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Innovations Session N°21

How farmers and SMEs respond to the
changing needs and preferences
of consumers in Africa



INNOVATIONS[📶]
SERIES





**Processing and adding value
to market garden
produce**

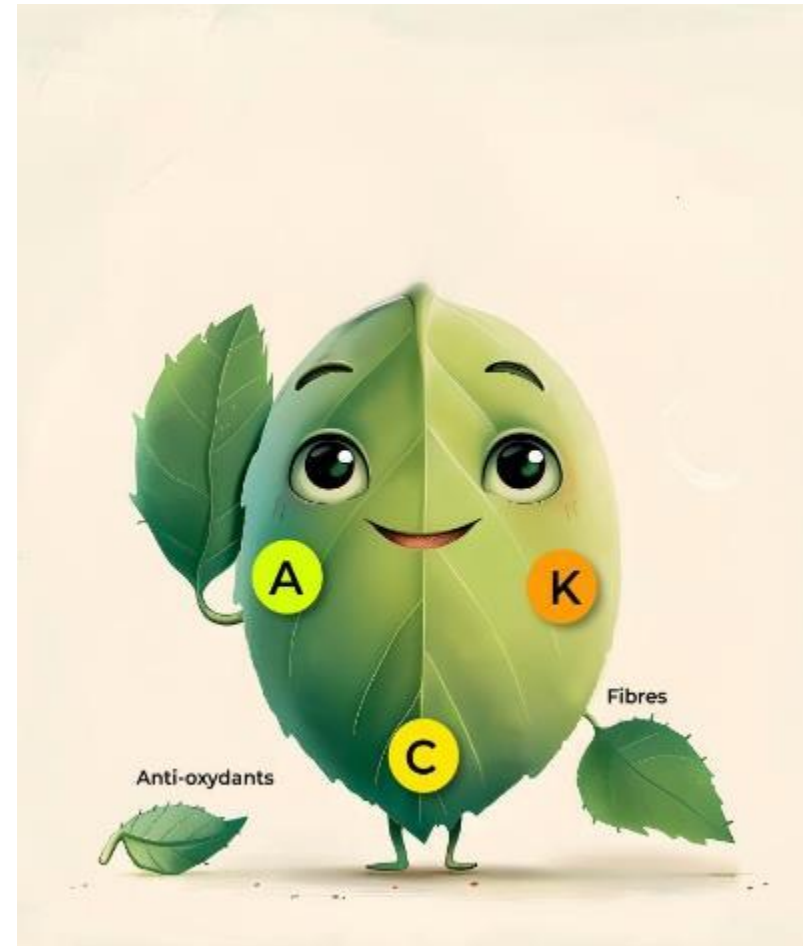
How farmers and SMEs are responding to changing consumer needs and preferences

By Badémè Marlène KINDJI, Beninese entrepreneur and promoter of Badémè Natural Foods



Plan

- I. Presentation of Badémè Natural Foods
- II. Changing consumer needs and preferences
- III. Badémè Natural Foods' response to consumer needs
- IV. Challenges encountered



I- PRESENTATION OF BADEME NATURAL FOODS

- Origin: The company was set up in 2017 after observing the difficulties my mother, a small Beninese farmer, had in preserving her market garden produce.
- Issue: Post-harvest losses due to lack of conservation solutions
- Solution: Small-scale processing and sale of vegetables, followed by vegetable dehydration.

➤ **Mission:** To make 100% market garden produce accessible to all.

Natural, transportable, easy to store and cook, for Benin and the diaspora.

➤ **Objectives:**

- Promoting healthy, local and sustainable food (SDGs 2 & 3).
- Maximising Benin's agricultural resources by sourcing from small-scale market gardeners.
- Create stable jobs, especially for women and people with disabilities (SDGs 1, 5, 8 & 10).

II- CHANGES IN CONSUMER NEEDS AND PREFERENCES

- Saving time in the kitchen, cooking easily and quickly was the first need.
- Easily transport and preserve our foodstuffs across borders while preserving their quality.
- Today's consumers want to eat healthy and pay more attention to what they put on their plates, which is why there is a growing demand for natural, environmentally-friendly products.



Badémè Natural Foods meets
three needs:

- Save time in the kitchen
- Staying connected to flavours
Benin's culinary heritage little
matters
geographical
- Eat healthily.



III- MEETING CONSUMER NEEDS



1. If you need to save time in the kitchen, we offer a solution in the form of cleaned, cut and pre-cooked vegetables, available all year round. In addition to these vegetables, we offer everything you need to make a good African sauce in a very short time (fried wagashi, cleaned smoked fish, pre-cooked seasoned crabs, flour, spices, etc).



2. Dehydrated vegetables are the solution to the need to transport and preserve Beninese flavours across borders. From four varieties in 2019, we now have ten varieties of dehydrated vegetables, including moringa, nightshade, vernonia, African basilica, amaranth, vitex doniana, vegetable cortea, wild spinach, okra and cassava leaves. We also use aromatic plants such as peppermint, lemongrass, bissap and ginger. We also offer revisited local sweets



3. We respond to the need for healthy eating with 100% natural, additive-free products and a commitment to quality and transparency. We work in partnership with market gardeners who care about the environment and the consumer (both cooperatives and individuals), enabling us to monitor and control vegetable production from seed to harvest.



IV-CHALLENGES MEETINGS

- High cost of packaging and equipment, impacting competitiveness
- Guaranteed quality and traceability requiring major investment
- Long delivery times and high delivery costs without official distributors in the diaspora
- Conservation logistics, which do not to have dispensers everywhere for ready-to-eat products
- Customer management software not readily available

Thank you
for your
attention

Par Badémè Marlène KINDJI





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Thank you

