



South-South Series:

Empowering and Growing Women-led Business



Session n°1: Empowerment of Women Entrepreneurs

19 FEBRUARY 2025



Funded by
the European Union

A HIDDEN TREASURE IN THE HEART OF TOUMODI (Aerial view)



A TRIPLE NEED IN WEST AFRICA



**MANY DIFFICULTIES
ENCOUNTERED BY WOMEN
FARMERS**

90%

of the agricultural workforce
in Côte d'Ivoire's food-
producing sector is female.

**NEED TO GUARANTEE ACCESS TO
LAND, INPUTS, INFRASTRUCTURE,
TECHNIQUES AND MARKETS**



**AWARENESS OF THE
ENVIRONMENTAL EMERGENCY**

75%

of deforestation in Africa
was due to farming activities
over the 2000 - 2010 period

**THE NEED TO DEVELOP AN
INNOVATIVE MODEL OF
SUSTAINABLE AGRICULTURE**



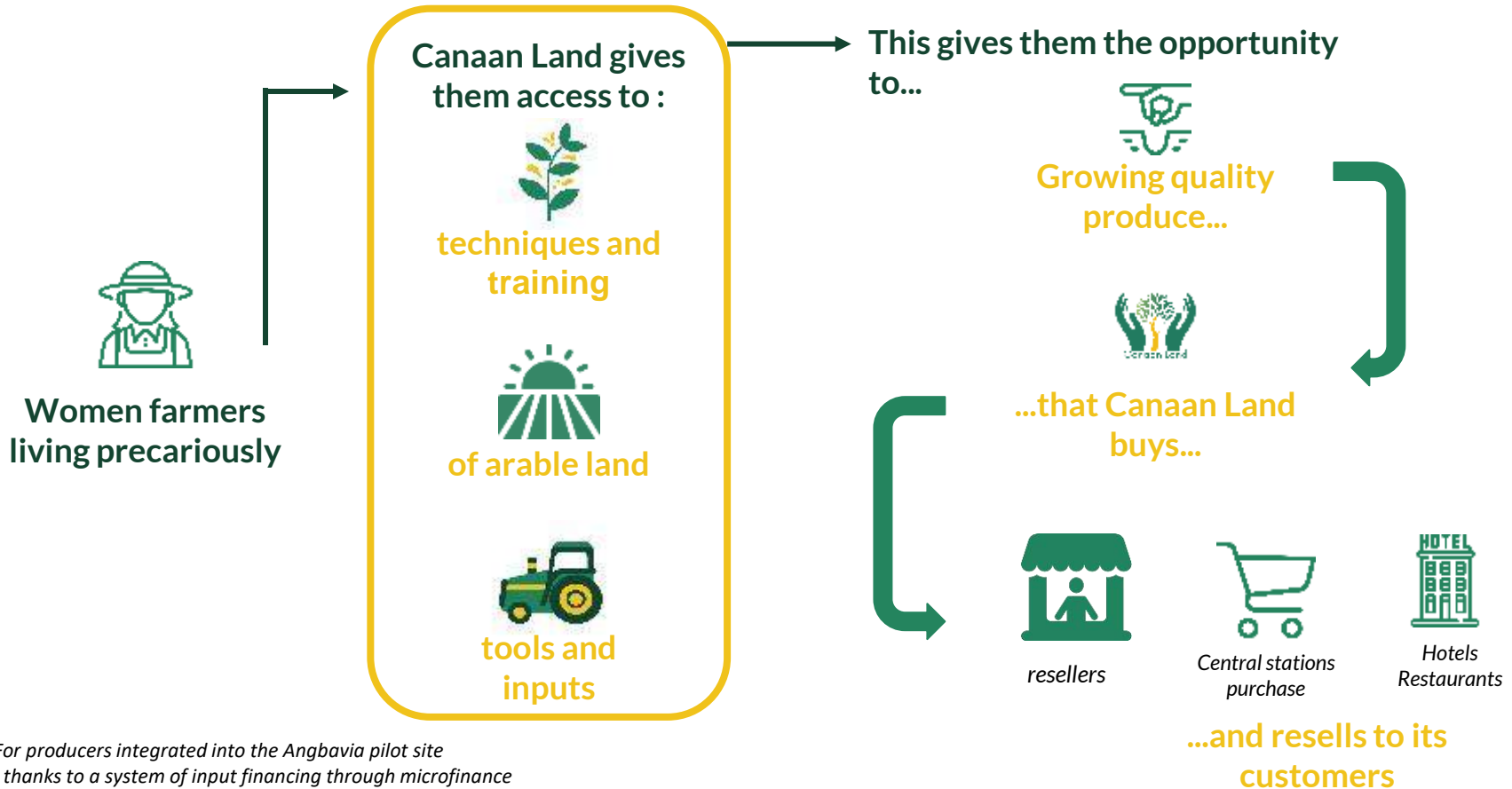
**A LACK OF LOCAL FRUIT AND
VEGETABLE PRODUCTION**

\$71M

of fruit and vegetables
imported into Côte d'Ivoire
in 2017

**THE NEED FOR QUALITY LOCAL
FRUIT AND VEGETABLES**

THE SOLUTION



(*) For producers integrated into the Angbavia pilot site
(**) thanks to a system of input financing through microfinance



OUR PURPOSE

Healthy food for Africa
by developing a model of sustainable
agriculture that benefits small
farmers, women in particular.

OUR VALUES



**Our commitment
to a local scale**



Customer satisfaction



Innovation



Family spirit



**Preserving the
environment**

LA POLITIQUE QUALITÉ DE CANAAN LAND



CUSTOMER SATISFACTION AND CONSUMER HEALTH: OUR CREDO

- Digitalize our trackability system "from farm to fork"
- Respect quality standard and delivery times



OUR COLLABORATORS: OUR GREATEST ASSET

- Ensure decent conditions of work for our collaborators
- Develop their competences



OUR SUPPLIERS: OUR RELIABLE ALLIES

- Ensure a clear policy and transparent management of suppliers
- Ensure that our suppliers comply with our quality requirements



LOCAL COMMITMENT: OUR DRIVING FORCE

- Create a framework for ongoing dialogue with our local stakeholders
- Participate in the local development of the region in which we operate



ENVIRONMENT: TO PRESERVE FOR PRESENT AND FUTURE GENERATIONS

- Reasonable and rational management of natural resources
- Integrate soil-friendly cultivation techniques and practices



MANAGEMENT COMMITMENT

- Mobilise resources for the QMS and continuous improvement
- Ownership of the quality policy



OUR PRODUCTS



Peppers of Colors

Lettuce






Mini Cucumber

Tomatoes

Broccoli cabbage

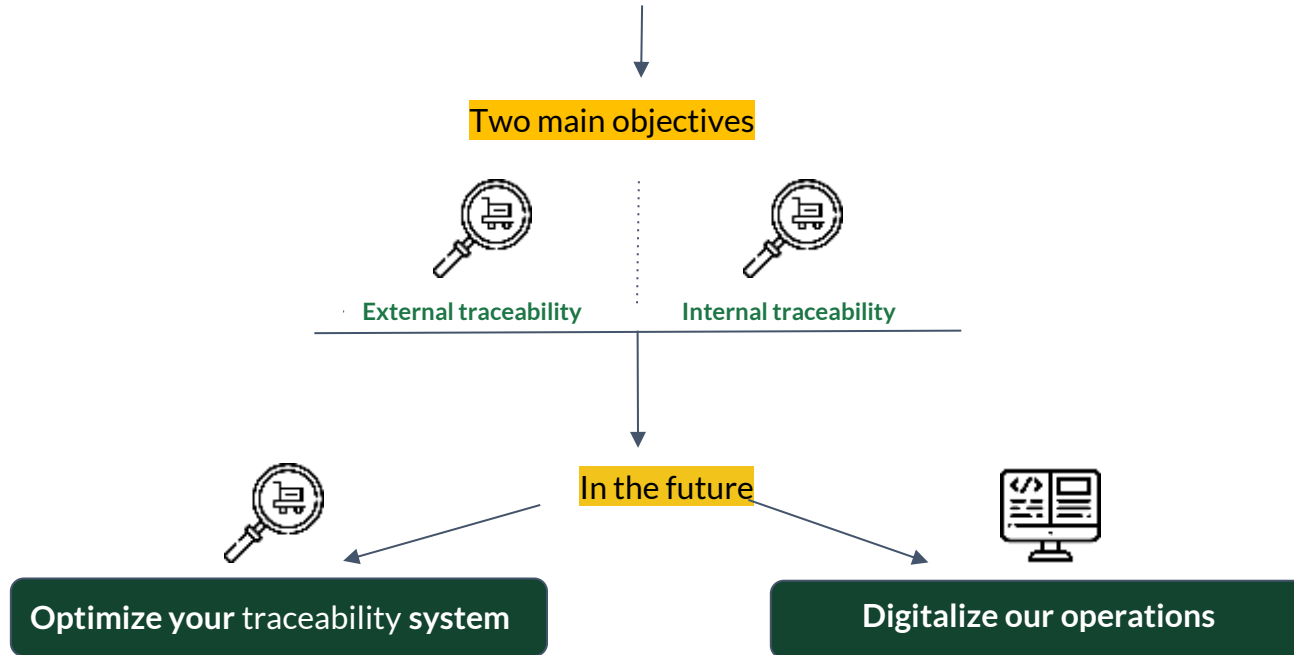
NB: *Here are just a few products, but the list is not exhaustive.*

DESCRIPTION: CREATING OUR END-TO-END CHAIN

SUPPLIERS INTRANTS	PRODUCERS	LOGISTICS	CANAAN LAND	CUSTOMERS
				
<p>Seed suppliers</p> <p>-----</p> <p>Product suppliers phytosanitary</p> <p>-----</p> <p>Fertilizer suppliers</p>	<p>Main site</p> <p>-----</p> <p>Affiliate site</p> <p>-----</p> <p>Independent + Canaan Land agricultural technicians</p>	<p>External logistics Tricycles</p> <p>-----</p> <p>On-site collection by micro-entrepreneurs</p>	<p>Aggregator</p>	<p>Retailers</p> <p>-----</p> <p>Central stations purchasing</p> <p>-----</p> <p>Hotels & Restaurants</p>

FARM-TO-PLATE TRACEABILITY SYSTEM

The current traceability program is a **single, simple code** that is generated at each stage of the value chain and traced back to our network of producers.



MARKET SIZE AND TRENDS

Market size :

Reduce Côte d'Ivoire's dependence on imports by offering an **alternative to imported fruit and vegetables**

\$71 901 604
of fruit and
vegetables **imported**
into Côte d'Ivoire in
2017

Industry trends favouring Canaan Land's seizure of this market opportunity



Growing demand for local, quality products: 67% of Ivorians say they prefer local brands for their food²



Development of CSR initiatives by major retail groups and relocation of sourcing: for example, 51% of Carrefour's products must come from the local market.³



Growing demand for healthy, environmentally-friendly products

OUR TARGET CUSTOMERS



OUR TARGET SEGMENT



*Middle-class
households*



Supermarkets



*Hotels
Restaurants*

THEIR NEEDS

- **Quality foodstuffs** in very **large quantities**
- **Local** products at **affordable prices**
- Year-round **availability**
- A **relationship of trust** with their supplier
- Traceable, environmentally-friendly products

DIFFERENTIATION FACTORS

OFFER HIGH QUALITY, HIGH NUTRITIONAL VALUE MARKET
GARDEN PRODUCE FROM SUSTAINABLE AGRICULTURE THAT
COMBINES:



Quality



Social impact
and environmental



Originality

OUR TRANSITION TO A 100% SUSTAINABLE FARMING MODEL



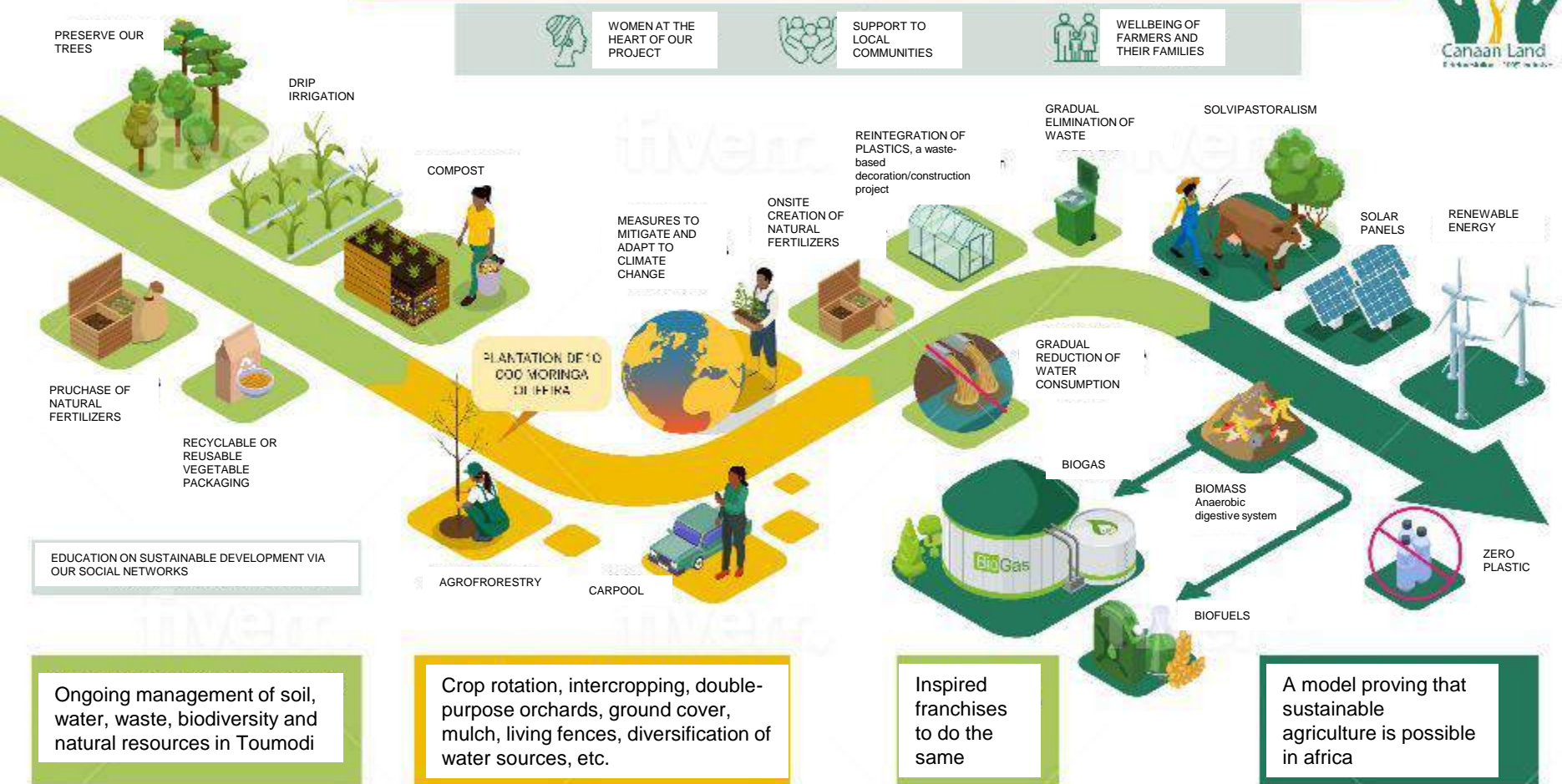
WOMEN AT THE
HEART OF OUR
PROJECT



SUPPORT TO
LOCAL
COMMUNITIES



WELLBEING OF
FARMERS AND
THEIR FAMILIES



OUR COMMITMENT



Guarantee an **income and stable employment** for women producers, while training them in entrepreneurship and sustainable agriculture.



Sustainable production: drip irrigation system, application of agroforestry principles, use of renewable energies



Offering consumers **healthy products from sustainable agriculture**



1 PAS DE PAUVRETÉ



2 FAIM «ZÉRO»



5 ÉGALITÉ ENTRE LES SEXES



7 ÉNERGIE PROPRE ET D'UN CÔTÉ ABORDABLE



8 TRAVAIL DÉCENT ET CROISSANCE ÉCONOMIQUE



12 CONSOMMATION ET PRODUCTION RESPONSABLES



13 MESURES RELATIVES À LA LUTTE CONTRE LES CHANGEMENTS CLIMATIQUES





and on our website



CANAAN LAND

Follow us on social
networks

Canaan Land Africa



and on our website
<https://canaanland.africa>

Contact us

Patricia Zoundi Yao
CEO of Canaan Land
patricia.zoundi@canaanland.africa
+ 225 05 55 05 86 24



Our technical partners :



Stanford Seed
Stanford Institute for Innovation
in Developing Economies



2SCALE





South-South Series:

Empowering and Growing Women-led Business



Thank you

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.



**Funded by
the European Union**