



EU-GHANA AGRIBUSINESS NEWSLETTER - VOL1

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2025**



Newsletter Goodwill message

It is a pleasure to introduce you to the inaugural issue of the EU–Ghana Agribusiness Platform Newsletter—an initiative of Eurocham Ghana, proudly supported by the European Union.

This first edition marks an important milestone in our shared commitment to fostering a vibrant, innovative, and sustainable agribusiness ecosystem in Ghana.

Agriculture remains a cornerstone of Ghana’s economy and a sector with immense potential for value addition, investment, job creation, and export growth. By bringing together European and Ghanaian businesses, institutions, and experts, the Platform aims to turn this potential into tangible opportunities.



H.E. Runne Skinnebach
Ambassador of the European Union to Ghana

The EU has long been a dedicated partner to Ghana’s agricultural transformation - . fFrom supporting climate-smart farming and research to encouraging private-sector development and standards that enable exports to the EU market, our collaboration continues to deepen. This newsletter is another channel through which we can exchange knowledge, highlight best practices, and share stories of progress that inspire further action.

I commend Eurocham Ghana for its leadership in creating the EU-Ghana Agribusiness Platform - this space for dialogue and collaboration, and I encourage all stakeholders—farmers, agribusinesses, investors, development partners, and policymakers—to engage actively with the Platform.

May this first issue spark new partnerships and reinforce our collective ambition to build a more resilient, competitive, and sustainable agribusiness sector for the benefit of Ghana and the EU alike.

I wish you an insightful and enjoyable read.

Runne Skinnebach
Ambassador of the European Union to Ghana

Eurocham Ghana & the EU-Ghana Agribusiness Platform

Eurocham Ghana is the Chamber of Commerce representing European businesses and interests in Ghana. As part of the global Eurocham network (EBO WWN), we connect Ghana to the wider community of European chambers worldwide and engage the EU Commission to promote a favourable investment climate outside the EU.

Our mission is to strengthen trade, investment, and business relations between Europe and Ghana. Europe is Ghana's largest trading partner and a leading source of investment, technology, and know-how. European companies operate across energy, agriculture, manufacturing, infrastructure, logistics, and services, making Eurocham the unified voice of this community.

WE FOCUS ON THREE PRIORITIES:

1. **Advocacy** – promoting a transparent, predictable, and business-friendly environment.
2. **Business Support** – providing market intelligence, regulatory updates, and tailored services.
3. **Networking** – creating platforms for dialogue through events, roundtables, and government consultations.



Nicolas Gebara
Executive Director - EuroCham Ghana



Andrea Ghia
Board Member - EuroCham Ghana

Membership in Eurocham Ghana means collective advocacy, privileged access to policymakers, and strong visibility with both European and Ghanaian partners.

The EU-Ghana Agribusiness Platform

Supported by the European Union and managed by Eurocham Ghana, the EU-Ghana Agribusiness Platform is a trusted hub for authentic business information and partnerships in the agricultural sector. It fosters collaboration across the value chain — from inputs and production to processing, distribution, and trade.

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Ghana is open to strategic partnerships with European businesses that drive agricultural transformation, innovation, and inclusive growth. The platform's vision is to support sustained production, job creation, and market expansion, bridging Ghana and Europe for long-term success.



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Why we should care about the AU–EU Summit in Angola

By H.E. Rune SKINNEBACH, EU Ambassador to Ghana

Two weeks ago Angola hosted one of the most consequential African Union–European Union Summits in years—an event that brought together 35 Heads of State and Government, alongside leaders from the UN, civil society, youth networks, and private sector. Rarely do so many decision-makers gather in one room. And when they do, outcomes shape the future—not only for diplomats and business leaders in Africa and Europe, but also for the everyday lives of people across Ghana.

The summit took place at a pivotal moment. The world is facing turbulent geopolitical headwinds: human tragedies from Ukraine to Sudan, trade wars affecting global supply chains, and allies that no longer act as allies should. It is therefore particularly befitting that the AU and EU reaffirmed that **we believe in multilateralism** - in solving problems together rather than turning inward.

Both AU and EU leaders made clear that the global architecture of 1945 no longer reflects today's realities. Africa, representing 40% of UN membership, deserves a stronger voice in shaping global decisions. The EU and AU jointly called for a reformed UN Security Council, and a fairer international financial system. For Europe, this is not rhetoric: it is a strategic necessity. A more inclusive, legitimate, and effective multilateral system benefits everyone—Ghana included.



<https://www.africa-press.net/angola/all-news/au-eu-summit-discusses-challenges-of-mobility-and-prosperity>

A Partnership of Equals - Not Donors and Recipients

This summit also decisively accelerated the shift from an old donor-recipient model to a partnership rooted in **mutual respect, and shared interests**. African leaders were clear: promises must translate into tangible impact on jobs, peace, mobility, and economic growth. Europe agrees.

The EU presents itself as a stable, predictable, and reliable partner—valued by African counterparts for its long-term commitment, not for creating dependency. Feedback on the Global Gateway Agenda—Europe's €300 billion plan—was overwhelmingly positive, with calls for more delivery, faster. In Ghana, €1 billion in investments is already being delivered.

Ghana featured prominently at the summit through the active participation of the Vice-President, Jane Naana Opoku-Agyemang, who announced that Ghana will soon host a major **Conference on Violent Extremism** - a significant opportunity for deeper AU-EU-Ghana cooperation. The Sahel remains the “**epicentre of insecurity**”, and Ghana appreciates the EU's “Renewed Approach to the Sahel”. These are direct outcomes of a broader AU-EU strategic alignment whose effects will be felt far beyond the summit hall.



<https://www.africanews.com/2025/11/24/european-and-african-leaders-gather-in-angola-for-eu-au-summit/>

What about the Average Ghanaian?

Some Ghanaians understandably ask what a summit in Luanda has to do with their daily lives in Wa, Tamale, Takoradi, or Accra. The answer is simple: **everything**. Decisions taken at this summit unlock opportunities across Ghana's economy, energy transition, digital innovation and youth development. Consider just a few examples:

Better Trade Conditions for Ghanaian Farmers – Simpler, fairer trade arrangements mean that farmers from Wa or Techiman can export more competitively to Europe's massive market—boosting income for rural households.

Investment in Digitalisation and Youth Innovation – New AU–EU commitments on digital infrastructure support young innovators in Tamale, Kumasi, and Accra to expand their start-ups, improve connectivity, and build skills for tomorrow's digital economy.

Major Infrastructure Investments Under Global Gateway – Europe's flagship investment programme is delivering transformational projects in Ghana: In Upper West, a cutting-edge solar park in Kaleo is expanding renewable power generation. In Eastern Region, rehabilitation of the Kpong Dam will boost clean energy, protect local communities, and strengthen resilience to climate shocks. These are concrete, visible improvements—not abstract diplomacy.

Stronger Cooperation on Peace and Security – Europe's long-term commitment to peace, security, and good governance in West Africa directly reinforces Ghana's own stability. From Sahel counter-terrorism cooperation to maritime security in the Gulf of Guinea, Ghana benefits when partners coordinate and invest in the region's safety.

New Mobility, Skills, and Youth Opportunities – The summit spotlighted joint work on education, skills development, circular mobility, and new legal migration pathways—critical for Ghana's young population seeking opportunities at home and abroad.

Above all, this summit sent a powerful message: the EU and Africa are moving ever closer, not further apart, and moving forward as architects of the future we share.

What about the Average Ghanaian?

The summit ended not with self-congratulation but with commitments. A **Joint Declaration** was adopted, outlining concrete sectoral cooperation plans to be finalised within six months. Leaders agreed on improved monitoring so that promises become reality at speed.

High-level summits may sometimes appear distant. But the **future being shaped in these rooms belongs as much to Ghanaians as it does to Europeans**. And that is why every Ghanaian should care about the AU-EU Summit.

<https://thebftonline.com/2025/12/11/why-we-should-care-about-the-au-eu-summit-in-angola/>

Leveraging EU Trade & Investment Opportunities: Ghanaian Agribusinesses Trained on EU Market Compliance and Export Strategies

A one-day Accra workshop by Eurocham Ghana and the European Union Delegation to Ghana trained 40 agribusiness leaders on EU regulations, sustainability standards, and investment opportunities.

EuroCham Ghana and The European Union Delegation to Ghana successfully hosted a high-impact training workshop with the support of the Ghana Investments Promotion Center on November 26, 2025, aimed at strengthening the capacity of Ghanaian agribusinesses to access and compete effectively in the European market. The workshop, titled “Leveraging EU Trade & Investment Opportunities for Ghana’s Agribusinesses,” brought together farmers, entrepreneurs, processors, and industry stakeholders for a full day of expert-led learning and exchange.



The workshop comes at a crucial time as the European Union (EU) remains one of Ghana’s largest and most strategic trading partners, particularly in agricultural commodities such as cocoa, cashew, horticultural produce, and processed foods. With the rapid introduction of new EU policies—including the EU Green Deal, Deforestation Regulation (EUDR), food safety standards, and market access rules—Ghanaian agribusinesses are increasingly required to meet international standards to remain competitive.

Aligned with national development initiatives such as Grow 24, the Investment Opportunities Mapping Project, and the Government of Ghana’s 24-Hour Economy Policy, the workshop provided insights to help local agribusinesses position themselves for export growth and European investment attraction.

The training aimed to provide participants with the practical skills and updated knowledge needed to enhance their export competitiveness, comply with EU regulatory and sustainability requirements, identify market entry strategies, attract potential European investors and recognise partnership opportunities within the EU market.

By the end of the workshop, participants had gained a deeper understanding of EU trade policies and clearer steps for compliance, as well as actionable strategies to help them expand their agribusiness operations into Europe.

The programme began with a welcoming speech and opening remarks by Mr. Michael Acheampong- Deputy Director, Research and International Cooperation – GIPC and Ms. Malgorzata Pitura – Program Manager Private Sector Development and Trade – EU Delegation to Ghana respectively. Participants were given an overview of Ghana–EU trade relations and the growing opportunities within the EU market for value-added agribusiness products.

The first session of the training program was held by Mr. Kenneth Nii Addy, an industry expert and registered trainer. This session covered key EU trade policies affecting Ghanaian agribusinesses, compliance requirements for market entry and understanding the EU standards. He also discussed practical steps to meet EU regulatory expectations

The second session, led by Dr. Kwabena Obiri Yeboah, focused on strategies for successful entry into EU markets, sustainability and traceability considerations, investment opportunities and partnership models and case studies of Ghanaian agribusinesses thriving in the EU market. The participants engaged in Q&A discussions, scenario analyses, and shared experiences on navigating international market challenges.



The workshop concluded with contributions from Mr Kwame Oppong-Ntim, the Director of Agribusiness at Ministry of Trade Agribusiness and Industry, and Md. Abigail Agyekum Afoakwa, from the Food and Drugs Authority before closing remarks delivered by Md. Malgorzata Pitura. Representing the Director General of the Ghana Standards Authority was Mr. Godwin Andinaan. A networking lunch provided additional space for collaboration and the building of new business relationships.

The workshop marks an important step in elevating Ghana's agribusiness sector to international standards and unlocking new opportunities in the European market. Through improved knowledge, stronger networks, and enhanced capacity, Ghanaian exporters are better placed to leverage EU trade and investment prospects for sustained growth.

EU-Sponsored Dialogue on Ghanaian Agribusiness Transformation under the 24-Hour Economy at GISE 2025



The Ghana Industrial Summit and Exhibition (GISE) 2025, held under the theme “Unlocking Industrial Potential: Strategic Approaches for Ghana’s Economic Transformation,” was a three-day event held from 16 to 18 September 2025. It brought together stakeholders from across the nation’s industries to promote the development of the private sector in Ghana. As part of the programme, the European Chamber of Commerce, acting on behalf of the EU, supported the high-level agribusiness session, which explored how the government’s flagship programme, the 24-Hour Economy Strategy, could drive forward the agriculture sector.

The discussion explored how policies, financing and market opportunities, as part of the 24-Hour Economy Strategy, the Feed Ghana Programme and the Grow24 initiative, could support Ghanaian agribusinesses. It also examined how these businesses can fully exploit the stable EU trade market through the EU-Ghana Economic Partnership Agreement (EPA).



Moderated by Jimmy Eko-Acquah, Communications Manager for the EU-Ghana Agribusiness Platform under the European Chamber of Commerce, the panel featured a distinguished lineup of experts, including Dr. Georgina Pegu, Deputy Lead of Grow24 at the 24-Hour Economy Secretariat; representatives from the Ministry of Food and Agriculture; the Ministry of Trade, Agribusiness and Industry (MoTAI); the Ghana Agribusiness Chamber; Golden Exotics Ltd; Deloitte; Eurocham Ghana; Kawa Moka; and Absa Bank.



Some of the topics highlighted in the discussion included information dissemination, access to finance, creating effective cooperatives, providing infrastructure to support the 24-Hour Economy Strategy, job creation and capacity building, and working closely with the EU and other international development agencies to achieve the set goals.

The panel discussion was both engaging and informative. The audience walked away with a better understanding of the 24-Hour Economy Strategy and Grow24. Afterwards, the moderator discussed the impact of the session with stakeholders, who provided positive feedback, particularly regarding how they could position their organizations to benefit from the 24-Hour Economy Strategy, Grow24 and the Feed Ghana Programme.

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GHANA'S FLAGSHIP AGRICULTURAL TRANSFORMATION PROGRAMMES UNDER THE 24-HOUR ECONOMY (24H+)

Overview

Ghana is advancing a bold agenda for agribusiness-led industrialisation through flagship initiatives anchored in the 24-Hour Economy (24H+) Programme. The overarching vision is to drive inclusive, technology-enabled, and continuous economic activity across the agricultural value chain—spanning production, processing, logistics, and trade—to enhance food security, create jobs, and expand exports.



Two major programmes complement each other within this framework:

- GROW24, a sub-programme under the 24H+ framework that drives agricultural transformation across the entire value chain—from production to processing—using agroecological parks and urban/peri-urban farming clusters as models for inclusive, climate-smart agribusiness development.
- Feed Ghana Programme (FGP), led by the Ministry of Food and Agriculture (MoFA), which strengthens Ghana's agricultural production and food security systems, forming a key input base for national industrialisation efforts.

The 24-Hour Economy Framework

The 24H+ Programme, under the Office of the President, promotes continuous productivity across key economic sectors such as agriculture, manufacturing, logistics, and services. It prioritises energy reliability, digital transformation, and labour productivity to:

- Minimise downtime and post-harvest losses.
- Enhance value chain efficiency and competitiveness.
- Expand employment opportunities, especially for youth and women.
- Drive sustainable industrial growth through innovation.

GROW24: Integrated Agricultural Transformation under 24H+

Lead Agency: 24H+ Secretariat
Nature: Sub-programme under the 24-Hour Economy (24H+)

Strategic Objective

To deliver end-to-end agricultural transformation by integrating production, processing, finance, logistics, and markets through agroecological parks and urban/peri-urban farming clusters that foster climate-smart, circular, and inclusive food systems.

Core Components

1. Production and Productivity Enhancement

- Promotion of agroecological and climate-smart practices.
- Expansion of mechanisation, irrigation, and input systems.
- Establishment of Agroecological Parks and Urban/Peri-Urban Farming Clusters (Shikpon model) for youth and women agripreneurs.

2. Agro-Processing and Industrialisation

- Development of agro-industrial parks and processing hubs.
- Promotion of value addition, post-harvest management, and export readiness.
- Strengthening linkages between producers, processors, and markets.

3. Finance and Investment Mobilisation

- Blended financing via GIIF, FUND24, and PPP mechanisms.
- Establishment of Special Purpose Vehicles (SPVs) for agribusiness financing.
- Concessional and venture funding for youth and women-led enterprises.

4. Digitalisation and Innovation Systems

- Digitalisation and Innovation Systems
- Smart monitoring for productivity and environmental sustainability.

5. Employment and Skills Development

- Job creation across production, processing, and logistics.
- Training in agribusiness management, entrepreneurship, and technical skills.

Feed Ghana Programme (FGP): Strengthening the Agricultural Production Base

Lead Agency: Ministry of Food and Agriculture (MoFA)
Launch: April 2025 (Techiman, Bono East Region)

Goal

To transform Ghana’s agricultural production landscape, enhance food and nutrition security, and ensure consistent raw material supply to support agro-industrial expansion.

Objectives

- Increase productivity and domestic food supply.
- Strengthen food and nutrition security.
- Provide stable raw materials for processing industries.
- Expand exports of key agricultural commodities.
- Create employment and improve rural livelihoods.

Key Interventions

1. Crop Development: Promotion of improved seeds, mechanisation, and irrigation across cereals, legumes, roots, tubers, vegetables, and industrial crops.
2. Livestock Development: Strengthening poultry, ruminant, and pig value chains through improved breeding, feed, and animal health services.
3. Institutional and Urban Farming: Expansion of food production through schools, prisons, and community initiatives.
4. Infrastructure and Service Centres: Establishment of Farmers' Service Centres, irrigation systems, warehouses, and feeder roads to boost production and logistics.
5. Agro-Production Enclaves: Development of structured agricultural zones to attract private investment and integrate farmers into supply chains.

Expected Outcomes

- Increased national food self-sufficiency.
- Reduction in import dependency and food inflation
- Strengthened raw material supply to local processors.
- Job creation across the agricultural ecosystem.
- Enhanced resilience of Ghana's food systems.

Complementarity Between Feed Ghana and GROW24

Both programmes contribute to Ghana's agricultural transformation while serving distinct but complementary functions:

- Feed Ghana focuses on large-scale productivity and farmer support to secure the nation's food base.
- GROW24 spans the full value chain—linking production to processing, logistics, and markets—through the innovative use of agroecological parks and urban/peri-urban farming clusters.
- Together, they align agricultural production with industrialisation, ensuring food security, employment, and competitiveness within Ghana's 24-hour economy vision.s

Implementation Partners

- Ministry of Food and Agriculture (MoFA)
- 24H+ Secretariat
- Ghana Infrastructure Investment Fund (GIIF)
- Ministry of Trade and Industry (MoTI)
- Private sector agribusinesses and cooperatives
- Development partners (AfDB, FAO, UNDP, EU)
- Youth and women agripreneur networks

Conclusion

GROW24, under the 24-Hour Economy, leads agricultural transformation across production, processing, and trade through agroecological parks and urban/peri-urban farming clusters. Feed Ghana, under MoFA, reinforces this transformation by driving national productivity and food security. Their coordination ensures a seamless flow from farms to factories to markets—propelling Ghana toward inclusive growth and economic resilience.



**24-Hour Economy Programme
Expression of Interest (EOI) Formj**

Ghana's 500,000-Job Agriculture Initiative to Boost Private Sector involvement

The government of Ghana is launching an agriculture-focused jobs initiative that aims to create over 500,000 jobs across the country. A key part of this strategy is the development of a comprehensive oil palm plantation policy, which will be included in the 2026 Budget. The announcement was made by Dr. Forson during a meeting with the International Finance Corporation's (IFC) on October 18. The initiative focuses on expanding the cultivation of economic crops, particularly tree crops, to drive industrialization, promote private sector involvement, and encourage sustainable farming practices.



<https://www.graphic.com.gh/news/general-news/ghana-news-govt-eyes-500-000-agric-jobs-oil-palm-push-takes-centre-stage-in-2026-budget.html>

Rice Farmers Call for Investment to Boost Local Production

Rice farmers in Adelokope-Somanya, Eastern Region, are calling for increased investment in local rice production to reduce imports. They highlighted challenges such as poor processing due to outdated equipment, which affects the sale of local rice. Delays in payments from buyers and the presence of stones in some processed rice further exacerbate their difficulties. Farmers are urging the government to help improve farming practices and provide modern processing machines. During a visit by Parliament's Committee on Environment, Science, and Technology, MP Dickson Kyere-Duah emphasized the importance of reducing methane emissions in rice farming and promoting better farming techniques to boost production and reduce rice imports.



<https://ghanaiantimes.com.gh/rice-farmers-renew-call-for-adequate-investment-in-local-production/>

Ghana to reaffirms commitment to 'Nkoko Nkitinkiti' Poultry Initiative

The Ghanaian government has reaffirmed its commitment to roll out 'Nkoko Nkitinkiti' Programme in early October, aimed at reducing the country's reliance on imported poultry, which costs over \$300 million annually. Under the program, the government will distribute 3 million birds: 10,000 birds to each constituency, 80,000 birds to 50 large-scale farmers, and 1,000 to 3,000 birds to medium-scale farmers. While constituencies will receive the birds for free, commercial and medium-scale farmers will be required to repay the cost. The initiative is expected to cost around GHC 200 million and help reduce imports, boost local production, and strengthen the poultry sector. Initially scheduled for July, the rollout was delayed, raising concerns among poultry farmers about the lack of updates. Minister of Food and Agriculture Eric Opoku assured that plans are nearly finalized, with the official launch set for the first week of October.



<https://citinewsroom.com/2025/10/nkoko-nkitinkiti-govt-readies-ghc200m-poultry-programme-to-cut-imports/>



Arla Foods Ghana Champions Sustainable Diets with Local Leadership



Since appointing its first Ghanaian Managing Director, Paul Nortey Dowuona, in August 2023, Arla Foods Ghana has combined local insight with global expertise to drive growth, sustainability, and healthier diets. The company is reshaping the conversation on nutrition and sustainability in Ghana, all the while ensuring a profitable and resilient business model. This vision is inspired by the words of Anna Månsson, Vice President and Head of West Africa, who has consistently emphasised Arla's ambition to provide “the right products at the right prices to the right consumers”.

For many families in Ghana, dairy is often seen as a luxury rather than a daily necessity. Arla's mission is to change this perception by making nutritious dairy products accessible and affordable for every household.

Arla's strategy spans three fronts: promoting nutrition and education through awareness campaigns, community projects and health partnerships such as its donation to the 37 Military Hospital in Accra; embedding sustainability across operations with responsible packaging solutions and household dietary education; and improving accessibility by introducing smaller pack sizes and expanding distribution to reach all income levels. For Managing Director Paul Nortey Dowuona, sustainability is not a buzzword but a long-term approach that combines corporate responsibility with promoting healthier lifestyles for Ghanaian households.

As Arla Foods Ghana's first Ghanaian Managing Director, Paul Nortey Dowuona brings a grounded local perspective that complements Arla's global standards. This dual lens strengthens the company's ability to serve consumers while adapting to Ghana's realities.

The industry faces inflationary pressures, supply chain disruptions, and rising competition. Arla is tackling these challenges proactively—through innovative pricing strategies, affordable pack sizes, and expanded distribution channels—ensuring that nutrition remains within reach for all. Mr. Nortey Dowuona emphasises that what differentiates Arla in this landscape is its distinctive business culture. Built around quality, transparency and long-term engagement with Ghanaian communities, Arla's ethos ensures that its growth is deeply interwoven with consumer trust.

The company's long-term vision is clear: to establish Arla as a leading Dairy Market business in Ghana and a champion of sustainable diets. Arla Foods Ghana is ready to show that profitable business growth and social responsibility can go hand in hand.



For Paul Nortey Dowuona, Ghana is not just a market but a dynamic arena where international companies can thrive by listening, adapting, and contributing meaningfully. Arla's commitment shows that profitability and social progress are not mutually exclusive, but mutually reinforcing.

Building a Sustainable Future in Shea: A Conversation with the Head of Sustainability, AAK West Africa

Shea, often called “women’s gold,” has long been a lifeline for thousands of rural women across northern Ghana. Yet, beyond its use in traditional cooking and cosmetics, shea is fast becoming one of Ghana’s most promising exports — prized globally for its natural, ethical, and traceable value. At the heart of this transformation are companies like AAK, rethinking how the shea trade can empower communities, protect ecosystems, and still thrive commercially.



A product of a Swedish-Danish merger between Aarhus United and Karlshamn AB, AAK is a company with a rich 150-year history globally. The company specialises in plant-based oils and fats that are the value-adding ingredients in many of the products people love to consume, with focus on chocolates and confectionery. In West Africa, AAK operates primarily in the shea value chain.

The mission is simple: to 'Make Better Happen', not only through sustainable, plant-based oil solutions, but also by improving the lives of the communities they operate in, most notably through Kolo Nafaso, its direct shea sourcing program and the largest of its kind.

We interviewed with **Jakob Nybroe**, the **Head of Sustainability at AAK West Africa**, to discuss the company’s sustainability vision, its work with women collectors, and its long-term strategy to build a resilient and inclusive shea sector.

Could you start by telling us about AAK’s journey in the shea industry so far? How did the company become one of the leading players in the global shea sector?



Jakob Nybroe
Head Of Sustainability for West Africa, AAK

The history of AAK and shea goes way back. The first shea actually arrived at our plant in Denmark in the 1920s, so we’re looking at 100 years of history. However, it wasn’t until much later that the use of shea started becoming more widespread and the industry started growing with commercial interest. AAK’s role in this has always been one of value addition. Over the last many decades, we have been successful at developing solutions that solve specific challenges that our customers face in their formulations, be it for food and confectionary or personal care products, and that in turn have contributed to the steady growth in demand for shea around the world.

Many companies today talk about focus on sustainability. Beyond the buzzword, what does sustainability mean to AAK in its operations, and what practical steps is AAK taking to ensure the shea supply chain is sustainable, climate-resilient and transparent?

Our sustainability strategy at AAK centers on better sourcing, better operations, and better solutions, ensuring that sustainability is embedded across our entire value chain. What makes AAK’s approach truly meaningful is our focus on impact. We constantly ask: What is the true and actual impact that a given initiative will have? This question guides us when addressing specific challenges or risks within our supply chain. If we don’t have a good answer, we go back to the drawing board and come up with a better solution, even if the first option is easier and might look good in a brochure.

The best example of that is our direct sourcing program, Kolo Nafaso. It is a very large program, where we source directly from over 230,000 women currently are enrolled in the program. Most of our 200 employees in Ghana are here because we firmly believe that direct sourcing is the best way to drive impact. It is complex, resource-intensive, and often challenging, however since we started the program in Burkina Faso in 2009, it has proven the best way to truly drive impact in a supply chain, secure true transparency and traceability, address socio-economic challenges, and drive women empowerment. Importantly, having our own feet on the ground enables us to better understand and address risks, also beyond the shea supply chain.

Shea is often referred to as the “women’s gold.” How integral are women collectors to AAK’s operations, and what specific initiatives does AAK have to support them?

The women who collect the shea mean the world to us – without them, there would be no shea industry, Supporting them commercially is therefore crucial. Our direct sourcing program is based on several principles and enablers, which include **interest-free pre-financing**, where we provide the women with an income before the shea collection starts, and at a time where they have little or no other sources of income. We also provide a **guaranteed sales outlet** – ensuring they can sell to us, and will always have a buyer. We also provide the **logistics** by distributing the bags needed for storing and transport, and our fleet of trucks come to the villages so that the women don’t have to walk to market or anywhere else to sell their kernels.

We have a very extensive training program, where we not only train on quality and more efficient processing methods, but also address health and safety, and throughout the years we have helped the women construct thousands of improved cook stoves. We have also established **Village Saving and Loan Associations**, that further build financial resilience that is so crucial for making a true socio-economic impact. Importantly we often do this in direct partnership with our customers, which brings them closer to the origin of the products that they buy, increases their understanding and helps drive how they prioritize their own sustainability efforts



Looking ahead 10–20 years, what’s your vision for the future of the shea industry in West Africa?

The global demand for shea has increased steadily over the years, resulting in higher prices that benefit women collectors. We want and expect this trend to continue, with greater focus on fair trade, solidifying the efforts of direct sourcing programs such as Kolo Nafaso. We also see a push for more local value addition through more industrial processing in countries across the region, which AAK is committed to supporting.

However, there are some dark clouds on the horizon – biodiversity across the region is deteriorating at an alarming rate. This threatens the shea trees, their flowering and regeneration, ultimately negatively impacting farmers’ yields, their incomes, and food production. AAK’s primary efforts has been to replant shea trees – by 2025 we have planted more than 150,000 trees across the landscapes in Burkina Faso, Ghana and Benin – supplemented by parkland management trainings for our Kolo Nafaso members. However, shea trees are only one part of the equation. All stakeholders in the sector have a role to play and need to work together to find solutions that secure a thriving and sustainable landscape.

As global consumers increasingly demand ethical and traceable ingredients, Ghana’s shea industry sits at a crossroads – one that requires balancing commercial ambition with long-term environmental and social responsibility. Companies like AAK are showing that sustainability is critical to strengthening Ghana’s global competitiveness while empowering local communities.

To find out more about AAK and their operations in Ghana and in West Africa, please visit www.aak.com or follow on LinkedIn at [AAK West Africa](#).



The EU is empowering Ghana's sustainable agribusiness start-ups.

A simple idea may not be enough, but it could be the first step in developing a business that will transform lives by creating jobs and promoting gender equality. This section is dedicated to innovative Ghanaian agripreneurs and start-ups that are changing agribusiness ecosystems through partnerships and with the support of the European Union Delegation in Ghana.

LivingFire Company Limited

Benedictus Atsu Agbontor from LivingFire Company Limited was selected to present at the 3rd Ghana-EU Business Forum, which was attended by the President of Ghana, H.E. John Dramani Mahama. The event took place on 20–21 May at the Kempinski Hotel Gold Coast City in Accra.

Livingfire Ltd produces eco-friendly, smokeless charcoal briquettes made from agricultural waste such as coconut and rice husks. The company addresses the environmental and health issues caused by traditional wood charcoal, which contributes to deforestation and air pollution. Livingfire aims to promote sustainability, improve public health and stimulate economic growth in West Africa.



Founded in 2022, Livingfire began production in 2023 and has since secured grants to increase its production capacity from 12 to 20 tonnes per month. The company has gained international attention for its innovative approach and plans to scale up its operations to provide cleaner, greener energy solutions to communities across the region.

According to the founder, the Ghana-European Business Forum has been instrumental in opening doors to potential investors, partnerships and collaborations for Livingfire. This exposure has undoubtedly helped to propel the company forward, establishing its position as a leader in the clean energy sector.

Kodu Technology

In 2023, Kodu Technology won the EU Circular Economy Competition. The company used the prize money to boost product development and establish a workspace. The company's mission is to empower rural communities, improve school retention rates for girls and promote a circular economy that has a positive impact on society and the environment.

Founded in December 2022, Kodu Technology Limited is a Ghanaian agribusiness that converts agricultural waste, specifically plantain stems, into biodegradable sanitary pads to address period poverty in rural communities. By utilising locally sourced agro-waste, Kodu provides an eco-friendly, sustainable alternative to non-degradable sanitary products, thereby bridging the gap between agriculture, public health, and gender equity.



Based in Tamale, close to plantain farming communities, Kodu strengthens local agricultural value chains while addressing public health disparities.

For Kodu Technology, participating in the EU-Ghana Agribusiness Conference was a key milestone, as it gave the company the opportunity to showcase its products to international stakeholders, development partners and technical experts, accelerating its growth and raising its profile. Longi Hayendomah Adam, who represented the company at the event, reflected on the experience: “The EU platform was a major breakthrough for us. It was the first time I had the opportunity to network at such a high level.”

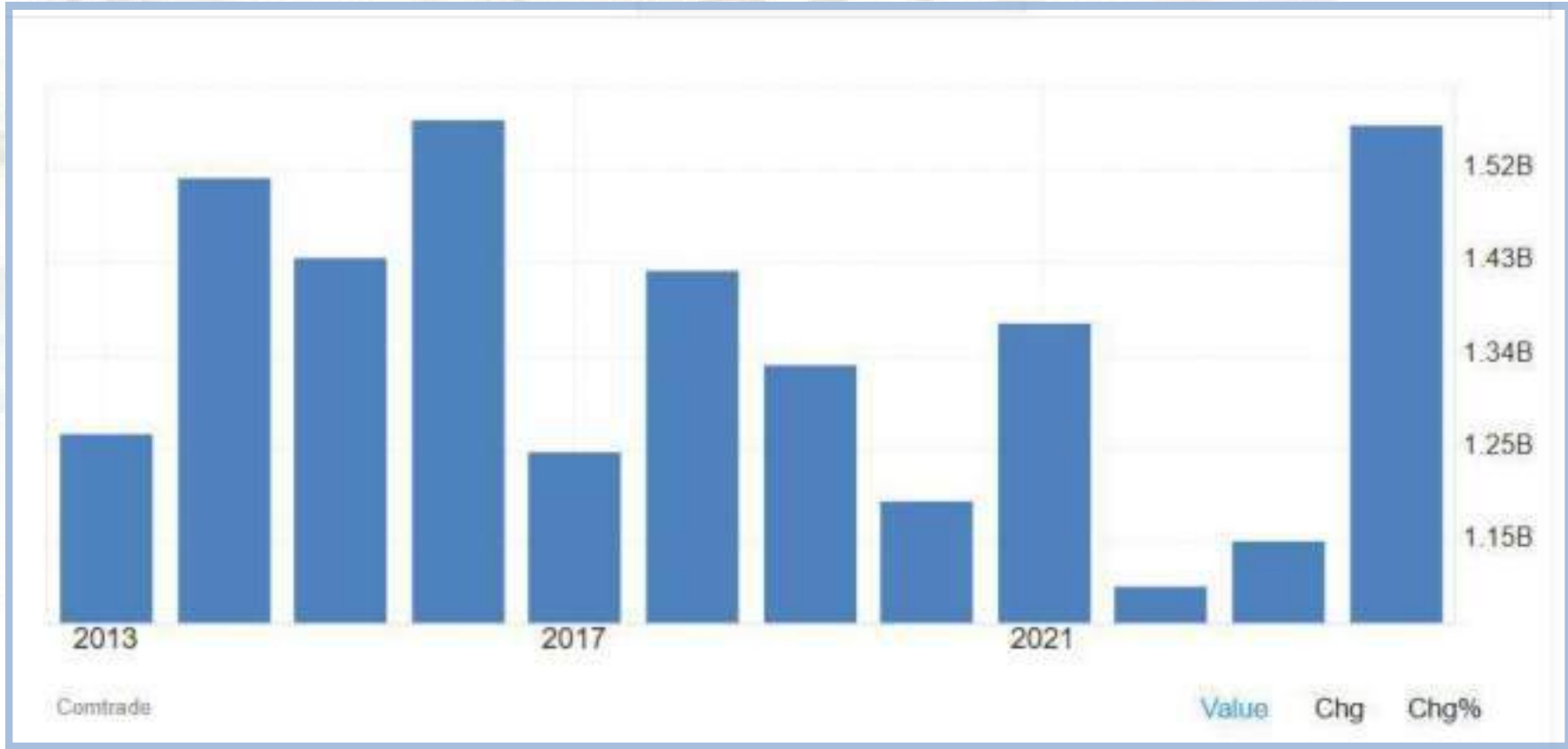


EU trade relations with Ghana in 2024. Facts, figures and latest developments.

The EU-Ghana trade money spent in 2024, focusing on cocoa and agri-food:

Total EU-Ghana Trade (2024): ~€3.5 billion.

EU Exports to Ghana:	~€1.8 billion (machinery, vehicles, chemicals, pharma).
EU Imports from Ghana:	~€1.7 billion, *Cocoa & Preparations: \$1.56 billion (UN Comtrade, Oct 2025). *Other agri-food: pineapples, cashews, processed goods.



Cocoa & Preparations: \$1.56 billion (UN Comtrade, Oct 2025).

Key Trends (2024):

Cocoa Challenges: Global production dropped 13.1% (2023/24), prices surged (€10,000+/tonne). EU’s deforestation rules (EUDR) impacting imports.

Ghana’s Exports: 11.2% of total (\$1.89B cocoa/goods). Top buyers: Netherlands (27%), USA (12.7%), Malaysia (7.9%).

EU Focus: Sustainability, certified cocoa (Fairtrade, Rainforest Alliance).

Agri-Food Highlights:

Ghana’s non-traditional exports (NTE): \$3.33B (2023, +17%). EU’s biggest West Africa partner (€19B trade, 2024)

<https://tradingeconomics.com/european-union/imports/ghana/cocoa-cocoa-preparations>

<https://trendeconomy.com/data/h2/Ghana/18>

https://policy.trade.ec.europa.eu/eu-trade-relationships-country-and-region/countries-and-regions/west-africa_en

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