



FRUITTILAND, GHANA

2SCALE

Partnerships for Profit

Toward Sustainable Clusters in Agribusiness through Learning in Entrepreneurship

2SCALE consortium:



Supported by:



FRUITTILAND

Business linkages developed by 2SCALE are revitalizing the citrus sector in Ghana. Three partners are involved: Ghanaian processing firm **Fruittiland** and Dutch companies Verbruggen Juice and Fair Trade Original. Fruittiland buys citrus fruit from smallholder farmers and processes it into juice concentrate for export to Europe.

TARGET: *by December 2017, 4,000 farmers (1,600 women), supported by eight local enterprises, supply 100,000 tons of fruit per year.*

Twelve farmer associations from Brong Ahafo, Central, Eastern and Western regions have agreed on production contracts with Fruittiland. Nearly 3,000 farmers (including 1,000 women) have been trained on production techniques, business planning and other areas. Orchard management – weed control, pruning, harvesting – has improved significantly. Farmers are sorting and grading their fruit, and even using local materials such as cocoa husks and animal droppings to replenish soil nutrients.

Partnership with the National Investment Bank has provided farmers with input credit of over \$200,000. In addition, three groups have received a specially structured loan of \$150,000 with flexible repayment terms.

With advice from experts at Verbruggen Juice, Fruittiland has modified its production line to improve quality. It has also invested in eight new extraction machines, doubling its processing capacity to 1,000 tons of fruit per day. 2SCALE has helped organize harvesting gangs to improve efficiency and reduce handling losses.

Fruittiland exported more than 400 tons of concentrate in 2015, including 40 tons of fairtrade-certified product, distributed in Europe by Fair Trade Original. Fruittiland was able to meet fairtrade standards after a gap of 18 months. Fairtrade products command a price premium, and Fruittiland passed on the benefits – farmer associations were paid a quality bonus of \$200 per ton.

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