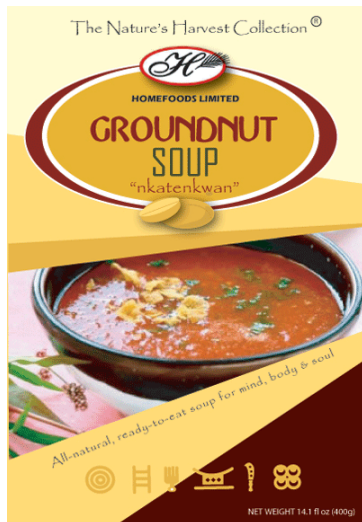




CASE STUDY

Connecting exporters to markets

Bringing experts to West African companies helps them develop competitive products for world markets



Homefoods Processing of Ghana developed a homemade groundnut (peanut) soup during a 10-day Trade Hub-organized workshop connected the company to experts on the American market.

CHALLENGE Business in West Africa is largely disconnected from world markets. This disconnection creates significant challenges for exporting companies, particularly in developing products for international markets. Lack of information on the latest market trends and access to insights on important aspects of competing in the markets, like pricing and packaging standards, reflect this disconnection. Developing products that can successfully compete on world markets, already a difficult challenge, requires familiarity with the market.

INITIATIVE Recognizing that West African food could win consumers' favor in the \$73 billion U.S. specialty food market, the Trade Hub's Specialty Foods team organized a 10-day workshop that brought U.S. market experts, including Jim Thaller of Talier Trading Group, to Ghana to work with food processors to develop competitive products for international markets. From a tasty recipe to appropriate and well-designed packaging to competitive pricing, the experts provided insights on every major aspect of competing in the American market.

Thaller shared his extensive experience marketing specialty foods in thousands of supermarkets across the U.S. He helped the companies understand what American consumers are looking for when confronted with hundreds of choices, and how the companies could win their hearts.

RESULTS At the workshop's conclusion, Homefoods Ghana had successfully developed a groundnut (peanut) soup and tomato soup, recipes that reflect characteristic Ghanaian tastes. The groundnut soup recipe was owner Adjoa Boateng's mother's original and a local graphic artist designed the labels for both products. The soups were ready to introduce to buyers, and Boateng flew to Anuga, Europe's most important food and beverage show, held annually in Cologne, Germany, to do exactly that about a week later.