



GOSHEN FARM

EXPORTERS LIMITED

LEADING PRODUCERS | FOOD PROCESSORS | EXPORTERS

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Global Webinar on Food Safety

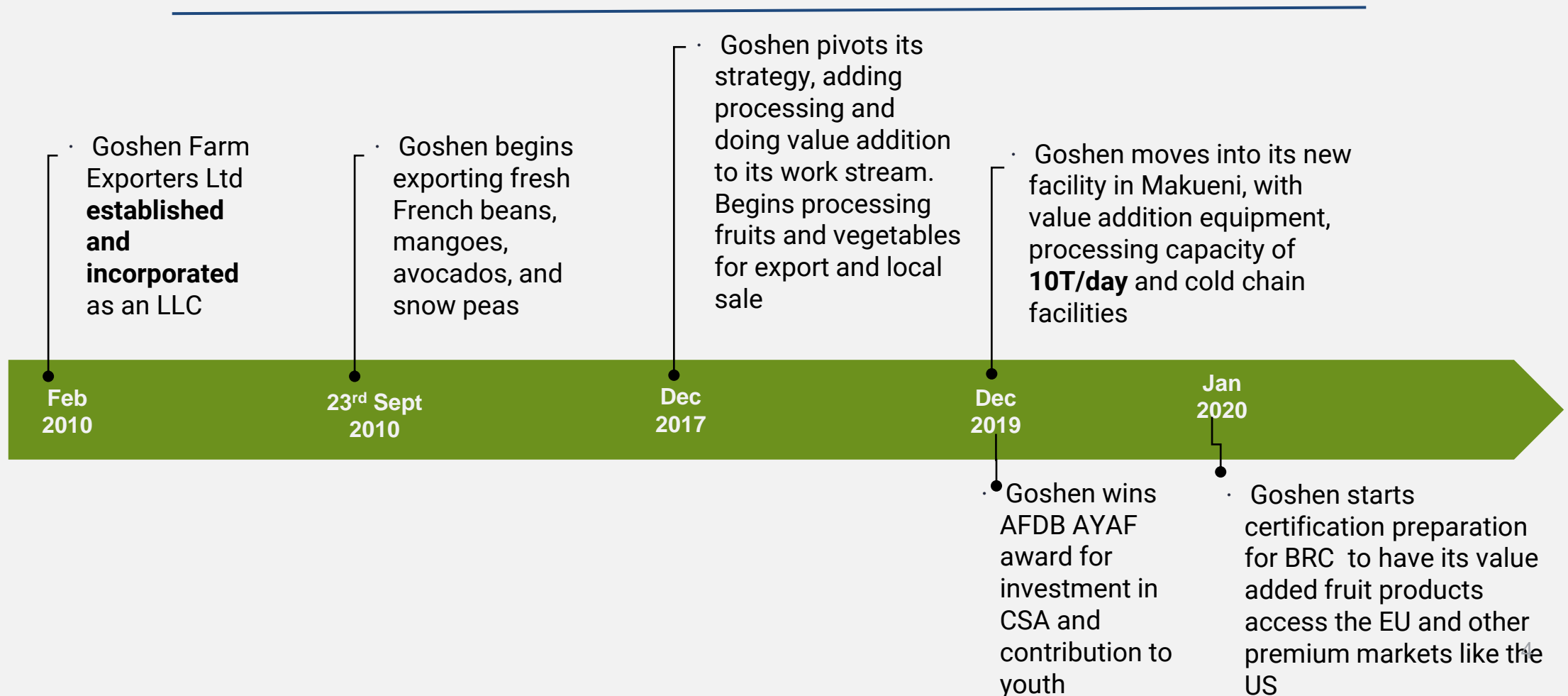
**Thursday 3rd September 2020
11.00-1300 CET / 12.00-1400 EAT**

**Food safety on your plate; Lessons and innovative solutions for the
export and domestic vegetable and fruit sector**

1. Introduction; Goshen Farm Exporters Ltd
2. GFEL role on Improvement of food safety of fruits for export/ domestic markets
3. Opportunities in scaling up GFEL's innovation
4. Lessons learnt
5. Challenges in the horticulture sector

The Goshen Journey

Goshen has spent the last 10 years developing expertise in horticulture and relationship management with thousands of smallholder farmers. This strong foundation has allowed us to successfully expand from fresh produce into the processed fruit segment mainly dried fruits



About Goshen Farm

GFEL leverages on technology and long-standing linkages in export markets, is bridging the existing disconnect between demand and supply across the value chain through **buying, value addition and merchandising.**

· By buying farmers produce, Goshen provides a **sustainable and inclusive market** for **4,000+ smallholder farmers** in rural Southeastern, central Kenya and Coastal Kenya

Goshen minimizes post-harvest losses through **processing fruits into our new dried snacks product line** and packaging fresh produce for export

Contractual
Buying

Value addition

Merchandising

· Goshen **exports** fresh produce to Europe and Middle East, sells dried fruit snacks to **local retailers**

Our Products

Founded on the principle of sustainability, Goshen has made strides to become a preferred and reliable supplier of fruits and vegetables both locally to the Kenyan market and internationally in Europe and the Middle East.

Fresh Produce



- Fresh and succulent produce (french beans and sugar snap beans)
- Exported to France and the UK
 - Fresh fruits (mangoes and avocados) exported to the Middle East (Bahrain and Saudi Arabia) in 4kg packs

Dried/Processed Produce



- Dried fruit snacks - mangoes, bananas, papayas and pineapples
- Currently sold locally in 50g packs
- Plans to export to the EU and the US in the future

Contract farming to enhance traceability

Products are sourced from contracted farmers only hence ability to trace the source Goshen uses a **traceability software** as a management information system to document its interactions with farmers at various touch points across the value chain such as sourcing of farm inputs, harvesting, and transportation of produce.

Farmer capacity building trainings

Farmers are trained on Good agricultural practices to help encourage a lifestyle change of more ethical production like use of only approved PCPB pesticides.

Controlled Logistic Chain

Goshen Farm Exporters Ltd collects produce from farms in insulated trucks to ensure minimal contamination during transportation . Produce is well labelled with PCN numbers well labelled

Farmer certifications

Goshen works together with farmer groups to help attain international certifications like Global GAP. The certifications are on a cost share basis with farmers contributions being in Kind (Preparing farms, putting hand washing jerricans, updating records) while the company pays the Certifying body

Goshen seeks to scale up the innovation by

- Leveraging on technology to reduce cost of farmer trainings and production e.g use of bulk sms, preparation of radio content , MIS
- Leveraging on the food safety campaigns by food retailers association; RETRAK (Retail Traders Association of Kenya) where domestic food safety issues are being championed making it mandatory for farms in the next few years to be KenyaGAP certified hence more farmers are beign educated on need to produce safe food.
- Adoption of block chain technology in the future to enhance a seamless transaction between Goshen and its buyers globally and domestically

Challenges

- Food safety compliance makes cost of food very exhorbitant (Cetification costs , transport, farmer monitoring and technical support.
- Most consumers are price sensitive hence most of the time they give in to cheap food.

...More opportunities



Future will be characterized by stronger partnerships between buyers and producers driven by adherence to food safety standards



Demand for safe tropical fruits in the EU and the US (Fresh and Dried fruits) because of their climate



A growing market for safe food because of Increasing disposable incomes of consumers coupled with increased urban middle class population



Growing retail and e-commerce domestically and globally; Demand for safe food in numerous retail stores, hypermarkets, and online shops across customer segments



Infrastructure Connectivity therefore ease of access of markets in need of safe food in vast geographical locations like the EU and Middle East



Health concerns driving demand for safe and more healthy food

Lessons



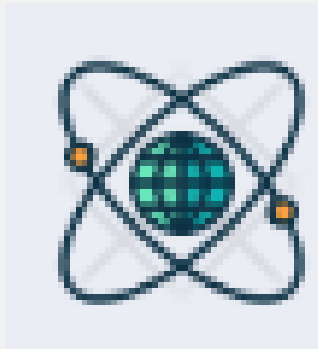
Smallholder farmers need more support to create awareness on the importance on food safety both food grown for consumption and for sale.



Food safety Compliance is costly Collaborations and Partnerships remain key in making certifications affordable to farmers and startups in Agriculture .



Need to reward food safety efforts through better market prices for certified food domestically and globally



Need to focus on Technology to improve food safety compliance and traceability



Legislature will be key in coming up with laws to protect consumers in the bid to enhance food safety



Consumer awareness is critical in the journey to attaining global food safety



Asante sana! Thank You! شكرا

