

Africa Agri-Food Development Programme



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Clár Forbartha Agraibhla don Afric



Rialtas na hÉireann
Government of Ireland



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For over 10 years, the Africa Agri-Food Development Programme (AADP) has been supporting Irish companies to realise their ambition of doing business in Africa.

The AADP rewards and backs ambition through matched grant funding. It has proven the catalyst that enables Irish businesses to explore and seize exciting opportunities to bring their expertise to Africa – to develop new markets and to contribute to a programme of mutual trade between Ireland and Africa.

The programme offers Irish agri businesses of all sizes an invaluable opportunity to develop and harness the potential from innovative partnerships with companies in sub-Saharan African countries. It allows businesses to manage their financial risk and to use their expertise and resources to work on projects jointly that will deliver a strong and positive impact. The development programme supports sustainable growth of the local food industry and builds markets for local produce.

The AADP, which opens every six months for funding applications to support projects and feasibility studies, is co-managed and co-funded between the Irish Department of Agriculture, Food and the Marine (DAFM) and the Department of Foreign Affairs (DFA).

The programme is an integral part of Ireland's foreign policy and commitment to contribute to reduce global poverty and foster real and sustainable change that improves the lives of some of the world's poorest and most vulnerable communities.

It helps Ireland's agri-food sector to contribute to the Sustainable Development Goals (SDGs) which champion commitments to tackle poverty and hunger, fight inequality and increase health and education.

For more information visit
www.gov.ie/aadp

For queries or to apply please email
aadp@agriculture.gov.ie



The Africa Agri-Food Development Programme (AADP) is Ireland's flagship development initiative exclusively for Irish companies, aimed at fostering partnerships between the Irish agri-food sector and African countries to support sustainable growth, build markets for local produce and support trade between Ireland and Africa.



The AADP has invested €4m in Irish agri-food businesses to support a range of exciting initiatives across Africa.



€7.5m in private funding has been unlocked through strategic investment of Irish development funds.



The AADP has supported Irish companies to develop sustainable & rewarding commercial ventures that include:

- Agricultural value-chain add
- Animal & crop health products
- Livestock genetics
- Dairy & cheese production facilities
- Horticulture



Every €1 invested in agri-food ventures in Africa, through the AADP, unlocks over €2.30 in private funds.



Moyee Coffee

Moyee Coffee is an international coffee company, headed up in Ireland by social entrepreneurs, Shane Reilly and Killian Stokes whose passion is to reimagine the coffee industry, tackle poverty and enable more equality across the supply chain through coffee growing countries.

Through this FairChain business model, Shane and Killian have brought coffee to offices, shops and homes across Ireland and the UK.



Funding: With AADP grant funding totalling €750,000, Moyee Coffee was able to expand and strengthen operations along its value chain for coffee from Ethiopia to Kenya.

A number of other projects including the establishment of low carbon roastery in Kenya, the introduction of farmer training, the purchase of a washing station and digitisation, were all made possible with the support of the AADP grant funding.

The grant also enabled Moyee Coffee to support its growth in Ireland through enhanced marketing, which proved vital to survival in the context of how businesses needed to adapt to cater for the shift in how consumers engage and purchase, during and as a result of the Covid-19 pandemic.



Shane Reilly and Killian Stokes

“Coffee farmers are some of the poorest farmers in the world - we want to help change that. We wouldn't be in business today without the help and financial support of the AADP. The seed funding has been vital to our survival. It gave us credibility and enabled us to achieve business growth particularly through the expansion of our facilities in Africa.

The application process was very beneficial and gave us structure. The AADP was very open, flexible and realistic in terms of how we would use the funding.”

Devenish

Headquartered in Northern Ireland and with a number of international sites, Devenish is a leading agri-technology business whose mission is to develop sustainable food solutions.

Devenish develops innovative nutritional products and solutions for the feed industry, the food industry, and for human health.

DEVENISH
Beyond Nutrition



Funding: Since 2013, with the support of AADP, Devenish has invested significantly in a pioneering enterprise to develop the pig sector in Uganda. Through the establishment of a model pig farm in Hoima and specialised animal feed mill, Devenish has worked to improve the livelihoods of local farmers by helping them to transition from subsistence farming to sustainable commercial-level farming.

The project aims to help farmers produce pigs of improved genetics and to introduce specialised animal feed tailored to the animal's life cycle. By supplying new breeding stock to local farmers to enhance the genetic gene pool, Devenish has worked to improve animal performance, nutrition, sale price and in turn the livelihoods of the local community.

As a direct result of the piggery and the specialised feed mill, which now employs 26 people in the region, over 500 local farmers have been trained in the basics of animal nutrition and livestock management.



Devenish East African Director, Michael Maguire:

“Our overarching purpose is ‘making your world a better place’ and nowhere is this more evident than our work in Hoima thanks to our great Ugandan team and the ongoing support of AADP. Not only are we helping farmers to improve their outputs in a sustainable way, but we are also having a positive impact on the wider community through improved genetics, breeding stocks, training and employment.”

Yolamu Nsamba, one of the local farmers who has been working with Devenish added:

“Working with Devenish has really helped us to increase profitability on our farm. Our pigs now grow to double the size of the pigs we used to have - it’s down to breed, the better-quality feed and the management.”

Beotanics

Beotanics is a Kilkenny-based business that is internationally recognised for its innovative approach to horticulture and its ability to develop and produce new plant varieties such as sweet potato, taro, yam, pineapple and peanuts for international markets.

Through its research and development, selection and cultivation, Beotanics develops strains of plants that are uniquely placed to scale to levels of commercial viability, supporting farmers with increased quality and productivity.



BEOTANICS



Funding: With AADP grant funding of €70,000 awarded in 2020 which was matched privately, Beotanics has been engaged in a feasibility study to identify the potential for the cultivation of orange fleshed sweet potato in Ghana. The study aimed to identify if the crops can be commercialised locally to deliver increased yields for local farmers.

The study, conducted on three Louisiana State University AgCenter bred varieties of sweet potato crop established in the region, indicated a yield that is two to three times higher than the local varieties depending on expertise and conditions applied by which would enable local farmers to optimise the return from their land.

Through its multiple location trials and testing, Beotanics has also been able to validate the varieties, yield as well as the vitamin, culinary and nutritional value of the crop. Its study has also worked to identify if the land and logistics are suitable to support a sustainable business.

Pat Fitzgerald, CEO & Founder Beotanics:

“I’d recommend that Irish agri businesses familiarise themselves with the network and the AADP. The feasibility study has enabled us to identify if this is a project that’s going to deliver value, economy of scale and profitability. We wouldn’t have gone ahead with the study without the AADP - we just wouldn’t have had the funding, resources or the time. Not only was the funding a huge support but the access to networks and other state agencies to provide background and on the ground support was critical.”

The Blues Creamery

Located in the Glen of Aherlow, County Tipperary, the Blues Creamery specialises in handcrafted artisan cheeses from cows, goats and sheeps milk. With the support of the AADP, the Blues Creamery is actively engaged in establishing Phase 1 of a cheese enterprise with Mubari Farmers Dairy Co Operative in the Eastern Province of Rwanda.



Funding: The Blues Creamery received €206,000 in funding from the AADP to co-finance its joint endeavours with its Rwandan joint venture partner.

The Blues Creamery has received two rounds of funding from the AADP - the first grant of €30,000 was invested in a feasibility study which commenced in 2020, whilst the second grant, secured in late 2021 year, is being invested in establishing 'proof of concept'. This invaluable AADP grant funding will support the Blues Creamery's exciting aim to develop an artisan cheese enterprise in Rwanda with an established farmers' Co-Operative which will include a visitor centre and café. The project has the potential to have a hugely positive societal impact with increased local job creation and agricultural and eco-tourism.

The benefits to the Eastern Region in Rwanda also include technology exchange and the empowerment of the local community, who have an increased awareness and understanding of the potential of their own resources.



Peter Mc Donald from The Blues Creamery:

“The AADP provides substantial support for agri-food developmental projects.

The Blues Creamery wouldn't have been able to go ahead with the project without the funding from the AADP - none of it would have happened without their support. We couldn't have taken on the full risk financially. I would absolutely recommend other businesses to engage with the AADP.”

IPM Potato Group

IPM, headquartered in Dublin, is an international leader in potato variety innovation and in the production, marketing and distribution of seed potatoes. It is committed to variety innovation, excellence in seed potato production and fair commercialisation worldwide.



Funding: IPM was awarded a €250,000 grant from the AADP towards the development of cold storage infrastructure essential for the storage of seed potatoes. Storage is a key element in the development of local seed potato production in Kenya.

The AADP grant was a catalyst enabling IPM to grow its operations and market potential in Kenya which in turn has had a huge impact on the lives of farmers, who normally don't have access to clean, certified seed potatoes. This expansion in Kenya has provided small scale farmers with access to clean seed which has an instant impact of improving crop yield and ultimately increases farmers' sustainability, profitability and income. Seven full time staff are employed in its Kenyan operations with an additional 24 seasonal staff.



Sean Owens, Business Development Manager from IPM Potato Group:

“There is a huge opportunity for growth and development in Kenya and the wider East Africa region. With an increasing population and focus on food security, we always thought there was an opportunity to develop a sustainable business on the ground in Kenya. We had been developing a proposal with a local partner to establish a joint venture producing seed potatoes locally instead of importing seed from Europe.

The AADP grant was a catalyst fund that gave us the confidence to take the next step and invest in Kenya. I'd highly recommend other Irish agri companies explore the business opportunities in Africa, but you have to be willing to do your research first, be patient and ultimately take the risk. From there, I'd advise to reach out to the AADP which is an incredible support and connector for agri business.”



Funding

- Funding can only be awarded to Irish-registered agri-food companies. Companies must be partnered with a local African enterprise for full project support.
- AADP funds must be allocated in a manner that shows a direct line between the services and activities supported and the Programme's core objectives.
- AADP funding is up to a maximum of €250,000 per company for a Full Project and €100,000 for a Feasibility Study.
- AADP funding will not exceed 50% of the total costs of the project - companies must contribute at least 50% of the overall costs.
- AADP funds must only be used for:
 - The procurement, use and maintenance of machinery and other capital assets
 - Construction, retro-fitting, renovating and maintenance of commercial facilities and infrastructure that are primarily used for agri-food activities
 - Costs associated with training, education and extension services
 - Employment costs for staff that are exclusively working on activities relating to the project
 - A maximum of 50% of travel and subsistence costs for Feasibility Studies
- Travel and Subsistence will not be eligible for AADP funding under Full Projects.
- A maximum of 50% of external Consultant, Project Management or Technical Support fees for project-specific activities (incl. Monitoring & Evaluation). Rate to be set at a maximum of €200 per day or as advised by relevant embassies for local rates.
- AADP funds will not be used to fund the manufacture, development or sale of weapons, tobacco, alcohol or gambling activities.
- In accordance with "Environmental Sustainability" being a core criterion of any successful AADP application, AADP funds will not be used to support the production of fossil fuels.
- AADP funds will not be used to support activities that contribute to deforestation (i.e. the conversion of a forest to another land use the long-term reduction of the tree canopy cover below the minimum 10% threshold) and/or forest degradation (i.e. the reduction of the capacity of a forest to provide goods and services).
- AADP funds will not be provided to companies or commercial activities that do not comply with international standards and conventions regarding: human rights, the environment, corruption, or labour laws; and where the company cannot demonstrate clear goals and ongoing measures to address these problems.



Eligibility

- All proposed projects must be commercial in nature and focus, and must contribute strongly to the sustainable development of the food system within the African country(ies) selected.
- All applicants must be agri-food companies that have been registered/incorporated in Ireland at least 12 months prior to the AADP application period commencing.
- Along with the relevant Application Form, all AADP applicants must provide:
 - At least one year of audited accounts.
 - Company and tax information.
 - An account of project-related “flow of funds”.
 - Any background contracts and Memoranda of Understanding.
 - Any further documentation found to be relevant and agreed with partners.
 - The partners involved for Full Projects must include at least one Irish registered agri-food company and one local commercial entity in Africa.
- All applicants for Full Projects must be able to demonstrate that they have at least three years of experience within their team in the relevant agri-food sector and development context.
- The application must clearly outline how these two distinct companies will enter an equitable and ethical partnership.
- If an applicant company proposes to undertake a Feasibility Study, it should include a list of any potential partners within the application.
- All proposals must clearly explain:
 - How the intended results of the project will provide additional contributions to the sustainable development of the local agri-food system in the African country(ies).
 - Why public funds are essential to finance the initiative and will not replace existing funding sources.
- Successful AADP funding applicants will be encouraged to engage with Irish and other national and international NGOs where possible on various aspects of the projects i.e., project design, community engagement and mobilisation, training and extension, etc.
- Projects will be supported in the following countries – Botswana, Côte d'Ivoire, Ethiopia, Ghana, Kenya, Liberia, Namibia, Nigeria, Malawi, Mozambique, Rwanda, Senegal, Sierra Leone, South Africa, Tanzania, Uganda, Zambia and Zimbabwe.