



# 2SCALE

## Partnerships for Profit

Toward Sustainable Clusters in Agribusiness through Learning in Entrepreneurship

2SCALE consortium:



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# PROMO FRUITS

**Promo Fruits** has grown from a small farm cooperative into the largest juice processor in Benin – and continues to grow, aiming to triple production in 3 years. The company has raised 1 billion FCFA for its expansion plan, and is working with 2SCALE to grow its supply chain.

Promo Fruits works with 7,700 farmers and laborers. It produces 55 tons of juice per day, targeting three segments: not-from-concentrate juice for West African markets, concentrate for France, and fresh juice in small packs for low-income consumers in Benin.

**TARGET:** *by December 2017, process 135 tons of fruit per day, with 10,000 smallholder farmers and laborers (including 4,000 women) and 65 businesses involved in the supply chain.*

New technologies – flower induction, plastic mulch, special fertilizer blends – have improved volumes and quality and ensured year-round supplies of fresh fruit. Training programs have helped cut harvest-and-handling damage by half. More than 1,100 new farmers have come on board. Linkages with the national pineapple

producers' association have improved market and credit linkages and increased efficiency along the value chain. Farmer associations have introduced a levy on sales to fund innovations and technical assistance after 2SCALE ends.

Promo Fruits has cut production costs by 17 percent in 2015 alone, allowing it to retain market share despite unfavorable exchange rates. In June 2015, it installed a carton-making machine to complement canned juice. By 2016, Promo Fruits will market natural juice, free of additives or preservatives, in a range of sizes from 200 ml to 1 liter. A new pilot program is helping to test-market fruit juice to school children.

2SCALE helped broker a 400 million FCFA (\$800,000) loan from Oikocredit, to establish a can production unit and acquire new processing equipment. Linkages between small-scale growers and micro-finance partners have expanded credit several-fold, to 175 million FCFA; credit flows are expected to reach 500 million FCFA in 2016.

[www.2scale.org](http://www.2scale.org)

