



FARM FRESH
THE GAMBIA
[SITE WEB](#)

ABOUT FARM FRESH

- Company status: Partnership
- Year of registration: 2014
- Number of employees: 3 women and 5 men



Modou NS N'jie – Founder and CEO

Modou NS N'jie is a distinguished entrepreneur and technologist, renowned for his innovative contributions and leadership in The Gambia.

As the founder and CEO of Farm Fresh, a pioneering agribusiness, Njie has significantly transformed the local agricultural landscape. Farm Fresh focuses on producing and distributing fresh, organic products,

promoting sustainable farming practices, and enhancing food security in the region.

Njie's vision and dedication have earned him recognition as a leading entrepreneur in Africa. He is celebrated for his ability to blend traditional agricultural methods with modern technology, thereby boosting productivity and market reach for local farmers.

Beyond his business endeavours, Njie is actively involved in various community initiatives aimed at fostering economic growth and development.

BUSINESS MODEL

Farmers play a central role in The Gambia's economy, providing livelihoods and employment while fostering rural development and supporting local communities. Many Gambian farmers operate within cooperatives, pooling resources and knowledge to promote collective prosperity. However, they face challenges such as limited access to resources and markets. Farm Fresh helps farmers overcome these challenges by providing an e-commerce platform that connects producers with consumers.

Farm Fresh is a pioneering social enterprise in The Gambia. Established in 2014, it is the country's first online food store and delivery service, designed to address the marketing challenges faced by smallholder farmers.

By leveraging an e-commerce platform, Farm Fresh connects local farmers—especially those in rural areas—with consumers, offering a wide range of fruits, vegetables, and livestock products.



Funded by
the European Union

In addition to offering market access, Farm Fresh invests in training and skill development, empowering smallholder farmers to enhance their productivity and business outcomes. Through this approach, the company not only strengthens the agricultural sector but also contributes to community resilience and economic development.

Furthermore, Farm Fresh has significantly improved food accessibility and reduced food scarcity in The Gambia by working directly with local farmers. The company also promotes health and nutrition by offering fresh, locally produced foods. To further advocate for healthy diets, Farm Fresh launched its YouTube channel,

"You Are What You Eat," which highlights the benefits of healthy eating.

The company is also committed to empowering women in agriculture, contributing to gender equality and women's economic independence. Farm Fresh launched the "Farm Fresh Franchise Network" (F.F.F.N.), a program that supports female entrepreneurs, including differently abled women, by providing them with food kiosks. These kiosks are eventually owned by the women through a flexible payment plan, enabling them to serve as distributors of Farm Fresh products while gaining financial independence.



Beneficiary of the Farm Fresh Franchise Network



Farmers

STRONG RELATIONSHIPS WITH SMALLHOLDERS, COOPERATIVES...

Farm Fresh works directly with local farmers, promoting fair trade practices and supporting inclusive growth within rural communities.

In addition to contributing to the economy by providing employment opportunities, Farm Fresh engages in local projects aimed at improving education and healthcare.

The company's commitment to fair trade practices and inclusive growth ensures that smallholder farmers

receive equitable market opportunities. Furthermore, their investment in training initiatives equips these farmers with the skills and resources necessary for business growth.

To date, Farm Fresh has reached a total of 100 smallholder farmers, with 90% of them being women and 60% being youth.

PRODUCTS AND MARKETS

Farm Fresh offers a wide range of products including cereals, fruits, oils, teas, spices, honey, beverages, cosmetics, and more.



INNOVATIONS: MILESTONES AND EXPANSION PLANS

Farm Fresh is dedicated to employing environmentally conscious farming methods, such as crop rotation and composting, to minimize the ecological impact of agriculture while preserving soil fertility. The company actively protects local biodiversity by maintaining natural habitats and avoiding harmful chemicals. Efficient irrigation systems and rainwater harvesting techniques further enhance the sustainability of their operations by reducing water consumption and promoting sound water management practices.

In addition, Farm Fresh is at the forefront of integrating renewable energy sources into its operations, reducing its carbon footprint and promoting energy efficiency. The use of precision agriculture technologies enables the company to optimize resource usage, improve crop yields, and minimize environmental damage. Moreover, Farm Fresh continuously explores innovative packaging solutions to reduce waste and improve product shelf life, ensuring sustainability across the supply chain.

Farm Fresh continues to explore new product categories to meet the evolving needs of consumers.

The company actively identifies potential markets and develops strategies for geographic expansion, focusing on forming strategic partnerships to enhance distribution networks and boost market presence. Regular in-depth market research is conducted to uncover growth opportunities and emerging trends.

The company's research and development efforts are ongoing, driving innovation in farming techniques, product diversification, and sustainable agricultural practices. Looking ahead, Farm Fresh plans to expand its product range to offer a wider variety of fresh, organic produce both online through its website and at its physical store and partner supermarkets. The company also aims to diversify into agri-tourism, offering farm experiences that will create additional revenue streams and strengthen community engagement. Furthermore, Farm Fresh intends to explore international trade opportunities, creating new markets for growth and fostering cross-border collaboration.

SUCCESS FACTORS AND LESSONS LEARNED

Sustainability is a core principle at Farm Fresh. The company is committed to implementing farming practices that minimize environmental impact while promoting conservation efforts. By adopting energy-

efficient technologies and reducing its carbon footprint, Farm Fresh ensures that its operations remain eco-friendly. The company also engages with local communities to support social initiatives and

sustainable development projects and has introduced waste management solutions aimed at minimizing agricultural waste and promoting recycling.

Farm Fresh upholds the highest standards of quality and safety throughout its supply chain. The company seeks industry certifications to ensure compliance with quality regulations and maintains robust quality control mechanisms to guarantee customer satisfaction. Transparency is achieved through traceability systems, which enable customers to track products from farm to table, reinforcing trust and accountability.

To streamline its supply chain and enhance operational efficiency, Farm Fresh leverages advanced technologies. Digital marketing strategies are employed to reach a wider audience and improve brand visibility, while data analytics are utilized for strategic decision-making. The company also continues to explore innovative farming techniques to increase

productivity and sustainability, ensuring long-term success.

Customer satisfaction is a top priority for Farm Fresh. The company is committed to delivering excellent customer service and addressing customer needs promptly. Initiatives such as loyalty programs and incentives foster long-term relationships with customers, while feedback and reviews are regularly analysed to improve product offerings and the overall customer experience. Through consumer education, Farm Fresh advocates for the benefits of fresh, locally produced food and promotes healthy lifestyle choices.

Farm Fresh has received notable recognition for its contributions. In 2015, the company was awarded the Tony Elumelu Entrepreneurship Award, and in 2019, it won the bronze category of the Business Excellence Award from The Gambia Chamber of Commerce and Industry for its outstanding performance during the 2018 business year.



This business profile has been developed as part of the PAFO-COLEAD Innovations series supported by the Fit For Market Plus programme. Fit For Market Plus is 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 PAFO and can under no circumstances be regarded as reflecting the position of the EU or the OACPS..