

# Together for Job Creation in Agribusinesses

## Sustainable Employment through Agribusiness in Ghana (AgriBiz)

### Strengthening resilience of MSMEs

Ghanaian micro, small and medium-sized enterprises (MSMEs) form 98% of all companies. They contribute about 70% of the country's Gross Domestic Product and 80% of total employment. Just about 20% of agricultural and natural products are processed in the country. MSMEs play an important role in making the Ghanaian economy more competitive and resilient. However, MSMEs face several challenges that must be addressed to enhance their competitiveness.

Only a quarter of agricultural and natural products are currently processed in Ghana. Challenges persist in supply chain management and insufficient product quality. With a stronger emphasis on "Made in Ghana", new opportunities arise for value addition and creation of jobs in the country.

Ghanaian MSMEs need a more conducive environment: Access to finance, innovative technologies and support of their digitalization drive, a sound supply chain management, and good regulatory frameworks and policies. In addition, their interests should be well taken care of by respective business associations.

### Our Objective

The Sustainable Employment through Agribusiness in Ghana (AgriBiz) Programme is part of the BMZ core theme, "Training and sustainable growth for good jobs". The objective is to improve the conditions for creating sustainable employment in the agribusiness sector, especially for young people and women-owned businesses.

The impact hypothesis is that strengthening of capacities of MSMEs and their associations in an inclusive approach will enable the private sector to create productive employment in the agribusiness sector. The measures of the project are explicitly geared to strengthen the service provision and revenue generation of MBBOs.

Project name	Sustainable Employment through Agribusiness in Ghana (AgriBiz)
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ) and European Union (EU)
Project region	Nationwide
Lead executing agency	Ministry of Trade and Industry (MoTI) and Ministry of Food and Agriculture (MoFA)
Duration	04/2021 – 12/2025

### Our Approach

Strengthening MSMEs in the agricultural sector is an important lever to make the Ghanaian economy more competitive and resilient. By supporting businesses along entire value chains from production to processing and packaging, the programme increases competitiveness and job creation within the country.

The support combines standardized trainings in business development such as the "SME Training and Coaching Loop", as well as with tailor-made technical trainings such as Contract Farming facilitation support for supply chain management.

AgriBiz improves agribusiness MSMEs' capacities and supports them in their readiness to mobilise own resources to access financial products. To enable access to national and international markets, the MSMEs are supported to meet sustainable certification standards.

Member-based business associations operating in the agribusiness sector are supported to represent the interest of their members. This is achieved through their advocacy work, offering better professionalized services, and facilitating business development service (BDS) provision. The associations are supported to develop and present evidence-based position papers to the relevant political decision-makers, to improve the business enabling environment for agribusinesses.

The capacities of public and private BDS providers, including the Business Resource Centers, are strengthened to deliver the above-mentioned enhanced services (e.g. SME Loop, Contract Farming facilitation) to MSMEs and members of the business associations.



*L. to R.: The SME Loop contributes to business development, especially female-owned agribusinesses; Young women gain employment in agricultural mechanisation after successful trainings.*



*L. to R.: A member-based business association presents a position paper to the Minister of Food and Agriculture; Quality test of processed rice; "Made-in-Ghana" mushroom packaged for the market.*

## European Union: A crucial partner for Ghana's north-west

The European Union (EU)-funded component, "Market-Oriented Agriculture Programme in North-West Ghana (MOAP NW)" supports quality agricultural production. As a key pillar of the EU Ghana Agriculture Programme, MOAP NW applies the value chain development concept for seven high-value crops: rice, groundnut, sorghum, soybean, cashew, mango, and vegetable. The programme collaborates with public and private sector actors, including producers, service providers and offtakers, to increase household incomes and create jobs along the value chain.

### Achievements of AgriBiz

- The supported MSMEs have created **889 full-time equivalent jobs (FTE)**, of which 476 are for women and 595 for young adults.
- About **800 agribusiness MSMEs** involved in aggregating, processing and service provision have been supported to improve on their business development.
- **483 supported MSMEs** (213 female-headed) have recorded substantial improvements in different areas of competitiveness (e.g. staff performance or business management).
- **105 MSMEs** (48 female-headed) have increased their profits by at least 3% per annum, amid severe socio-economic challenges. **59 MSMEs** have re-invested in innovative business models and technologies.
- **Contract Farming Management** facilitation has been concluded between **3 agribusinesses and 250 outgrowers**. Additionally, 12 agro-processing companies with approx. 6,000 outgrowers are currently being supported.
- **159 agribusinesses** with around **7,000 outgrowers** have been **certified** according to relevant sustainability standards (GlobalG.A.P, FairTrade, FSSC 22000, HACCP and Organic standards).
- A total of **15 member-based business organisations** are supported to represent the interests of their members, through improved services.
- **7 evidence-based advocacy position papers** have entered political decision-making processes.
- **9 advocacy position papers** have been developed by the member-based business associations to represent the interest of their members.
- **47 public and private BDS providers** have been strengthened and are supported to provide services to MSMEs.
- **Over 37,000** smallholder farmers apply promoted climate-smart agricultural practices, improving their yields and incomes in Ghana's north-west.

Published by

Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ) GmbH

Registered offices Bonn and Eschborn, Germany

Sustainable Employment through Agribusiness (AgriBiz)  
GIZ Green Building, Airport Residential Area  
P.O. Box KA 9698, Accra, Ghana  
Phone +233 50 162 0128 / +233 50 162 0129  
E info@giz.de  
www.giz.de

As at

April 2024

Responsible

Sarah Ruffler  
Commission Manager  
sarah.rueffler@giz.de

Photo credits

GIZ AgriBiz

Designed by

GIZ AgriBiz

GIZ is responsible for the content of this publication.

On behalf of

Federal Ministry for Economic  
Cooperation and Development (BMZ)

In cooperation with



Co-funded by  
the European Union



MINISTRY OF FINANCE  
Government of Ghana