

# PARTNER FACT SHEET

## Projected Impact



Increase the processing capacity of pineapple juice from 40 metric tons (MT) to 200MT per day and construct a new 100MT per day mango processing facility by January 2023



Increase yields by 30 percent for pineapple and banana, 67 percent for mango, and 100 percent for oranges, while reducing pre and post-harvest losses over the life of the project



Increase sales to \$11,483,033, including 85 percent for export, over the life of the project



*Promo Fruits Benin is noted for its pineapple and other fruit juices that are 100 percent natural and marketed under the IRA and GOVIE brands. Photo credit: Trade Hub*

## About Promo Fruits Benin

Created in 2010, Promo Fruits Benin is the processing unit of the Pineapple Recovery Initiative (IRA), a cooperative of fruit producers that supply the raw materials for pineapple, orange, and mango products. With a production capacity of 200 kg of processed fruit per day in 2010, the unit grew to a capacity of 40 tons of processed fruit per day (39 tons of pineapple and 1 ton of other fruits (mango and orange)) purchased from 920 agricultural producers. Marketed under the IRA and GOVIE brands, Promo Fruits' juices are 100 percent natural, are well preserved, and are transported easily, leading to a higher price point than most other fruit juices.

## Co-Investment Partnership

The USAID-funded West Africa Trade & Investment Hub awarded Promo Fruits Benin a co-investment grant of \$2 million to significantly increase local fruit processing capacity for sub-regional and international markets and to contribute to strengthening the fruits supply chain while increasing the incomes of Promo Fruits' small producers. With \$6.5 million leveraged from other sources, Promo Fruits will increase its processing capacity of pineapple juice from 40 metric tons (MT) per day to 200MT per day at their Allada facility. A new 100 MT per day processing facility is planned to be constructed in N'Dali by January 2023. It will increase yields by 30 percent for pineapple and banana, 67 percent for mango, and 100 percent for oranges, while reducing pre- and post-harvest losses from 21 percent to 7 percent on average over the life of the project.

## Partnership Opportunities

While exports and revenues continue an upward trend, Promo Fruits has been unable to meet demand. In 2020, orders amounted to \$9.5 million but Promo Fruits was only able to satisfy close to 25 percent of the orders. Also, the company regularly records delays in deliveries, with some lasting more than four months. With the Trade Hub's support, Promo Fruits will increase its processing capacity and purchase of fruits. In addition, the company will obtain, renew, and maintain organic certifications to drive an increase in exports by penetrating new difficult markets, such as the Maghreb and Nigeria. Sales are expected to increase to \$11,483,033, including 85 percent for exports, over the life of the project.



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