

# Increasing Performance of the Cassava Industry in West and Central Africa Region (IPCI)

**FINAL REPORT ON MARKETING, COMMUNICATION  
AND BRANDING ACTIVITIES IN RESPECT OF THE  
ASUEYI, GARI PROCESSING GOOD PRACTICE  
CENTRE**

Large Grant Agreement

2000000473

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**SUBMITTED TO:  
SNV NETHERLANDS DEVELOPMENT ORGANISATION**



## **CONTENTS**

1.0	INTRODUCTION.....	4
2.0	BACKGROUND.....	4
3.0	OBJECTIVES.....	5
4.0	VISIBILITY CREATION FOR THE ASUEYI AGRO PROCESSING COMPANY LTD .....	6
4.1	COVERAGE OF TRAINING ACTIVITIES.....	6
4.2	PROMOTIONAL VIDEOS DEVELOPMENT AND AIRING.....	10
4.3	SIGNAGE/BILL BOARDS AND INFORMATION MATERIALS DEVELOPMENT .....	11
	1. SIGNAGES.....	11
	2. INFORMATION MATERIALS.....	14
	THE BROCHURES.....	15
4.4	MEDIA PUBLICITY AND RADIO DISCUSSIONS .....	17
4.5	RADIO INTERVIEWS .....	22
5.0	PACKAGING, BRANDING OPTIONS AND MARKETING STRATEGIES.....	22
5.1	WHY THE ASUEYI GARI PROCESSING CENTRE NEEDS A STRONG BRAND .....	23
	1) Branding will help to grow the reputation of the Asueyi Gari processing Center.....	23
	2) Branding can help win investment for the company.....	23
	3) Branding can help win new customers the company.....	23
5.2	PACKAGING OPTIONS AND SAMPLES.....	24
	1. LAB GRAPHICS.....	25
	2. TUMA PRESTIGE.....	27
5.3	MARKET LINKAGES ESTABLISHED .....	28
	THE GHANA FREE ZONES AUTHORITY.....	29

MELCOM GHANA .....	30
GHANA INVESTMENT PROMOTION CENTER .....	32
GHANA EXPORT PROMOTION COUNCIL.....	33
6.0 CONCLUSION .....	35

## 1.0 INTRODUCTION

In today's market place, there is so much to choose from similar products. What distinguishes each product is the customer's brand experience or their familiarity with it. It goes without saying that a brand is more than just a logo or a name. It is attribution that occupies the mind of the consumer. A multifaceted approach is needed to achieve brand recognition, brand appreciation and brand integrity. Given the level of investment at the Asueyi gari processing enclave by IFAD with support from the IPCI partners, an effort to create a market niche for gari processors through increased visibility of activities, branding and market linkages remains crucial for the derivation of optimum benefits. Tumalana Company Ltd therefore sets out upon its contract with SNV to meet the aforementioned needs through the application of multiple publicity approaches.

## 2.0 BACKGROUND

The project "Increasing the Performance of the Cassava Industry in West and Central Africa" (IPCI-WCA) springs out of collaboration between the Natural Resources Institute of Greenwich University – UK, SNV Netherlands Development Organization, the Government of Ghana through MOFA and the Federal University of Agriculture in Abeokuta, Nigeria. The project is funded by the International Fund for Agricultural Development (IFAD), for a duration of 3 years, spanning November 2014 – December 2017. Overall, the project aims at optimizing the performance of IFAD's roots and tuber project and is expected to have a wider regional impact through; stock-taking and dissemination of good practice and lessons learned; introduction and dissemination of technological innovations; enhancement of policy dialogue among relevant actors; increasing private sector involvement and promoting private-public partnerships in the cassava value chain.

Under the primary roots and tuber project of IFAD, a 120kW gasification plant and a Gari Processing Good Practices Centre was initiated at Asueyi in the Techiman North District of the Brong-Ahafo region of Ghana. Therefore, within Ghana, the relevant IPCI consortium members, NRI, SNV, and MOFA through GASIP focused on offering support towards the delivery of the

gari processing good practices centre and the gasification plant, which was reported to be 95% complete. The plant when completed will be used for the dual purposes of mechanized gari roasting and electricity generation. The completion of the plant is said to hold the potential of avoiding the unsightly pile of cassava waste (cassava peels largely) around the gari processing vicinity in Asueyi, as the cassava peels would now be used as feedstock to the plant. This would moderate the negative effects of gari processing on the environmental conditions of the area. It would also completely remove the deleterious health effects of smoke inhalation, which characterizes traditional gari processing settings where traditional and inefficient stoves are utilized. The utilization of this new technology is also estimated to more than double gari production or increase production by some 167% from the current production levels averaging 3.0tones a day to about 8tones a day.

In addition, the establishment of the “Good Practices Centre” is expected to improve the quality and safety of gari being produced from the centre. This would generate higher and extra value at the market place and generally improve incomes or returns. Overall, the project is envisaged to maximize benefits obtained from the integrated cassava and gari processing value chains in the Asueyi and Techiman enclave.

### 3.0 OBJECTIVES

The main aims of the assignment are as follows;

- i. Develop and implement a visibility improvement strategy for the Asueyi gari processing centre
- ii. Develop and implement a packaging or branding and market linkages strategy for the Asueyi Gari Processing Centre

The attainment of these objectives involved the use of various strategies and mediums as reported in relevant sections of this report and demonstrated by the matching deliverables, which includes project videos/documentaries, information materials or flyers, billboards or signages, and media publications.

#### 4.0 VISIBILITY CREATION FOR THE ASUEYI AGRO PROCESSING COMPANY LTD

In line with the visibility creation objective, we focused on the development of strategic project documentaries, brochures, leaflets or information materials, print and online media publications, radio and TV discussions and the development of signages. The consultant's strategy also involved the use of social media platforms such as Facebook and YouTube in the dissemination of information about the centre and its products. A Facebook account, with the name "asueyigari" has therefore been created for the Gari processing center.

The expectation is that the publicity being generated would ultimately translate into appropriate niche creation for the budding gari processing industry in Asueyi and that, it also hold the potential to initiate broader discussions around leveraging models of the kind implemented in Asueyi for the overarching objective of rural development through the establishment of cottage industries.

The process commenced with the conduct of a visibility, branding and packaging needs assessment at the centre using participatory methods such as focus group discussions. The outcome of this was then complemented with information obtained from a consumer survey conducted by the consultant to inform the packaging preferences of consumers. With this background, we then conceptualised a visibility, branding and packaging plan and strategy, which shaped the execution of the assignment.

In order that we would obtain the requisite content for the performance of our role, we had to participate and conduct audio-visual recording of the project's activities as explained in section 4.1 below from which media publications were extracted and promotional videos formulated among others.

#### 4.1 COVERAGE OF TRAINING ACTIVITIES




Between September and November 2017, video coverage was provided for all training activities. These included Agronomy training, Environmental management training, Food safety training and Business development training. During the Agronomy training, farmers were introduced to

internationally accepted improved agronomy practices for cassava cultivation. Sections covered under the training included land selection and preparation, planting material selection, weeding, refilling and mulching and harvesting and yield assessment. At the environmental management training, environmental safety experts conducted a thorough examination of environmental risk and impact assessment of the gasification plant after which farmers were trained on how to avoid injuries and ensure safety while using the plant. Under the same training, processors were also trained on how to go about their activities without compromising the ecosystem in managing work to related hazards. Under the food safety training, farmers were screened by medical officers so as to declare them medically fit for wholesome food production. Processors were also taken through how to handle food hygienically without contaminating it. The business development training took the processors through basic skills and knowledge required to keep records, bargain for prices and make profit from what they do for a living.

The table below briefly summaries details of activities held at the Asueyi center as covered by TUMA LANA MEDIA.



Table 1: Summarised Coverage of Some Activities

<b>TRAINING</b>	<b>ATIVITIES/DATES</b>	<b>PICTURE(S)</b>	<b>REMARKS</b>
AGRONOMY  TRAINING	25/09/2017 (Akomadan) Land selection and preparation. 11/10/2017 (Akomadan) Planting material selection. 25/10/2017 (Asueyi) Weeding, mulching and refilling, 26/10/2017 (Asueyi) Harvesting and yield assessment.	 	TUMA-LANA MEDIA offered a complete media coverage of the entire training, out of which publications were made on various media platforms including, social media platforms like Facebook and

			<p>Youtube. In the traditional media, publications were made on GBC24 TV, GTV, Daily Graphic, The Ghanaian Chronicle, Radio Mark and Radio Tamale.</p>
<p>ENVIRONMNETAL MANAGEMNET TRAINING</p>	<p>26/10/2017 (Asueyi) Risk and environmental impact assessment,  Risk management training.</p>	 	<p>TUMA-LANA MEDIA offered a complete media coverage of the entire training, out of which publications were made on various media platforms including, social media platforms like Facebook and youtube. In the traditional media, publications were made on GBC24 TV, GTV, Daily Graphic, T he Ghanaian Chronicle, Radio</p>



			Mark and Radio Tamale.
FOOD SATETY TRAINING	25/10/2017 (Asueyi) Health screening, hygienic handling of wholesome food.	 	TUMA-LANA MEDIA offered a complete media coverage of the entire training, out of which publications were made on various media platforms including, social media platforms like Facebook and YouTube. In the traditional media, publications were made on GBC24 TV, GTV, Daily Graphic, The Ghanaian Chronicle Radio Mark and Radio Tamale.
BUSINESS DEVELOPMENT TRAINING	25/09/2017 (Asueyi) Business development and entrepreneurship training.		TUMA-LANA MEDIA offered a complete media coverage of the entire training, out of which publications were

		 	<p>made on various media platforms including, social media platforms like Facebook and Youtube. In the traditional media, publications were made ON GBC24 TV, GTV, Daily Graphic, The Ghanaian Chronicle, Radio Mark and Radio Tamale.</p>
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**4.2 PROMOTIONAL VIDEOS DEVELOPMENT AND AIRING**

Documentaries and short films are becoming well-traveled roads for brands hoping to lure viewers with compelling content. Thanks to the online video explosion, brands have a platform to experiment with longer formats instead of the traditional 30-seconds commercial. These longer pieces still manage to come with big screen quality, even though most people will view them on the small screens of their mobile devices.

Research conducted by Hubspot in 2013 suggests that video streaming comprises one-third of all online activity. The research estimated that one minute of video is equal to 1.8 million words. Mobile video is a big part of the shift—social sites like Facebook, Instagram, and Snapchat have made it easy to create and share videos. On YouTube, more than half of video views come from mobile devices.

In addition, the emotional, dramatic, or entertaining stories afforded by the longer format will help encourage social sharing, especially as more people are watching mobile video via apps on their devices of choice.

There is a lot of clutter in the marketplace, if you want to have a human connection with the consumer and you want them to share it, you need to create something more relatable and authentic. As a result, the consultant produced the following:

- a. 15 minutes documentary detailing all activities, including training sessions and Good Gari production processes as well as calling on viewers to patronize gari produced at the center. This 15 minutes documentary was aired at various times on GBC24 and GTV. The documentary was also shown by other TV stations include Metro TV, Cine Plus TV and NTV. The following links provides access to the aired content;

<https://www.youtube.com/watch?v=5eF9rcDvOm8>

<https://www.youtube.com/watch?v=k-UJXU2i1gk>

- b. A 3 minutes short story on the need for government to encourage more farmers to produces cassava to support the gari industry at Asueyi, while attracting the attention of Ghanaians and the business community to the existence of the Asueyi Agro-Processing center. A copy is herein attached.
- c. A 3 minutes TV story on opinions arising out of the Asueyi gasifier stakeholder dialogue was also compiled and distributed to our partner TV stations as listed above for publication. A copy of this is herein attached to this report.

## 4.3 SIGNAGE/BILL BOARDS AND INFORMATION MATERIALS DEVELOPMENT

### 1. SIGNAGES

Signs serve as a type of silent salesperson for businesses. Exterior signs draw attention to the place of business and help differentiate it from others on the street. In order to make the Asueyi

Agro Processing Center visible, 3 front and back signboards measuring 4 feet by 8 feet were designed, crafted and mounted at separate locations by the consultant for ease of directions to the Asueyi Gari Processing center. The signboards provide information such as the location of the Agro processing center, addresses, telephone numbers and information about the funding and implementing partners of the project. Pictures of these have been displayed below.



TECHIMAN – KINTAMPO HIGHWAY



TECHIMAN – ASUEYI HIGHWAY



PREMISES OF THE GASIFICATION PLANT (ASUEYI)

## **2. INFORMATION MATERIALS**

In respect of this, consultant collaborated with SNV in the production of 1000 pieces of tri-fold hand held brochures. These brochures or leaflets contained generalised information on the project as well as demonstrate the various activities being undertaking under the IPCI project. The leaflets served as critical enablers in our engagements with the various institutions we have had to contact in the discharge of our responsibilities. They also helped our media partners to easily apprise themselves of the project for easy reportage. These leaflets would generally be used as promotional materials by the center and SNV. Two hundred of these were distributed by our outfit to our media partners and at our market creation engagements. The media partners who received these included GTV, N TV, GBC24, Cine plus TV, Metro TV, Daily Graphic, The Chronicle, radio Mark and Radio Tamale among others. The other institutions included the Ghana Free Zones Board, Melcom Ghana Ltd, Ghana Investment Promotion Council and the Ghana Export Promotion Council. Tuma Lana Media delivered 800 of these to SNV and the Center for onward dissemination in support of their activities. For ease of reference, a copy of these leaflets has been displayed in next pages.

THE BROCHURES

Increasing Performance of the Cassava Industry in Asueyi – Techiman Municipality

Manual gari production.

New gari processing facility

INTERVENTION AREAS (ACTIVITIES)

In support of an efficient and sustainable production cycle, the Asueyi gari processing enclave or centre has received a number of support interventions aimed at creating a profitable gari processing good practices centre. These intervention areas include;

- Entrepreneurship and business development training
- Food safety and quality assurance training, certification and licensing.
- Environmental impact assessment, training and management planning.
- Best practice cassava farming skills training.
- Facility operational planning and management framework.
- Branding and marketing and
- Business plan development among others.

Health screening for processors

**SNV** Netherlands Development Organisation

**ASUEYI AGRO PROCESSING COMPANY LIMITED**  
GARI PROCESSING GOOD PRACTICE CENTER

THIS PROJECT IS FUNDED BY

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## ABOUT THE PROJECT

The Increasing Performance of the Cassava Industry (IPCI) in West and Central Africa (WCA) project aims to enable poor people, especially women and youth living in rural areas, to develop sustainable cassava-based farm and non-farm business opportunities, and to enhance the performance of IFAD-funded national root and tuber projects in West and Central Africa.

IPCI's approach has been developed around five work packages that are designed to achieve the planned purposes and outputs of the project. These are:

Work package 1: Support to IFAD projects in the WCA region.

- Work package 2: Create a knowledge base of successful technologies and best practice interventions.
- Work package 3: Support to private sector – creating demand for small-holder produced cassava.
- Work package 4: Wide dissemination of best practice guides and knowledge products.
- Work package 5: Project management, monitoring and evaluation.

Activities of the IPCI Project are focused on Nigeria, Ghana, DR Congo, Cameroon, Benin and the Republic of Congo. These activities are expected to primarily target poor small-holder farmers in rural areas and their processing/marketing organizations, along with the other actors of the cassava value-chain (semi-industrial and industrial processors, traders and service providers etc.). The project also target rural institutions, which directly or indirectly, provide technical/commercial/logistic support to cassava processors in selected countries. Issues of gender and diversity are also a primary concern for the project since traditional cassava processing is often carried out by women and the youth.

In Ghana, the project focuses attention on the Asueyi gari-processing enclave, where a 1200kW capacity IFAD funded gasification plant has been installed. The plant is designed to run on dry biomass such as fuelwood, crop residue or a combination of both. The major biomass feedstock to the plant will be the cassava peel and other discarded cassava plant parts generated from farms within the Asueyi catchment area. It is projected that the plant will require 120kg of biomass per day (8-hours) at optimum operations. Heat, which will be generated by the plant, will be used in the roasting stage of the gari production process.

## EXPECTED IMPACT OF THE PROJECT

By leveraging its inclusive business approach and renewable energy expertise, it is expected that the various support interventions delivered by SNV and its partners will generate significant impact in line with the Global Cassava Development Strategy vision of making cassava one of the drivers of rural poverty reduction. The specific impact areas include;

- Increased levels of gari processing and production by four folds
- Increased income levels by five fold
- Significant Increase in employment generation
- Improved food safety practices
- Improved operational efficiency
- Reduced environmental and climate impact
- Total firewood replacement potential

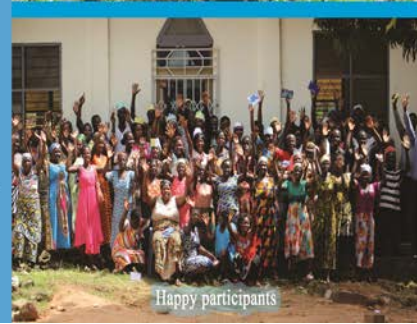
## INTRODUCTION

Gari, which is granular flour of varying texture, is a widely patronised Ghanaian food item that has over the years served as a “good companion” to students at all levels - from primary school to the university - particularly those in boarding facilities. This is due to its relatively long shelf life. Gari is made from cassava which are peeled, grated, left to ferment and then fried in a dry pan.

Although gari as a staple food is popular among Ghanaians and in the West African Sub-Region, its production and processing has not seen much technological advancement.



Weeding, mulching and refilling



Happy participants



#### 4.4 MEDIA PUBLICITY AND RADIO DISCUSSIONS

Activities without media coverage are like lighting a lamp and hiding it under a bed. Activities at the Asueyi Gari Processing Center were brought to the full glare of the public by Tuma-Lana media. The coverage and publications spearheaded by the consultant gave activities at the center prominence in the Ghanaian and global media space. Ghana's leading Newspapers, the Daily Graphic, the Ghanaian Chronicle newspaper, the New Ghanaian Newspaper, the Detective Newspaper, and the Agricultural Digest Newspaper published stories on the activities of the center. News stories and documentaries on activities at the center were also aired by the National broadcaster Ghana Broadcasting Corporation through two of its TV channels; GBC24 and GTV. A number of online news websites; [www.myjoyonline.com](http://www.myjoyonline.com), [www.ghanalive.tv.com](http://www.ghanalive.tv.com), [www.eccoparrot.com](http://www.eccoparrot.com), [www.aprecon.com](http://www.aprecon.com), and [www.vision1fm.com](http://www.vision1fm.com), also published news stories on activities at the center.

In our view, the significance of the media publicity activities embarked upon by the consultant are as follows:

1. Carry information and messages about the Asueyi IPCI project to a wider audience
2. Helping carry information about the Asueyi Agro Processing Ltd to their target audience.
3. Helping to establish Asueyi Agro Processing Ltd as a legitimate business entity with notable business practice in the public space.
4. Helping to increase the profile of Asueyi Agro Processing Ltd generally among decision makers and the general public.
5. Helping build positive opinions about the Asueyi Agro Processing Ltd.

A snapshot of some of the stories covered by the print media have been captured in the next few pages that follow.

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### Farmers Recieve Training in Cassava Production

SNV Ghana in collaboration with International Fund for Agricultural Development (IFAD) have organized series of farmer field fora (FFF) on cassava production for farmers in Asueyi in the Techiman Municipality.



The yearlong training is aimed at equipping farmers with knowledge on improved agronomic practices to help farmers maximize yields on their farms so as to be able to provide sustainable raw material supply to a 7 ton per day gari processing plant built in Asueyi to industrialize gari production and improve the lives of cassava farmers in the Techiman catchment area.

The project which fits into the government's flagship policy, one district one factory is a collaboration between SNV Ghana and International Fund for Agricultural Development (IFAD).

Asueyi is a one of the 19 communities that constitute Techiman Municipality. Before 1983 mass fire outbreak that destroyed their farms, Asueyi was predominantly a cocoa growing community. Few years after fire brought the community down to its knees, experts declared farming lands in the area unfit for cocoa production amid efforts by farmers to revive their means of livelihood.

Through the search for an alternative means of survival, cassava came to the rescue. The community that was hailed for thousands of tons of cocoa

it produced now is known for the thousands of tons of cassava it produces. Indigenes of Asueyi for yeas have tried add to add value to the cassava produced from the community by processing it into gari for both local and international market. Unfortunately, the gari is produced manually which exposes the processor to various risks.

It is at this estimate that SNV Ghana in collaboration with International Fund for Agricultural Development (IFAD) has come to the rescue by installing a 7 ton per day gasification plant to help industrialize the activities.

To climax the training, harvesting and crop yield assessment was done on the demonstration farm to assess the yielding ability of the various varieties planted for farmers settle on the appropriate variety that best suits their farm soil.



### BEAUTY OF THE MONTH



Ankyema, a presenter on [twilightradio.com](http://twilightradio.com)

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Issue 001

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## SNV GHANA TRAIN ASUEYI FARMERS IN CASSAVA PRODUCTION

SNV Ghana in collaboration with International Fund for Agricultural Development (IFAD) have organized series of farmer field fora (FFF) on cassava production for farmers in Asueyi in the Techiman Municipality. The yearlong training is aimed at equipping farmers with knowledge on improved agronomic practices to help farmers maximize yields on their farms so as to be able to provide sustainable raw material supply to a 7 ton per day gari processing plant built in Asueyi to industrialize gari production and improve the lives of cassava farmers in the Techiman catchment area. The project which fits into the government's flagship policy, one district one factory is a collaboration between SNV Ghana and International Fund for Agricultural Development (IFAD).

Asueyi is a one of the 19 communities that constitute Techiman Municipality. Before 1983 mass fire outbreak that destroyed their farms, Asueyi was predominantly a cocoa growing community. Few years after fire brought the community down to its knees, experts declared farming lands in the area unfit for cocoa production amid efforts by farmers to revive their means of livelihood. Through the search for an alternative means of survival, cassava came to the rescue. The community that was hailed for thousands of tons of cocoa it produced now is known for the thousands of tons of cassava it produces.



Indigenes of Asueyi for years have tried add to add value to the cassava produced from the community by processing it into gari for both local and international market. Unfortunately, the gari is produced manually which exposes the processor to various risks. It is at this estimate that SNV Ghana in collaboration with International Fund for Agricultural Development (IFAD) has come to the rescue by installing a 7 ton per day gasification plant to help industrialize the activities of Asueyi gari processors which also fits into the Akufo Addo's government flagship one district one factory policy.



# Farmers trained on improved cassava production in Techiman

**S**ERIES of Farmer Field Forums (FFF) on cassava production has been organised at Asueyi in the Techiman municipality in the Brong Ahafo Region to equip farmers with knowledge on improved agronomic practices to help them maximise yields.

It will also enable them to supply raw materials to a seven-tonne per-day gari processing plant at Asueyi to industrialise

gari production and improve the lives of cassava farmers in the Techiman catchment area. Asueyi is one of the 19 communities that constitute the Techiman Municipality in the Brong Ahafo Region.

• Traditional cassava processors at work at Asueyi



how to apply improved agronomic practices in the three major phases of cassava crop production to enable them to maximise their yield.

One of the facilitators and a consultant for the SNV/IFAD cassava project, Mr Joseph Yeboah, said the training exercise included topics such as land selection, preparation, planting material selection, weeding, fertiliser application and refilling and harvesting as well as crop yield assessment.

There was also a business development and entrepreneurial training session for the participants.

## Quick Read

Farmers at Asueyi in the Techiman municipality in the Brong Ahafo Region have been trained in improved agronomic practices on cassava for increased yields.

Fund for Agricultural Development (IFAD).

### Asueyi community

Before a fire outbreak that destroyed farms in the community in 1983, Asueyi was predominantly a cocoa growing community. All efforts to revive

production albeit on a smaller scale. Therefore, the processing plant, when completed, will help the farmers produce gari in commercial quantities.

### Advantages of the plant

The Renewable Energy

which characterises their current production.

"Sustainability is key to the 120kW gasification plant which is expected to more than double production or increase production by about 60 per cent from the current production levels of 3.0 tonnes a day to about 7.3 tonnes a day," Mr

### Safety

An environmental scientist, Mr Iahmael Lante, said a thorough environmental impact and risk assessment had been done on the gasification plant and that the workers would be taken through training before work begins.

As part of measures to ensure that the gari production meets international standards, medical screening was

## TECHIMAN: FARMERS RECIEVE FREE HEALTH SCREENING AND ENTREPRENUERAL TRAINING

SNV Ghana in collaboration with International Fund for Agricultural Development (IFAD) have organized series of farmer field fora (FFF) on cassava production for farmers in Asueyi in the Techiman Municipality.

The yearlong training is aimed at equipping farmers with knowledge on improved agronomic practices to help farmers maximize yields on their farms so as to be able to provide sustainable raw material supply to a 7 ton per day gari processing plant built in Asueyi to industrialize gari production and improve the lives of cassava farmers in the Techiman catchment area.

The project which fits into the government's flagship policy, one district one factory is a collaboration between SNV Ghana and International Fund for Agricultural Development (IFAD).

As described by experts that health is wealth, medical screening was also conducted for the

farmers and gari processors to ensure good health the condition for mass food production.

Seth Baako, a lab assistant, said the screening is for the municipal health directorate to issue medical license to clear the processors as medically fit or otherwise for halesome food production.

In between the FFF training which took place on the model farms, farmers were also trained in how to make business in the cassava and gari industry.

To achieve this, a one day business development and entrepreneurial training was held for the farmers. In between the FFF training which took place on the model farms, farmers were also trained in how to make business in the cassava and gari industry. To achieve this, a one day business development and entrepreneurial training was held for the farmers.



# Garden Hall

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The links that follow also present some of the stories captured in some online news websites;

1. <https://www.myjoyonline.com/business/2017/November-7th/cassava-farmers-gari-processors-in-asueyi-receive-training.php>
2. <https://www.facebook.com/vision1fm/posts/1424547330998712>
3. [www.ghanalive.tv/2017/11/07/cassava-farmers-getting-trained-asueyi](http://www.ghanalive.tv/2017/11/07/cassava-farmers-getting-trained-asueyi)
4. <https://www.aprecon.com/gari-processors-and-cassava-farmers-in-asueyi-receive-train>
5. <https://ecoparrot.com/cassava-farmers-gari-processors-in-asueyi-receive-training>

#### 4.5 RADIO INTERVIEWS

Interviews on various radio stations were also organized in order to educate and inform the masses of the existence of the Asueyi Agro processing center and to draw attention to the numerous opportunities it presents to women and the youth. Two youtube links to these discussions have been put out here for reference.

1. [https://www.youtube.com/watch?v=NFhoH\\_Wym4Q](https://www.youtube.com/watch?v=NFhoH_Wym4Q)
2. <https://www.youtube.com/watch?v=OO9IWEVvRqc>

#### 5.0 PACKAGING, BRANDING OPTIONS AND MARKETING STRATEGIES

Branding, by definition, is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. This helps to identify what a company sells, and distinguishes it from other products and services. Branding is more than just a logo or company colours. It covers everything a company does or says as a business. The ‘brand’ will be the public face of Asueyi Gari Processing Center. It will be a true representation of what the company is as a business, and how it wishes to be perceived. The manner in which packaging, marketing and branding activities are carried out will go a long way to impact market and sales growth through brand loyalty creation. In view of this, the consultant undertook a scoping and exploration exercise to be able to advise the Centre appropriately. This involved market and consumer sampling of packaging samples and establishing contacts with branding and packaging companies which could offer affordable but efficient services to the Centre. A Graphic designer, Louis Asare Boateng, was engaged to lead these activities and based his

fieldwork with consumers and companies, some prototype packaging designs were produced. These have been displayed in the pages ahead. These prototypes should be tested in the market for consumer acceptability. The feedback from consumers should then help shape the final packaging material that will be used as a final design for the processing centre.

## 5.1 WHY THE ASUEYI GARI PROCESSING CENTRE NEEDS A STRONG BRAND

In our view, the Asueyi gari-processing centre needs branding for the following reasons;

### **1) Branding will help to grow the reputation of the Asueyi Gari processing Center.**

A strong, consistent brand image (which has to start with a well-designed logo) will help to establish the identity of the business. It will make it easier for customers to remember, recognize and recommend the company. Creating a great logo that is powerful and easily memorable will make the right impression on the target audience at first glance.

The logo should be on a website dedicated to the center, social media profiles, business cards for formal employees, physical business location and on printed promotional products.

### **2) Branding can help win investment for the company**

A strong, well-known brand can help the company to generate future business, and even increase its business' value by giving it more leverage in the gari processing industry. This will make it a more appealing investment opportunity because of its firmly established place in the market.

### **3) Branding can help win new customers the company**

A good brand will make it easier for the Asueyi gari processing center to win referral businesses. Strong branding generally means there is a positive impression of the company among consumers, and they are likely to do business with it because of the familiarity and assumed dependability of using a name they can trust.

## 5.2 PACKAGING OPTIONS AND SAMPLES

As part of efforts as stated in section 5.0, aimed at establishing branding samples and ensuring that branding companies are ready and willing to work with the Asueyi Gari Processing center, a number of branding companies were contacted. Samples of packaging options arising out of these activities for consideration by processors are shown below.



**PACKAGING SAMPLE 1**





PACKAGING SAMPLE 2



PACKAGING SAMPLE 3

Flyers and brochures of the branding companies were made available to the center for study and possible market making. The branding companies are based in Accra and Tamale. These are:

### 1. LAB GRAPHICS:



They are a leading corporate branding agency in Accra, Ghana. They offer branding services such as the designing and printing of logos, stationary, business cards, proposal templates, email signatures, invoices, etc.

Lab Graphics are also Website Designers, developers of content and marketing items such as corporate brochures, fact sheets, media kits, newsletters and social media assets.

A copy of a documentary produced by the consultant for the Asueyi gari processing company has been presented to Lab Graphix to draw their attention to the branding needs of the company. Lab Graphics is on stand-by for further discussions with the Asueyi Gari Processing Center.

Lab Graphics can be contacted on:

Tel: 233-545-526-117

Mail: [asarelouisb92@gmail.com](mailto:asarelouisb92@gmail.com)

## Sample of brands created by Lab Graphics



## 2. TUMA PRESTIGE

Tuma Prestige is a business communication and branding company providing cutting edge solutions to put brands on top of the market. They have been at the forefront since 2010 in helping companies establish themselves in the market with the right type of branding. Starting off as a one-man business taking embroidery and print orders from student associations from Accra and Kumasi, they quickly learnt the best practices and the right kind of work delivery. Having built service integrity of delivering quality on time, their dominance in the market place comes as no wonder. This explains why those for whom they used to print in Kumasi and Accra chase up to Tamale to have their works done.

With the latest and only digital embroidery service in Tamale, they offer a wide range of products on their machines including: embroidery on Polo and office shirts, bed spreads and pillows for hotels; customized table cloth and napkins for restaurants and rest and badges for schools, security companies, the police, military and many others.

Tuma Prestige is located approximately 250 km from Asueyi. Given the good road network from Tamale to Techiman, it will be easy for the gari processing center to engage them in a conversation towards possible transaction.

Tuma Prestige has been shown documentaries of the Asueyi gari processing center. They are eagerly waiting for an engagement with the center.

Tuma Prestige can be contacted on:

Tel: 233244970363

Web: [www.tumapristege.com](http://www.tumapristege.com)

**Sample of brands created by Tuma Prestige.**



### 5.3 MARKET LINKAGES ESTABLISHED

Creating a new market is different from developing a new product or service — it requires convincing an array of customers, partners, and other constituencies to see the world differently. And the effects can be far reaching, as markets are capable of taking on a life of their own. One way to increase product demand is to offer something your market values. Product development and research is the usual process companies use to develop or enhance product offerings. For retail businesses, this often means taking research from focus groups or customer surveys to

manufacturers and asking for particular design features and benefits. Over time, iterations of existing products will have greater demand if you enhance them in ways that customers want.

It is in this regard that the consultant worked to identify some potential clients and partners for the Asueyi gari processing center. The Asueyi gari processing center has the potential of engaging some potential market providers in order to facilitate more production. Some of these potential markets are:

## THE GHANA FREE ZONES AUTHORITY

The Ghana Free Zones Programme is designed to promote processing and manufacturing of goods through the establishment of Export Processing Zones (EPZs), and encourage the development of commercial and service activities at sea and airport areas. In essence therefore, the whole of Ghana is accessible to potential investors who have the opportunity to use the free zones as focal point to produce goods and services for foreign markets. The attention of the CEO of the Free Zones Authority has been drawn to the gari processing center. When the factory finally takes off with its production, the Free Zones Authority is willing to send a team to inspect activities at the Asueyi Gari processing center. The Ghana Free Zones Board are also willing to commence discussions with the Asueyi Agro Processing Company through the following contacts and key personnel;

The GFZA Head Office

5th Link Rd, East Cantonments

[Near US Embassy]

Accra, Ghana

Postal Address: P.O.Box M626

Telephone

+233 302 780535 | 785037

+233 24 2174534

Fax+233 302 780536 | 78053

Mr Alhassan Ziblim, Director of Administration

## MELCOM GHANA

Melcom Group is best known for its shopping malls, Melcom Limited. As Ghana's largest chain of retail department stores, Melcom offers thousands of products and hundreds of well-known brands. Recently, Melcolm launched a project that aims at patronizing more locally manufactured and processed food items. To this effect, it is now common to see locally processed rice, bags of tea, sugar, ginger, fruit juice, spices among others on the shelves of all Melcom stores in all ten regions of the country. They however require very high standards of hygiene during the processing, as well as packaging that appeal to the international market. Melcom is willing to send representatives to the Asueyi Agro Processing Center to ascertain for themselves, the quality of the gari processed there and to establish whether or not, the process is hygienic and environmentally friendly.

The management of Melcolm through their Communications Director, Mr Godwin Avenogbor says they are looking to work with new suppliers – from small-scale businesses that they can grow with – and that includes the Asueyi Gari Processing Center. Currently they work with local suppliers right here in Ghana and suppliers from around the globe. The advantage of working with Melcom is that it can help expand the business of the Center to reach the 10 regions around Ghana. To be an official supplier, Melcom will be happy to speak to the Asueyi Agro Processing Center .

Toll Free: 080023456/ +233 561 112777 email: [info@melcomgroup.com](mailto:info@melcomgroup.com)



SOME LOCALLY PROCESSED FOODS ON DISPLAY AT A MELCOM SHOP



SAMPLES OF PACKAGED GARI IN MELCOM SHOPS

## GHANA INVESTMENT PROMOTION CENTER

The Ghana Investment Promotion Centre (GIPC) is a Government agency, responsible for encouraging and promoting investments in Ghana to provide for the creation of an attractive incentive framework and a transparent, predictable and facilitating environment for investments in Ghana.

The object of the Centre is to;

- (a) Create an enhanced, transparent and responsive environment for investment and the development of the Ghanaian economy through investment; and
- (b) Encourage, promote and facilitate investment in the country.

The consultant has presented audio-visual documentary evidence of the activities that have so far been undertaken Center to GIPC. Upon watching the documentary, officials of the GIPC suggested that for the Asueyi Gari Processing center to ensure that it meets requirements to receive support in the future, the company must ensure that all the registration requirements are met.

### Step 1: Business Registration at Registrar General's Department (RGD)

All businesses are expected to fill out the relevant Application Forms, which serve as the Company's Regulations. All companies must have an auditor, who must be a member of the Institute of Chartered Accountants, but should not be an officer or servant of the company or be an employee or partner of such persons. When all such forms have been filled satisfactorily and relevant fees paid, a **Certificate of Incorporation** and a **Certificate to Commence Business** are issued.

### Step 2: Register with the Centre (GIPC)

Beyond the registrar general's registration, the GIPC register businesses interested in working with them relative to investment promotion in Ghana.



**Application Procedure:** Investors are required to complete Investor Registration Forms (Form GIPC/R1) in duplicate. Within five (5) days from the date of receipt of these forms (and its attachments) the GIPC will formally register the investment.

**Contact Details:**

**Head Office Location Address:**

Ghana Investment Promotion Centre  
Public Service Commission Building  
Ministries, Accra

**Telephone / Fax**

Tel: +233 302 665125 /665126/ 665127/ 665128/665129

Tel: +233 244318254/ 244318252

Fax: +233 302 663801/ 663655

**Post:** P. O. Box M193, Accra-Ghana

**Email:** [info@gipcghana.com](mailto:info@gipcghana.com)

**Website:** [www.gipcghana.com](http://www.gipcghana.com)

## GHANA EXPORT PROMOTION COUNCIL

The Ghana Export Promotion Council gives impetus to exports from Ghana. The Council works under the aegis of the Ministry of Trade and Industry and is the central institution in the country that works towards the promotion and development of non-traditional exports. In the late 1970's, Ghanaian and foreign economists felt that Ghana was too dependent on cocoa export and some other traditional exports. And that if the country continued being a mono-crop economy, its economy would not flourish or keep pace with the global trends. So, to help spur the country's economy and help it meet the changing global trends, the Ghana Export Promotion Council was established. The feeling was that the Council would alter the country's export fortunes, as it

would be supporting primarily small businesses that operated mostly outside the ambit of Ghana's formal economy.

The Asueyi Agro Processing Company falls within the scope of companies supported by the Ghana Export Promotion Council. With support from the GEPC, the processed gari can be exported in order to increase revenue generation and job creation. A meeting was arranged between the consultant and the Deputy CEO of the GEPC at which meeting the deputy CEO was shown portions of the documentary as well as brochures of the Asueyi Gari Processing Center. The Deputy CEO assured the consultant that when production starts, the council will be pleased to facilitate the possibility of exporting the products. The GEPC will also welcome telephone calls from the Asueyi Agro Processing Center when the facility becomes fully operational.

## 6.0 CONCLUSION

We applied a communication mix of print, electronic and social media to create visibility. Television, radio, online news websites and social media platforms such as Facebook and YouTube formed a greater part of the tools deployed for the purposes of increased visibility for the Asueyi processing center. The consultant facilitated the development of brochures or flyers, which were used to communicate the project's activities and aims to the general public as well as the targeted audience. Short documentaries and videos made out of content collected on the training sessions were aired on national TV and radio stations and later publicised on various social media and online websites. A number of stories were also published in some of Ghana's most reputable print media outfits.

To facilitate market development, the consultant initiated the creation of market linkages between the Centre and relevant organisations, including the Free Zones Board, MELCOM, GIPC and the GEPC. This is one development the processors remain very interested in as they look forward to higher value for their products. The consultant together with a brand expert held sessions with the processors to educate them on the significance of branding, identified their branding needs and facilitated the development of packaging samples, which were taking through preliminary testing for market acceptability. Additionally, the consultant found it

necessary to design and erect signages at vantage places along the road to the Centre to enhance locating it. With the publicity generated under this assignment, we are optimistic that a niche market would be created for products of the Centre as long as it applies the advice offered and makes its product available on the market.