

6 July 2022

Innovations Session N°10

Successes in export markets from SMEs and entrepreneurs



INNOVATIONS[📶]
SERIES





AFRI FOODS LIMITED



Our Mission

To provide world class quality agricultural and processed foods to our customers, keeping our commitment to quality, efficient shipping and a transparent business approach. In doing so, we believe that in every area of our business, we deliver value and trust to our stakeholders - both internal and external.

We aim for sustainable agriculture and ensuring our fresh produce meets international standards. Our strong motivation is to boost the local fresh produce market, increasing consumer trends with healthier food.



Who We Are

WE DELIVER RWANDAN FRESH PRODUCE GLOBALLY

Afri Foods is a woman-led horticulture export company founded in 2019 which distributes fresh, high-quality Rwandan produce to both local consumers and export markets.

Afri Foods limited sources from more than 500 farmers and 5 cooperatives across the country, 70% of whom are women and youth.



Our Vision and values

Vision

To be the leading and preferred premium exporter of agricultural processed products and fresh produce from Rwanda by the year 2030.

Values

Integrity: To make sure we deliver what we promise.

Communication: Real time, fast and proactive communication.

Relationships: Creating long term relationships with our clients and business partners.

Impact: Improving the lives of our farmers by maintaining a stable source of income





Our Products

We produce and export fresh Rwandan produce of the highest quality to UAE, German, the United Kingdom, Belgium, and France, among others. All our products are carefully packed in a NAEB-certified packing facility.

Specialty Products

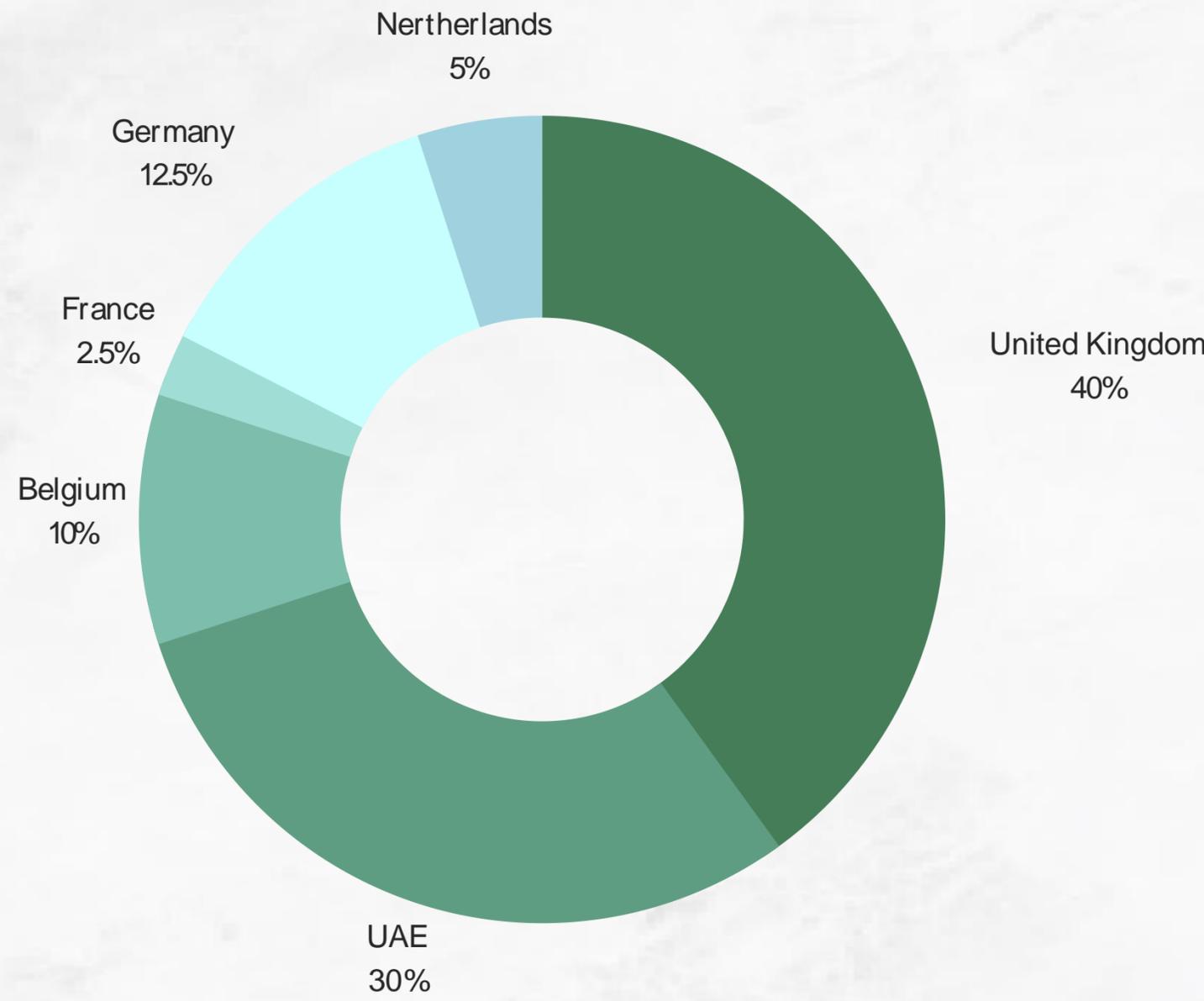
- Habanero Caribbean Red Chili
- Bird's Eye Chili
- Hass Avocado
- Fuerte Avocado

Other Products

- Eggplant, matooke
- Passion Fruit
- French Peas



Client: Our Top export markets

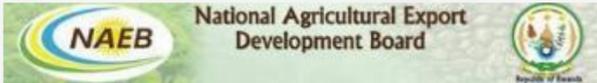


Afri-Foods Impact



- Work with more than 500 farmers and 5 cooperatives
 - Trained over 400 farmers on good agriculture practices, 70% of whom are youth and women
 - Currently employ 16 permanent staff, 95% of whom are youth
 - Employ 30 to 60 casual staff at packhouse, 90% of whom are women and 70% youth
 - Provide internships to University of Rwanda students in Agribusiness
 - Increase household income of our farmers
 - Changing the narrative of agriculture through our social media
 - Increasing awareness of Rwanda Fresh products on international markets
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our Partners

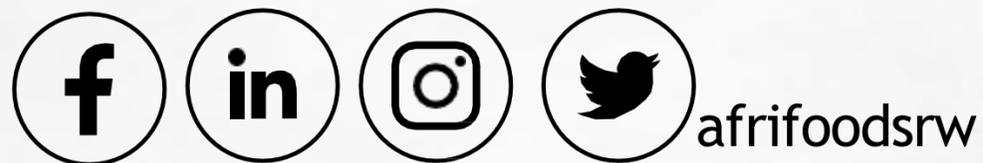




Thank you!



FOR MORE
INFORMATION, REACH OUT



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The PAFO-COLEACP Innovations Series focuses on innovations and successes of African farmer-led businesses and SMEs. These activities are supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.



Thank you

