



Kingdom of the Netherlands



WAGENINGENUR
For quality of life



Netherlands-African Business Council



Commercial Vegetable Sector Development in Ghana

Healthy and Quality Vegetables from Ghana through New Ways of Doing Business

ghanaveg.org





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Horticulture sector development in Ghana: A private-public sector initiative for the vegetable Sector

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What is GhanaVeg?

- The objective of GhanaVeg is: to establish a sustainable and internationally competitive vegetable sector that contributes to inclusive economic growth and has the capacity to continuously innovate in terms of products and services
- Motto: is: Quality and healthy vegetables from Ghana through new ways of doing business



What is GhanaVeg?

- Strategic program funded by the Netherlands Embassy in Accra
- Coordinated by: Wageningen UR-CDI, IFDC and NABC
- Project team of four fulltime employees based in Accra
- Main activities:
 - Business Platforms (4 times a year)
 - Supports the Export Taskforce and Ghana Green Label
 - Funding Innovative Business & Research Proposals
 - Trade Missions and B2B Matchmaking



GhanaVeg Activities

- *Business Opportunities Fund*
Competitive grant facility for companies that want to invest / expand their business in the vegetable sector (chain integration, technical innovations)
- *R&D Co-Innovation Fund*
Applied research fund for companies to work on agronomic bottlenecks (seed, soil, irrigation, GH)
- *Consultancy Fund*
Studies on business opportunities and major regulatory issues
- *Involvement of Dutch Private Sector*
Trade Missions, regular updates and matchmaking
- *Criteria for funding:*
 - Max €50.000 funding per project-proposal
 - 50% co-funding required



Bejo's Experience in Ghana

- Participating in trade missions
- Setting up a trial program together with Ghanaveg
- Identifying potential contacts
- Knowledge center for opportunities and challenges in the market



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