



– International Fund for Agricultural Development –
– Identifying and sharing innovation in Western and Central Africa –

– Information on the pineapple export market –

I. Context

1. Name of the innovation

Information on the pineapple export market: the case of the Sea Freight Pineapple Exporters of Ghana (SPEG)

2. Country – Region

Ghana

3. Organization

SPEG

4. Who is the innovator?

Integral Ghana Ltd., Jei River Farms and John Lawrence Farms

5. Actors involved

Pineapple producers' associations
Traders involved in pineapple export
Government agencies

6. Starting date

SPEG was established in 1995

7. Type of innovation

Institutional and knowledge-sharing

II. Key concepts

8. Summary

The Sea Freight Pineapple Exporters of Ghana (SPEG) is a company encompassing most Ghanaian pineapple exporters. Its main aims are to: (i) bring pineapple producers and sea-freight exporters together; (ii) help pineapple exporters in the identification and purchase of raw materials and the organization of pineapple exports; (iii) ensure the quality of exported produce through missions to inspect the processing and packaging of produce at the production and packaging sites; and (iv) facilitate the exchange of information and collaboration on production and marketing at both local and international levels. The company is responsible for all the administrative processes and other formalities necessary for exporting pineapple. It also monitors and supervises all produce collection operations prior to export, as well as all operations from the port of lading to the various ports of delivery. This innovation permits centralization, thus ensuring better information on markets and products. Thanks to these market openings, a number of producers have adopted improved pineapple technologies (new varieties of MD-2 pineapple and new growing practices such as plastic mulching, a technique of covering the ground with biodegradable plastic to reduce weeds). The SPEG has also grasped the advantages of meeting EurepGAP (Euro-Retailer Produce Working Group – Good Agricultural Practices) export standards.

9. What problems does this innovation seek to solve?

This innovation seeks to bridge information gaps between the local national market and the international market for pineapple exports, and to improve the organization of pineapple exports. With regard to the organization of pineapple export markets and quality control of exported produce, the SPEG has acted as a catalyst for the adoption of pineapple-related innovations by producers and agribusiness.

10. Factors for successful replication

The determining factors for the innovation have been the collection of information on access to the export market and monitoring of the varieties preferred by the international market.

11. Main results

The possibility of ensuring export in refrigerated ships: the membership of the SPEG has constantly grown and there has been a huge increase in pineapple exports; between 1995 and 2002, the number of members almost tripled, from 15 to 42 companies, and production grew by leaps and bounds during the same period, rising from 3,000 t in 1995 to 45,000 t in 2003.

12. Target group(s)

- Pineapple producers
- Traders and exporters

13. Difficulties encountered

14. Financial aspects

III. Technical aspects

15.

IV. Further information

16. Key contacts

Name	Organization	E-mail
Chairman: George Donkor Vice-Chairman: Bijean Milani General Manager: Steven Mintah	SPEG	SPEG speg@ighmail.com
Léonidas Hitimana and Jean Sibiri Zoundi	OECD	Leonidas.hitimana@oecd.org jeanSibiri.zoundi@oecd.org

17. Internet link

<http://www.ghana-exporter.org/speg/>

18. Key documents

The Family Economy and Agricultural Innovation in West Africa: Towards New Partnerships. Paris: SWAC, 2005.