



THE FRUITS AND VEGETABLES INDUSTRY SERIES

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Session n°10

The rise of convenience: How ready-to-eat foods are reshaping the Fruits and Vegetables sector



FRUIT AND VEGETABLES SCHEME





PRESENTATION OF THE COMPANY LES FRUITS TILLOU

19 JUNE 2025

HISTORY

- 2000: Foundation of Les Fruits Tillou SARL by Mrs Bertille GUEDEGBE, Agronomist, in Allada.
- 2003: Export of fresh pineapples,
- 2008: A CRAFT juice production line was installed,
- 2018: installation of a pineapple drying unit.

The company is positioning itself to dominate the market in terms of quality.

HISTORY

- 2015: A decisive year for the founding of les JUS TILLOU SA, a company specialising in the industrial production of pineapple juice and pineapple juice concentrate.

VISION AND MISSION

- VISION

Our ambition is to be a world leader in the agri-food sector (organic and conventional fruit) and to improve Benin's position on the international market.

- MISSION

To supply quality products that are healthy for consumers.

MAIN ACTIVITIES

- Our core business is the processing and marketing of fresh pineapple and by-products such as fruit juices and cocktails. We work in partnership with a network of certified organic pineapple producers to ensure better control of the production chain.
- At Les Fruits Tillou, we make it a point of honour to offer healthy products. Every stage of our production is monitored to guarantee exceptional food quality for all our products.
- We are proud of our presence on local markets in West Africa, as well as on international markets. Our exported products reach consumers in France, Germany, Italy, Canada and the USA.

PARTNERSHIPS AND CERTIFICATIONS

- Les Fruits Tillou works in partnership with a network of 1600 producers committed to sustainable and organic farming. We have obtained organic, HACCP, ISO 22000 and KOSHER certifications to ensure the quality of our production chain, reinforcing our reputation in the market.
- We are certified organic to ensure that our fruit is grown without harmful chemicals. This provides our customers with a healthy, environmentally-friendly product experience.
- Our compliance with HACCP and ISO 22000 standards enables us to minimise food safety risks. This is a guarantee of confidence for our customers and partners.

OUR PRODUCTS

- FRESH PINEAPPLES: We offer two varieties of pineapple: the organic and conventional sugar loaf variety and the conventional smooth Cayenne variety. Our pineapples are carefully grown and picked when ripe.

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OUR READY-TO-EAT PRODUCTS

We offer organic and conventional dried pineapple in round and Tibidits shapes and dried mango.

Our dried fruit is obtained through a dehydration process that concentrates the sweet, juicy flavour of fresh pineapple and fresh mango to give a delicious, authentic taste. No sugar, preservatives or additives are added.



OUR PRODUCTS

We offer a variety of bottled juices, including pineapple juice, pineapple-ginger juice cocktail, baobab-pineapple juice cocktail, mango-pineapple juice cocktail, orange juice and bissap juice.

Our juices are made from carefully selected, fresh ingredients that give them a natural, delicious flavour. No added sugar or additives.



TRENDS, MAIN CHALLENGES

- We are on the local and international market
- Demand is strong and growing.

➤ MAIN CHALLENGES

- Access to refrigerated containers remains a major challenge to maintain product quality during transport to destination.
- Availability of raw materials to meet orders.
- Overbidding by the MPA
- The climate

DEVELOPMENT PROSPECTS

- Industrialise the dried fruit production chain by acquiring modern equipment
- Invest in the production of raw materials
- Build a cold store (under construction)

Conclusion

- LES FRUITS TILLOU is an innovative and passionate company founded on the values of quality and respect for the environment. Our company is firmly committed to offering authentic products while protecting the health of our consumers.

A photograph of a man and a woman in a pineapple field. The man, on the left, is wearing a blue and white polo shirt and is holding a large white bowl filled with pineapples. The woman, on the right, is wearing a colorful patterned dress and a blue headwrap, and is also holding the bowl. They are both looking at the camera. The background is a lush green field of pineapple plants under a cloudy sky.

THANK YOU FOR YOUR ATTENTION



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Thank you



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The OECD-COLEAD Fruits and Vegetables Industry Series focuses on market access conditions and opportunities for the fruit and vegetable sector, especially for fruit and vegetables producers and exporters from ACP-countries. This activity is supported 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.