

INVESTMENT CASE STUDY

FROM COLD CHAINS TO RETAIL CHAINS

East Africa Fruits Farm & Company Limited (EA Fruits) is striving to eliminate post-harvest losses for Tanzanian smallholder farmers. The business has now established a trading and distribution chain for smallholder produce, linking it to customers in urban centres like Dar es Salaam.

In order to deliver quality produce in volume to major local markets, management realised the importance of being able to protect their goods, extend shelf life and minimise post-harvest losses through a seamless and reliable logistics system. For EA Fruits, a reliable system also means building strong relationships with farmers and paying fair prices on time.

The construction of a 1,500-square metre cold storage facility with office space, nearer to its target markets, is now complete. AgDevCo's small investment of \$400,000 has been used to extend cold chain logistics through the opening of a cold storage facility and two refrigerated trucks.

INVESTMENT IN A SOPHISTICATED COLD CHAIN HAS MOVED EA FRUITS ONE STEP CLOSER TOWARDS REALISING ITS LONGER-TERM AIM OF WORKING WITH SUPERMARKETS AND LARGER RETAILERS. THE BUSINESS CAN NOW MEET THE REQUIREMENTS FOR THE CONSISTENT QUALITY AND QUANTITY OF PRODUCE ASSOCIATED WITH FORMAL SUPPLY CONTRACTS.