



**MAPHLIX TRUST GHANA
LIMITED**

MAPHLIX TRUST GHANA LTD
ACHIMOTA, GHANA
WWW.MAPHLIXTRUST.COM

ABOUT MAPHLIX TRUST GHANA

- Company status: Limited Liability Company, founded in 2013.
- Number of employees: 54 permanent workers.



**Felix Mawuli Kamassah,
Managing Director**

Felix has over 12 years of experience from being a marketer with export and import companies to becoming the Managing Director of the company. He worked as a Marketing Manager with Gate Logistics Limited, and with the UT Bank as a financial analyst. He also had worked with the West African Monetary Institute (WAMI) as a research assistant.

In addition to his position at Maphlix Trust Ghana Limited, Felix is also the current President of the Vegetable Producers and Exporters Association of Ghana (VEPEAG).

Felix holds Bachelor of Arts (BA) Degree in Economics from the University of Ghana, and Postgraduate Diploma in Project Management from the Ghana Institute of Management and Public Administration.



**Courage Hodey,
Financial Manager**

Courage holds both a Master of Philosophy degree in Accounting and a Bachelor of Science in Administration with a major in Accounting from the University of Ghana Business School. He has undertaken extensive training in finance and business development strategy and has gained experience in business planning and budgeting, financial analysis and reporting. Courage has a Certificate in Quantitative Risk Management and is a Chartered Accountant by profession with the Institute of Chartered Accountants, Ghana. Courage was a Senior Associate in the Audit and Advisory units of KPMG Ghana before joining Maphlix Trust Ghana. He has over 10 years of experience in audit, assurance and consulting for various sectors, including construction, agriculture and manufacture.

As Financial Manager for Maphlix Trust Ghana, Courage oversees all monetary transactions and financial decisions for the company.

This series of events is organised by the PAFO and the COLEACP. COLEACP operates within the framework of the development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union, with the support of the French Development Agency.



BUSINESS MODEL

Maphlix Trust Ghana is a player in Ghana's food industry, producing and selling a variety of food crops in the categories of vegetables (22 crops), grain, and roots and tubers. The company exports produce from some of the major food crops including yam, orange-fleshed sweet potato (OFSP), and fresh vegetables and fruits. They also add value to their root and tuber crops such as cassava and OFSP through processing. Maphlix Trust Ghana's business units include agricultural production, agro-processing, and agronomy and input supply.

The company's future goal is to develop and add value to the remaining food crops which are currently exported in their raw forms. Maphlix Trust Ghana wants to become an industry leader in the production and supply of high-quality food products in Africa, working closely with smallholder farmers to meet the needs of worldwide consumers and other relevant stakeholders in their value chains.

STRONG RELATIONSHIPS WITH SMALLHOLDERS

Maphlix Trust Ghana offers agronomic and technical services to its smallholder farmers. The company has access to nearly 1,000 acres of land for cultivation by local farmers, with seedlings supplied to 40 out-growers for the cultivation of cassava and OFSP alone. Some other vegetable crops produced by partner smallholder farmers include okra, pepper (chilli, green), marrow, garden egg, lettuce, parsley leaf, jute leaf, butternut squash, tomato and onion.

COLEACP has provided necessary technical assistance to help Maphlix Trust Ghana access Global Good Agricultural Practices (GAP)

Certification. In collaboration with the German Development Agency (GIZ) and with support from the Adidome Farm Institute at Tadzewu, in 2020 Maphlix Trust Ghana organised a training programme for smallholder farmers on "Improving productivity and product quality through GAP". Farmers were shown how to adopt GAPs, including the use of appropriate planting materials and good agronomical practices to increase sustainable food production. The company intends to train 400 smallholder farmers through this programme, specifically on the cultivation of OFSP developed by the Savanna Agricultural Research Institute.



PRODUCTS COVERED AND MARKETS

Two of the value-added products that are made by Maphlix Trust Ghana are:

- Gari fortified with vitamin A; and
- OFSP bread.

Cassava is a staple crop in Ghana and about one-quarter of the harvested roots are processed into “gari” for both local consumption and export. Gari is a creamy-white, partially gelatinised, free flowing granular flour with a fermented flavour, consumed as a stiff paste (locally called “eba”). As cassava is low in nutrient, Maphlix Trust Ghana has supplemented its gari with OFSP which is rich in beta-carotene, a vitamin A precursor. A 100 g serving of “Golden Gari” can provide a

daily requirement of vitamin A to children of 1–3 years (167%) and children of 4–8 years (125%). The same amount gives 65% of a daily vitamin A requirement for pregnant women and 38% of a daily requirement for lactating mothers. Ghana is the fifth largest producer of cassava in the world and this enhanced product provides a vital food source for combating vitamin A deficiency in Ghana and other sub-Saharan African countries.

Maphlix Trust Ghana has adopted a market-driven approach in the production and supply of high-quality food products, in a partnership that is sufficiently beneficial to help alleviate poverty among subsistence farmers and allow them to explore commercial avenues.



INNOVATIONS: MILESTONES AND EXPANSION PLANS

As the consumption of bread is increasing in Ghana, Maphlix Trust Ghana has developed a value chain of OFSP bread by providing its OFSP which high in beta-carotene to bakeries. Pureed and dried OFSP is found to be a good composite to wheat flour in bread at 30% substitution. OFSP bread could be crucial in addressing vitamin A deficiency in Ghana, contributing to at least 12% of the daily requirement of vitamin A for lactating mothers. The product is also a healthier choice for people with diabetes when compared to breads made with sugar and butter.

Maphlix Trust Ghana has a heavy reliance on human labour due to its lack of equipment such as harvesters. The company has been seeking funding to upgrade from a manual system and to establish a mechanised facility, in order to increase capacity and begin the supply of around 250 tonnes of cassava/OFSP flour per shipment for export to Europe, Asia and the USA. The factory would provide jobs to 200 people and benefit 500 smallholder farmers in Ghana.

The company is also considering the creation of other product lines from these flours, such as biscuits, chips, cakes and animal feed. Breweries in Ghana have recently expressed interest in using

Maphlix Trust Ghana's high-quality flours made from cassava and OFSP for beer production as a substitute for wheat "cake".

SUCCESS FACTORS AND LESSONS LEARNED

Agricultural and food manufacturing companies are key to producing food to feed the growing population; however, most fail to directly address the food and nutrition security of consumers. In Ghana, three-quarters of preschool age children and one-fifth of pregnant women are deficient in vitamin A. By undertaking value chain activities at Maphlix Trust Ghana, the company enhances the provision of food and nutrition security.

Ghana has previously been blacklisted by the European Union for producing low-quality vegetables with significant insect infestation. The ban on exports from Ghana was finally lifted in 2018. Maphlix Trust Ghana has overcome the incidence of insect infestation through the introduction of greenhouse facilities on its farmland, so ensuring the production of vegetables of a suitable quality for international export.

Maphlix Trust Ghana sees sustainability as an on-going process towards the economic, social and environmental wellbeing of all those involved in their operations: customers, consumers, workforce, suppliers, local communities and other stakeholders. The company recognises the role it can play in providing skills to staff and managers in the agricultural and manufacturing sectors, and the importance of the industry for food security and rural development, as drivers for wider economic and social development in the communities they work in. The company stresses the need for national policies that increase the inclusion of nutritious food products in the diets of vulnerable people, including for school students under the Schools Feeding Programme.

The corporate governance of Maphlix Trust Ghana is aligned with international standards and practices to achieve its business objectives and to give value to society through strong environmental and social performance. The company has subscribed to the United Nations Global Compact and the sustainability charter of COLEACP as a contribution to achieving the United Nations Sustainable Development Goals (SDGs), specifically SDG 1 (no poverty) SDG 2 (zero hunger) and SDG 8 (decent work and economic growth) by promoting sustainable agriculture.

In line with the company's sustainability goals, the Maphlix Trust Ghana Foundation was formed to undertake social services for communities, including: scholarships for students in need; safe drinking water for deprived communities; solar-powered lamps and generators for deprived communities; provision of access to healthcare for the economically vulnerable in local communities; skills training for the vulnerable, physically challenged and street-dwelling individuals; and economic empowerment of neglected segments of society, especially for women and youth.