaged tomatoes that are eliminated from the food processing chain.



In 2021, JHINES FACTORIES launched TOM SKIN, a soap made from damaged tomatoes. The purpose of this soap is to combat the harmful effects of rampant depigmentation and to reduce the effects of the sun's rays on the skin.

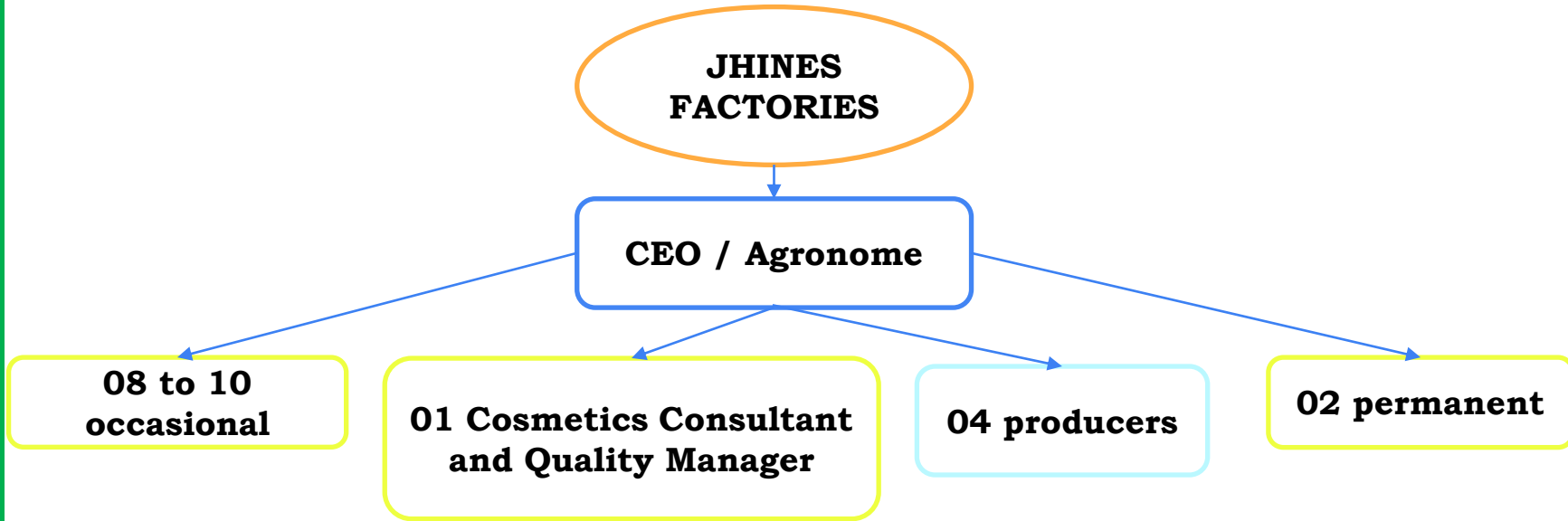


For 2024, the company is working on a project to produce "black soldier fly" larvae and compost using tomato waste. These larvae, rich in protein, will be used as feed for fish and poultry to improve their organoleptic quality. This very rich compost will also be used to fertilise and strengthen the soil for organic farming.



The company also offers other products at the request of its customers, including spices, chilli and ginger to provide customers all the ingredients needed to prepare their dish and to ensure the quality of what they eat.

Company staff



Production capacity

Today, the company has a production capacity of up to 25 tonnes assessed approximately - all brands combined - per year.

Communication strategy



Our products are sold using two strategies: B to B and B to C.

To maintain the relationship between our company and our customers, we organise activities such as: promotional sessions, word of mouth, sales exhibitions, posters in strategic places in the city, publication on social networks, sharing flyers.

In addition, we organise quarterly awareness campaigns on the harmful effects of depigmentation on health, offering our TomSkin soap as a solution.

SWOT analysis

FORCES

- Availability of raw materials
- Qualified staff
- Unique packaging on the Beninese market

WEAKNESSES

- No high-capacity production machines
- Limited financial resources
- No packaging production plant in Benin
- Unavailability of packaging between orders

OPPORTUNITIES

- Growth in demand
- Monopoly in the production of tomato-based soap in Benin

THREATS

- Obligation to have certification that the product has been placed on the market
- Shortage and high cost of labour
- High cost of raw materials, with seasons no longer on schedule

Company level

The company is currently in the expansion stage, and to do this it needs funding to :

- strengthen the capabilities of its staff,
- purchase appropriate machinery and equipment to increase its production capacity,
- to obtain certification for its products,
- improve product quality,
- expand production units,
- acquire a means of transport for raw materials and finished products.



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Thank you

