

Progress and Updates



Commercial Vegetable Sector Development in Ghana

Healthy and Quality Vegetables from Ghana through New Ways of Doing Business

Eden Tree Limited

Hands-on Training for Outgrowers
Increases Yield and Revenue



Kingdom of the Netherlands





Eden Tree has supported outgrowers to install and use drip irrigation systems.

GhanaVeg support provides equipment and hands-on extension services to Eden Tree's 55 core outgrowers

Capital Investment

Over the years, outgrowers for Eden Tree have experienced difficulty in timely land preparation ahead of the planting season. With support from GhanaVeg, Eden Tree Limited purchased a brand new tractor to ease this challenge. The tractor purchase lessens the burden of continually hiring tractors – rarely available just when the need for them is greatest.

Technical Support

Eden Tree assists outgrowers with hands-on technical instruction from its own certified agronomist through a Ghana Veg-supported quarterly agronomic training program. Eden Tree has increased its outgrower participation from 55 to 90 farmers as a result of this regularly available training.

The training program uses Eden Tree's farm plots as demonstration sites. This

beneficial attention has reduced the incidence of pests and diseases over the past three years.

Outgrower Certification

Currently, Eden Tree as a company and about 20 outgrowers have been certified under Ghana's first National Certification scheme (Ghana Green Label) for the strict good agricultural practices the company follows. Eden Tree's Managing Director Mrs. Catherine Krobor Edusei Benson explained, "Working to see a healthy and quality vegetable sector remains key to the success of Eden Tree. Customers can confidently eat vegetables from Eden Tree due to its rigorous quality control measures before sale."

Yields and Quality

Support from GhanaVeg has resulted in significant increases in yield and quality (30% and 70 %, respectively). This is made possible through the inputs and machinery supplied to outgrowers.

"Even though our ultimate goal in terms of yield is 99%, we now stand at



about 60% in terms of yield. We can say, we have done better comparatively and reduced cost of production for outgrowers. With this figure, we meet the demand of our customers easily without thinking about where or how to get quality and healthy produce,” said Benson.

Revenue and Market

Eden Tree has made appreciable revenue strides of about a 70% increase, which they are working on to have about 100% in the near future. Currently, Eden Tree is looking at doubling production to serve the new markets that are springing up within the Accra Metropolis.

Challenges

The challenges unique to working with outgrowers is something Eden Tree approaches cautiously, because outgrowers are fundamental to their business. For example, if an outgrower at some point needs money for a child's school fees or ill health, he or she might sell their produce elsewhere due to the immediate need, while going to Eden Tree might delay a day or two.

Eden Tree has learned over the years that these types of challenges exist, and they must find ways to cushion such shocks in order to remain in business.

Way Forward

In about 3 years, the company expects to be looking at acquiring “a 50 acre (plot) of land” for what Mrs. Benson calls “block farming” for their outgrowers to cultivate. Outgrowers will be given about an acre or more depending on their capacity to cultivate. These outgrowers will be

Contact



**Eden
Tree
Limited**

Mrs. Catherine Krobo Edusei Benson,
Managing Director
+233 (0) 30 281 2266



Women farmers transplant vegetable seedlings on an Eden Tree farm plot.

supervised by a group of skilled and experienced Farm Managers.

Eden Tree seeks to educate and increase awareness on the benefits to consuming vegetables and fruits among Ghanaians. “We want to take total control of what

we grow and sell to our consumers as we maximize profit for our outgrowers and build consumer confidence in our products. At Eden Tree, we place a premium on safety, quality and health,” said Mrs. Benson. ■



Contact **GhanaVeg**

Email: info@ghanaveg.org

Web: ghanaveg.org

Facebook.com/ghanaveg

Twitter.com/ghanaveg

Instagram: [@ghanaveg1](https://www.instagram.com/ghanaveg1)

Tel. +233 (0) 26 379 4715

+233 (0) 26 685 2587