



**AFRIMART GLOBAL  
ENTERPRISE**

## **'SUSTAINABLE INDUSTRIAL MARKETS FOR CASSAVA' PROJECT**

**PROGRESS REPORT 1 ON PROJECT OUTPUTS 1.7 & 3.1**

### **PROFILE ON HIGH QUALITY CASSAVA FLOUR AND GLUCOSE SYRUP PRODUCTION AT AFRIMART GLOBAL ENTERPRISE**

By

**Baffour Asare-Bediako  
(Executive Director)**

**CONTACT:**

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## **INTRODUCTION**

### **Promoters History & Experience**

The organization that is undertaking the project, Afrimart Global Enterprise and its director, Mr. Baffour Asare-Bediako has been involved in Agro-Processing since 1987. Out of personal ingenuity and the collaboration with The Royal Tropical Institute of Amsterdam, Holland, he formulated and produced “Vitalmix” a weaning food for babies with an essential maize base.

### **Industrial Value of Cassava**

The industrial uses of cassava which is an important food crop in Ghana are largely non-existent. Industrial products which can be obtained from cassava are starch and cassava flour. These products could be used in the production of adhesives for paperboard manufacture and plywood glues, glucose syrups, industrial alcohol and bakery products.

Afrimart Global Enterprise in collaboration with the DFID (Department for International Development) of the United Kingdom funded “ Sustainable Uptake of Cassava as an Industrial Commodity “ Project has taken up the glucose syrup production on commercial/industrial basis.

A major attraction of the glucose syrup production is its potential as an import substitution for all the purposes for which it is used in the pharmaceutical, confectionary and biscuit industries.

### **Private Enterprise Initiative**

In response to current government determination to develop private enterprise through the PSI ( President’s Special Initiative ) on cassava as an engine of growth for overall national economic development, Afrimart pursued a line of investigations and enquiries leading to the discovery of research findings and has since been working closely together with the organisations working together on this project ( coalition partners ) especially, FRI of CSIR. It is also

persuing bridging linkages between stakeholders, that is, Farmers, Primary Processors, Secondary Processors, End-Users and Coalition Partners.

### **Utilising Local Resources.**

The employment of local resources for production has the beneficial effect of not only saving scarce foreign exchange resources but also producing ripples through the economy, making more people benefit from the process beyond those who are paid directly for producing and selling the product.

Cassava, which is the main input for this project is cultivated nationwide; thus a major project involving its purchase is bound to spread its effects across the country and more especially benefit a rural peasants, who suffer regular post harvest loss of their output as a result of non-availability of proper storage facilities or a ready market.

### **THE ORGANISATION**

The organization promoting this project is Afrimart Global Enterprise. An establishment primarily concerned with agro – processing.

#### **Incorporation**

The company was registered in December 19, 2001 under the Registration Of Business Names Act, 1962, (Act No. 151), with registration No. BN-31,774C.

#### **Corporate Objectives**

Among other things the company has a primary objective of pursuing intensive processing of agricultural produce. It is against this background that it is currently venturing into the production of Cassava products.

## **Mission and vision**

To process a high quality agriculturally based products (glucose syrup) for the local market and for export, thereby enhancing the market value of agricultural produce to the prospective customers and thereby contribute to the development of ready markets for farm produce (cassava). To make products which will meet all the quality control standards and to provide prompt, efficient, reliable and constancy in supply to customers for profit.

To be a leading producer of glucose syrup in Ghana, relying on well motivated out growers (farmers), buying agents, workforce and using appropriate technology with the view of providing maximum satisfaction to our customers.

## **Operating History**

For several years the company's director was engaged in the production of Vitalmix for the local market and malnutrition intervention projects in association with Catholic Relieve Services, Red Cross, NGO's for refugees.

He has also participated in the purchase of grade "A" maize for World Food Programme under the supervision of SGS Ghana Limited (a quality control Firm).

## **Professional Support (Technical, Legal & Administrative)**

Specialized aspects of the Company's operations will be carried out with the support of agencies, government departments and private organizations with specialization in those areas.

Specifically, Food Research Institute will provide technical support, quality control and training.

A firm of Financial and Management Consultants & Auditors has already been engaged to handle the project's financial issues.

## **Current Positioning**

Afrimart is currently producing glucose syrup to the Golden Biscuits Ghana Limited under the technical support, quality control and training of the Food Research Institute(FRI) of the CSIR (Council for Scientific and Industrial Research)

## **FACILITATING LINKAGES**

Afrimart is facilitating linkages between stakeholders and research institutions working on “ Expanded Markets for Cassava, Industrial Options” as mentioned earlier.

Currently, we are in the process of linking up the FRI and PSI on cassava and other governmental institutions like the District Assemblies who are responsible for the development in our rural communities, thus responsible for the disbursement of development funds, eg. Poverty Alleviation Fund.

And also The Cassava Farmers and Processors Associations to achieve a common objectives.

We have already targeted the following areas or districts: Kpando, Amasaman, Atebubu, Brofoyedru, Oda and Kade and some work has already started on group formation and sourcing funding for their farming activities and processing plants

We’ve also put up a voluntary advisory committee made up of researchers, entrepreneurs, and traditional/opinion leaders to support these up and coming groups.

- See attached correspondences to this effect.

## **TARGET MARKETS**

It is possible to broadly distinguish two markets, i.e. the traditional food oriented market and the new emerging market for industrially processed cassava.

The glucose syrup production by Afrimart (using the PSI starch from the Ayensu Starch Factory) would be marketed through the emerging pharmaceutical, confectionary and Biscuit Factories.

Afrimart would also provide market for its Primary Processors of Cassava grits for a High Quality Cassava Flour for the traditional food oriented markets as well as some biscuit factories.

No major problem with marketing is envisaged. Production will be under contract and output will be delivered directly to the contract buyer.

## **CONCLUSION**

The project is financially viable, economically beneficial, and socially advisable.

It will contribute towards the much desired technology transfer and help strengthen the national industrial base.

The benefits are tremendous in terms of creation of a regular market for one of the major agricultural products of the country that also serves as a major import substitute.

### **Micro – Economic benefits**

A project like this will transform the role of cassava in the economy from being a basic staple food to becoming a major industrial input. The immediate benefits will be a ready market for the producers, stable producer prices, reduction in post harvest losses and financial benefits to the population of the farming areas.

### **Macro – Economic Benefits – Multiplier effects**

A sudden upsurge in demand for cassava will produce ripples country wide with specific reference to production inputs such as labour, cassava planting materials, farm services, haulage, packaging materials and all other related activities. In that way ultimately the project will not benefit only those directly involved in it but will have

impact on a national scale. The limit of the ripples may not be easily defined.

### **Social Impact**

The social impact of the project will be positive and far-reaching. Since the raw material has to be sought from the farming community, a traditionally poverty stricken segment of society, the project will create the first relief of bringing regular income to the communities, the members of which may now enjoy improved conditions of life.

Another relief will come in the form of job creation for a number of hitherto unemployed youth. This will contribute essentially to reducing the rural-urban drift of the young population of the country. Further, the income from the project will enable the proprietors contribute to social development in their community.



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State House,  
P. O. Box 46, Accra.  
Tel: +233-21-676926 / 662086  
Fax: +233-21-662086

The Executive Director  
Afrimat Global Enterprise  
P.O.Box AH 150  
Achimota, Accra

January 5, 2004

Dear Sir,

**RE: LINKAGE WITH PSI FOR PRODUCTION OF GLUCOSE SYRUP**

We make reference to your letter of December 3, 2003 in respect of the above topic and subsequent meetings held between yourself, Managing Director of Ayensu Starch Company Limited (ASCo) and myself.

On behalf of the PSI Secretariat I wish to congratulate you for your ingenuity and innovation and wish to assure you of the necessary support to ensure that you obtain adequate amount of food grade starch, the basic raw material for production of glucose syrup.

We look forward to really challenging yet rewarding times as we seek to add more value to the cassava crop.

Yours faithfully,

Osei Owusu-Agyeman  
Coordinator, Cassava Starch Project

Cc:

Hon. Minister  
MOTI & PSI

Managing Director  
ASCo  
Awutu Bawjase





# AFRIMART GLOBAL ENTERPRISE

FARMING, FOOD PROCESSING, GENERAL MERCHANT, IMPORT & EXPORT  
P. O. Box AH 150, Achimota, Accra. Tel.: (233-20) 813833  
E-mail: bafasarc@hotmail.com (233-24) 639059  
Location: 10 Fise Road, Fise Junction, Off  
Accra-Nsawam Road, Btwn. Pokuase & Amasaman

December 3, 2003

President's Special Initiative (PSI)  
Cassava Starch Project  
Office of the President  
State House  
P.O. Box 46  
ACCRA.

Attn. Mr. Osei Owusu-Agyemang

Dear Sir,

## LINKAGE WITH PSI FOR GLUCOSE SYRUP PRODUCTION

I would like us to meet and discuss on the above subject, that is, linkage with the PSI on Cassava Starch Project for the production of glucose syrup.

The above enterprise has already started using a high quality cassava flour for the production of glucose syrup for a biscuit manufacturing company in Ghana with technical support from the CSIR.

Enclosed is a product sample using the starch produced by Ayensu starch factory which has enhanced the product quality to a higher standard.

I shall therefore take it as matter of urgency and importance to link up with PSI on cassava for the supply of starch for the manufacturing of glucose syrup for a wider market in the confectionary, pharmaceutical and biscuit factories. This will indeed have a spiral effect on the economic gains through the PSI for wealth creation and a golden age of business for a better Ghana.

I hope this request will meet your kind consideration and prompt action.

Yours truly,  
Afrimart Global Enterprise

Baffour Asare-Bediako  
Executive Director



## GOLDEN BISCUITS GHANA LIMITED

### TO WHOM IT MAY CONCERN

Dear Sir/Madam,

#### A LETTER OF INTENT

Afirmat Global Enterprise has been supplying my company with glucose syrup for the manufacturing of biscuits since September, 2003.

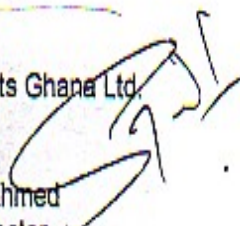
I intend to increase rapidly the volume of purchases in the foreseeable future since the supplier and his research team from the CSIR have consistently sought to improve the quality of the product.

At the moment they could not even meet my demand I hope they will receive the necessary support from all other key stakeholders to attain their vision fully.

Kindest regards

Yours truly,  
Golden Biscuits Ghana Ltd.

Mohammed Ahmed  
Managing Director





# GA DISTRICT ASSEMBLY



In case of reply the  
number and date of this  
letter should be quoted

My Ref. No: GDA/AM/120/16

Your Ref. No: .....

Office of the District Administration  
P. O. Box 1  
Amasaman  
Tel: 301946

23rd October, 2003

Dear Sir,

## INTRODUCTION TO THE GLUCOSE COMPANY

I am directed to please introduce to you Akweiman Cassava Farmers Association. According to the Association, they produce large quantities of cassava but do not have ready market for their products.

The Assembly would be most grateful if you could assist by buying their produce.

We count very much on your usual co-operation.

Yours faithfully,

  
ANDREWS CHARWAY  
ASSISTANT DIRECTOR II  
for: DISTRICT CHIEF EXECUTIVE

THE MANAGING DIRECTOR  
FARMINDUS SERVICES PROJECT  
FISE.



## CURRICULUM VITAE

1.
  - 1.1 Name Baffour Asare-Bediako
  - 1.2 Date of Birth 12 September 1951
  - 1.3 Place of Birth Kumasi, Ashanti Region
  - 1.4 Marital Status Married with 4 Children
  - 1.5 Religious Catholic
  - 1.6 Nationality Ghanaian

### 2. EDUCATION

- 1967-72 Tema Secondary School (Certificate WAEC)
- 172-74 Akrokeri Teacher Training College (Akrokeri Certificate Post Secondary teacher's Certificate 'A')
- 1974-76 Workers College, Kumasi (Certificate: GCE 'A' Level)
- 1979-83 Aldermanston College (England) Continental Department: Naarden. (Certificate: Management Skills.)

### SPECIAL TRAINING

- 1970-74 Leadership Training Courses – Young Christian Students (YCS)
- 1974-75 Teacher's Resources Center – Design & Development of Teaching Aids
- 1979-86 Private Tutorials on Strategic Planning, Management, and Policy by  
1979-87 Drs.G.B Kasse of the Foundation for Educational Development in the Netherlands.
- 1985-1989 Training on Food Processing at Royal Tropical Institute of Amsterdam (KIT) under Food Technologist, Ir. Frans W. Korthals Alters.  
1989 Strategic planning Workshop by University Portrued Germany at Kwame Nkumah University of Science Technology
- 1989-1992 Consultancy Training package by Netherlands Organisation for International Development Co-operation (NOVIB)  
- Technical Assistance on Food Processing by Ir Frans W. Korthals Alters, Senior Technologist, Nutrition and Agro-technology (Royal Tropical Institute, KIT, Amsterdam, The Netherlands)  
  
- Management Assistance on Information Systems, Reporting System, Pricing Policies, Marketing, Planning, Budgeting, Monitoring & Evaluation of projects

- 1996 Empretec Ghana Foundation – Entrepreneurial Training
- 2003 Training workshop on the Production of High Quality Cassava Flour and Glucose Syrups.

### 3. PROFESSIONAL EXPREIENCE

- 1974-76 Teaching
- 1979-86 Consulting with professionals and Institutions on Integrated Rural Development projects in the Netherlands.

Papers written: Agrindus: Farming and Industry Project (1979)

Farmindus Services Project: An Integrated Rural Development Project in Ghana, applying principles of traditional inform at co-operation “NOBOA” and Agro-Industries applying International Technology (1985)

Initiators: NOBOA FOUNDATION and its Farmindus Services Project.

Farming Award: Regional Best Cowpea and Maize Farmer (1989) – Greater Accra Region

### 4. EMPLOYMENT

- 1987 Farmindus Services Project - Project Manager
- AGAB Farm Enterprise - Director
- 2001 Baf Global Link Enterprise - Executive Director
- 2001 Afrimart Global Enterprise - Executive Director

### 5. DEVOTED OCCUPATION

Type of Organization:	Title	Years
Young Christian Students	President	1967-74
The Scripture Union	Secretary	1969-74
College Disciplinary Committee	Chairman	1972-74
College Catholic Community	Executive Member	1972-74
Offinso Christian Fellowship	Executive Member	1974-76

- OLA Catholic Church Parish Counselor 1989-  
 • Chairman Function committee  
 • President Parish Council 1990-
- Ghana Association of private Voluntary Organisations in Development (GAPVOD) Executive Committee Member 1989-  
 Chairman of Finance Committee  
 Member of Board of Directors  
 Convener-Agric Sector Committee 1990  
 Acting Chairman
- Ga District Assembly Co-operate Member 1989
- MOA Regional Agro- Forestry Committee Member 1991
- Pokuase Dam Rehabilitation Member 1992
- Development of Rural Agro- Industries Program F.A.O. Mission Member of Review Committee on Final Report 1993
- MOA women in Agric Development Member ICN Country plan Working Groups on improving Household Food Security in Ghana

## 6. ADDRESS

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