

## 🏆 SAG-SEED WINNER 2016 🏆

Unique Quality Product Enterprise represents the first business in Ghana that adds value to Fonio, a neglected, indigenous and nutritious cereal crop that grows well on unfertilised marginal land. The company mobilises and supports rural women to cultivate Fonio, processes and markets the products.



## Unique Quality Product Enterprise, Ghana

### BUSINESS MODEL

Unique Quality Product Enterprise trains marginalised women suppliers in agronomic practices to farm Fonio, an indigenous grain that has low water requirements and can withstand adverse weather conditions. The enterprise dries, de-husks, packages, stores and markets Fonio cereal products for household consumption.

The company assists its suppliers with acquiring land for cultivation and buying the harvested grain at guaranteed prices. It currently produces 15,000 kg of Fonio weekly, and promotes production, sales and consumption of Fonio by improving post-harvest processing, developing marketing strategies and raising product awareness.

### ENTERPRISE FAST FACTS:

Location	Tamale, Ghana
Year founded	2012
Sector	Sustainable Agriculture
Product/Service	Fonio plant products

### CONTACT

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### Social impacts:

- Empowering 500 landless women to cultivate Fonio on 1-1.5 ha of land under zero tillage and generate an annual income of USD 1,200/farmer.
- Increasing public awareness of Fonio as a nutritious crop and income source in 3 farming districts in the Northern region by the end of 2017.
- Improving household nutrition and food security.

### Environmental impacts:

- Transforming 500 ha of degraded land and using organic compost, leading to soil rehabilitation and sustainable land management by the end of 2017.
- Avoiding the use of chemical fertilisers to prevent soil leaching.
- Reducing the emission of methane by converting waste into organic compost instead of burning it.

### Economic impacts:

- Creating a new agricultural value chain from neglected indigenous crops on formerly degraded land.
- Generating annual gross revenue of USD 250,000.
- Providing permanent employment for 23 people.

” By cultivating Fonio, a long neglected, indigenous, climate resilient and nutritious food, unsustainable land management and food insecurity are tackled.

### Scaling up activities:

- Raise capital for the acquisition of new equipment and train staff in food processing and packaging.
- Construct a warehouse for Fonio storage and deploy 500 women traders to market Fonio products to all Ghanaian supermarkets.
- Develop marketing outlets and advertising systems that raise awareness of Fonio's nutritional values to increase its demand in the market.



### Partnership

• **Unique Quality Product Enterprise Limited** purchases, processes and stores the raw Fonio, mobilizes capital, markets products, ensures payments and supervises quality controls.

• **Pagsung Women Association** mobilises women, provides premises for processing, storage and packaging and provides the link between business and donors.

• **The Food and Science Department of Kwame Nkrumah University of Science & Technology** serves as research and development department that carries out food and research activities and ensures that product quality and Ghanaian food standards are met.



The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are supported by SWITCH-Africa Green, which is implemented by UNEP with the assistance of the European Union.

### About SEED

SEED is a global partnership for action on sustainable development that was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and the International Union for the Conservation of Nature at the 2002 World Summit on Sustainable Development. SEED is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are part of the multi-country project “Promoting Eco-Entrepreneurship in Africa” implemented by SEED under SWITCH-Africa Green (SAG). SAG is implemented by UNEP with the assistance of the European Union. Other project partners in SAG are UNDP and the United Nations Office for Project Services (UNOPS).

[www.seed.uno/sag](http://www.seed.uno/sag)

#### SEED Founding Partners



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