

10 October 2024

Innovations Session N°21

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



INNOVATIONS[📶]
SERIES





UTAM
DRIED FRUITS WITH CORPORATE SOCIAL RESPONSABILITY

Tropikaly

Our business model

1

OUR RAW MATERIALS COME DIRECTLY FROM FARMERS



2

COLLECTED AND PROCESSED BY US



3

DISTRIBUTED UNDER OUR TROPIKALY BRAND AND FREE LABEL



4

IMPACT OUR COMMUNITY

OUR REFERENCES

Representing Madagascar at the International Business Plan Competition 2019

Chosen To Participate at The Youth Connect United 2021

Nominated at the Madagascar CSR Contest 2022

Member of the Delegation "Economic and Business Mission to Canada" 2023

Chosen by the COMESA Programme Global Food Safety Initiative 2023

Partner of the GIZ Project on Agroforestry F4f to Create and Coordinate a Mango Drying Unit in the Western Region of Madagascar



NEEDS

GLOBAL FOOD
TREND: BACK TO
NATURAL

MOTIVATING
FORCE

QUALITY
INNOVATION
ACCESSIBILITY
IMPACT
ORGANIC

Tropikaly





This event was organised by the Fit For Market Plus programme, implemented by COLEAD within the framework of Development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS), and the European Union (EU).

This publication has been produced with the financial support of the EU and the OACPS. Its contents are the sole responsibility of COLEAD and can under no circumstances be regarded as reflecting the position of the EU or the OACPS.

Thank you

