



FOOD RESEARCH
INSTITUTE

**'CASSAVA AS AN INDUSTRIAL COMMODITY
– ACCESS TO KNOWLEDGE' PROJECT
REPORT ON PROJECT OUTPUT 1.3.1**

**PROCEDURES FOR ESTABLISHING
CASSAVA FLOUR DISTRIBUTION
CENTRES IN BRONG AHAFO REGION OF
GHANA**

By

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EXECUTIVE SUMMARY

Processors of cassava in selected districts in the Brong Ahafo region of Ghana had been trained under the project “Sustainable industrial markets for Cassava” (which run from 1999 - 2004) to produce High Quality Cassava Flour (HQCF) to feed local industries because cassava flour had been identified as a potential industrial commodity in Ghana (Graffam et al, 1998). Bakers and other small to medium scale entrepreneurs (SME’s) who use wheat flour for baking and other pastries had also been trained to use the HQCF produced by the local processors as substitute to wheat flour. Substantial amount of success was chalked especially in the Atebubu District of Brong Ahafo with regards to the use of HQCF as a substitute to wheat flour. However there was the need to improve the distribution of the flour in the Brong Ahafo Region so as to further expand its use. A package for establishing HQCF distribution centres in selected districts of the Brong Ahafo Region of Ghana has been developed. The package was developed on the following key components;

- The use of wheat flour distribution centres as depots for HQCF
- Provision of training and technical assistance to SME’s, and wheat flour distribution centres (WFDC).
- Introduction of SME’s to WFDC.

Sixteen (16) wheat flour distribution centres have been identified by the Ministry of Food and Agriculture (MoFA), Brong Ahafo Directorate, under the project in five Districts of the Brong Ahafo region. Principles and procedures have been developed for establishing sixteen HQCF distribution centres (Depots) in the Brong Ahafo region using the data collected.

1.0 INTRODUCTION

The project “Sustainable uptake of cassava as an industrial commodity” started in 1999 and lasted till 2004. It is continuing in 2005 as “Cassava as an Industrial commodity – Improving Access to knowledge on approaches and options for expanding markets for Cassava”. Processors of cassava in selected districts in the Brong Ahafo Region of Ghana were trained under the project “Sustainable industrial markets for Cassava” to produce HQCF to feed the local industries. Bakers and other SME’s who use wheat flour for baking and other pastries were also trained to use the HQCF produced by the local processors as substitute to wheat flour. Substantial amount of success was chalked especially in the Atebubu District of the Brong Ahafo Region with regards to the use of HQCF as a substitute to wheat flour. However, easy access to the HQCF by end users was becoming a problem. There was therefore the need to develop a strategy to improve the distribution system as to make the flour easily accessible and expand the production and utilisation of HQCF in the Brong Ahafo Region.

The strategy is to collect data on the number of wheat flour distribution centres, bakers associations and cassava processors in the Region. The survey had identified sixteen (16) wheat flour distribution centres in five (5) districts in the region where HQCF distribution centres could be established. The choice of wheat flour stores as a basis for establishing HQCF distribution centres is based on the fact that HQCF could be used as a substitute and that people who use the wheat flour could more conveniently obtain the HQCF at the same centres they purchase their wheat flour from. The use of HQCF could cut down the import expenditure on wheat flour into Ghana by the Government of Ghana. The expanded use of HQCF in the Region would also improve tremendously the livelihood of farmers, SME’s, processors of cassava products and market intermediaries of cassava products. This package is therefore being developed to facilitate the establishment of HQCF distribution centres in selected districts of the BA region to expand the marketing and utilisation of HQCF in the Region and the country as a whole.

2.0 APPROACH TO THE DEVELOPMENT OF A PACKAGE FOR ESTABLISHING HQCF DISTRIBUTION CENTRES

The approach adopted in developing the package for establishing HQCF depots for this project has followed a standard step methodology (Anon., 2004). The methodology is as shown below;

- Defining the strategy to use
- Identifying the focus groups
- Establishing a support unit
- Identifying and discussing business with wheat flour distribution centres
- Identifying/establishing SME's capable of responding to store demands
- Introducing SME's to the HQCF distribution centres
- Provision of training and technical assistance to SME's.

3.0 PROCEDURES FOR ESTABLISHING CASSAVA FLOUR DISTRIBUTION CENTRES

The procedure below was developed to establish HQCF distribution centres in the Brong Ahafo region of Ghana. The procedure was based on the principles mentioned above. The procedure was designed by a team of researchers from FRI and MoFA and expected to be implemented by the researchers but maintained by the focus groups with some monitoring role by a coalition which FRI and MoFA are partners. The package is expected to be a dynamic one and changes are expected to be effected with time to make it very operational.

3.0 Strategy

The strategy to be followed is to use wheat flour distribution centres in selected districts of the Brong Ahafo region of Ghana as HQCF distribution centres.

3.2 The Focus groups

- Wheat flour distribution centres
- Baking and pastry producing industries
- Primary and secondary cassava processors

3.3 The support unit

The support unit would be MoFA and FRI with roles such as provision of training and technical assistance. The managing partners of the project (FRI & NRI) are expected to monitor and coordinate the whole process.

3.4 Identification of wheat flour distribution centres

One-on-one meeting would be organized with the owners of wheat flour distribution centres (Table 1 below) in selected Districts of the Brong Ahafo region. Store owners in big markets in the B.A. region (also in the list below) would also be contacted. The idea of using their facilities/stores as centres for distributing HQCF would be discussed. The main issues to be discussed include;

- a. what HQCF is and its uses

- b. why the choice of their stores as depots for HQCF
- c. benefits to the store owners and the community
- d. trial sales (dates to start, pricing, payment schedules, monitoring visits, contacts ect.)

After the trial sales, a meeting date would be arranged with owners of the centres to finalise terms of business for distributing the product.

Table 1. Wheat flour distributors in selected Districts in Brong Ahafo Region.

NAME OF STORE/OWNER	LOCATION	DISTRICT	CONTACT PERSON(S)
Wofa Kwadwo Store	Nkoranza Market	Nkoranza	
Aunty Maggie Stores	N.M.	Nkoranza	
Kofi Kyere	Duayaw Nkwanta	Tano North	
Huston	Duayaw Nkwanta	Tano North	
G. Imbea Highes	Bechem	Tano North	
Jesus is coming soon	Bechem	Tano North	
Beatrice Boakye	Bechem	Tano north	
Mary Mbeah	Bechem	Tano North	
Alhaji Didi	Atebubu	Atebubu	
Trust Merchant	Dormaa Ahenkro	Dormaa	
Eye Awurade Enterprise	D. Ahenkro	Dormaa	
UTC Stores	D. Ahenkro	Dormaa	
Ebenezer Inn	Techiman main lorry Station,	Techiman	Mr. Owusu Acheampong
Takoradi Flour Mills	Techiman	Techiman	Manager
Marim Abdulai	Sunyani Station, Techiman	Techiman	
Grace Ansung	Techiman main station	Techiman	

3.5 Identification of Small and Medium-Scale enterprises

Tables 2 and 3 below show small and medium scale enterprises identified in selected districts in the Brong Ahafo region. The list is made up of processors of cassava products, bakers groups and pastry producers.

Table 2. Cassava processors identified in selected Districts of Brong Ahafo Region

NAME OF GROUP/ INDIVIDUAL	LOCATION	DISTRICT	CONTACT PERSON(S)
Nso Nyame Ye	Watro	Atebubu	Joseph Yesboah
Gari Proc. Group	Nyomoase	Atebubu	Emmanuel Oteng
Titwibo Gari Group	Akoko	Atebubu	Jejiri Naja
Gari Proc. Group	Makomaya	Atebubu	Adwa Agbake
Aduana Kroye Kuo	Abease	Atebubu	Bensn Asiedu
Farmer Group	Kojokrom	Atebubu	Elagnei Nfabe
Kroye Gari Processing	Amantin	Atebubu	Mary Addae
Gari Proc. Women Group	Yeji	Atebubu	Nana Awuhah
Gari Proc. Women Group	Abease	Atebubu	Comfort Faakah
Gari Proc. Women Group	Atebubu	Atebubu	Agnes Bekoe
Kumfia Progressive Farmers Group	Kumfia	Atebubu	Sameul Obeng
Aworoso Farmers Group	Aworoso	Atebubu	Nana Sekyere
Cassava Flour/Glucose Syrup Group	Kokofu	Atebubu	Kojo Osei
Gari Proc. Women Group	Garadima	Atebubu	Inusah Ibrahim
Gari Processing Group	Fakwasi	Atebubu	Budulai Mallam
Cassava Farming and processing group	Mem	Atebubu	Kwasi Yeboah
Komkonba Women's group	Akoko	Atebubu	Kofi Yebo
Ata Kwame	Amantin	Atebubu	
Akua Dapaah	Kokofu	Atebubu	Afua Serwaa Mary Dansua
Patricia Amankwa	Zambrama	Atebubu	
Agnes Nipa	Abease	Atebubu	Vivian Kpodor Comfort Konadu Yaaya Joyce Aboayana Joyce
Kate Donkor	Nyomoase	Atebubu	
Kpori Denyo	Atebubu Central	Atebubu	Madam Patricia N. Yaa Gyenaye
Sikaa Women	Sikaa	Nkoranza	
Bonsu Women	Bonsu	Nkoranza	
Dromankese women	Dromankese	Nkoranza	
K. A. & T.B. Industries	Nkoranza	Nkoranza	

Azumah Rockson	Dotobaa	Nkoranza	
Manu Boateng	Apesika	Tano North	Manu Boateng
Koforidua Gari Processing Group	Koforidua	Tano North	Elder Thomas Awuah
Bredi Gari processing Group	Bredi	Tano North	Mrs. Oppong Asiamah
Biakoye Gari Processing Group	Adrobaa	Tano North	Nana Adzoa Bedu
Count your blessing	Bechem	Tano North	Lucy Mensah
Martha Oduro	Bechem	Tano North	
Akwaa Victoria	Bechem	Tano north	
Mary Dotso	Bechem	Tano North	
Gonokrom Gari Processors Association	Gonokrom	Dormaa	
Aboabo G. P.A.	Aboabo	Dormaa	
Babianiha G.P.A.	Babianiha	Dormaa	
Dormaa Ahenkro G.P.A	D. Ahenkro	Dormaa	
Gonokrom G.P.A	Wamfie	Dormaa	
Nkrankwata G.P.A	Nkrankwata	Dormaa	
Bediako Gari Processing Group	Bediako	Asunafo	
Nyankomagokrom G.P.G.	Nyankomago krom	Asunafo	
Aduroye G.P.G.	Aduroye	Asunafo	
Agyarkrom G.P.A.	Agyarkrom	Asunafo	
Fawohoyedem G.P.G.	Fawohoyede m	Asunafo	
Amekukrom G.P.A.	Amekukrom	Asunafo	
Nkobosu G.P.A.	Nkobosu	Asunafo	
Namasua Onyame Tease Cassava processing group	Namasua	Brekum	
Kato cassava processing group	Kato	Brekum	
Mpatapo Christian mothers processing group	Mpatapo	Brekum	
Botokrom Action Processing/Farmers group	Botokrom	Brekum	
Biakoye Gari Group	Asueyi	Techiman	Susana Fuah, Comfort
Acheampomaa	Techiman	Techiman	
Manase Farms	Atrensu Anafour	Techiman	Hon Twi Yeboah Kwaka Yeboah
Nnipa Hia Mmoa gari group	Krobo	Techiman	

Aworowa gari Co-op Group	Aworowa	Techiman	Vida Fremah Effah Frimpong
Atrenso Christian gari group	Atrenso	Techiman	Cecilia Abena
Asempu Women Gari producers	Asempu	Techiman	
DWAS Food processing group	Hansua	Techiman	
Nyamebekyere Cassava producers and processors	Baffourkrom	Techiman	Baffour Korsah
Adutwie gari Co-op society	Adutwei	Techiman	Alice Agyeiwaa Alice Nyamekye

Table 3. Wheat flour users (for bread and other pastries) in selected Districts in Brong Ahafo Region.

NAME OF GROUP BUSINESS/INDIVIDUAL	LOCATION	DISTRICT	CONTACT PERSON(S)
Ama Mary	Techiman	Techiman	
Foridas	Techiman	Techiman	Jemfer Ofori Danso
Nyame Teash	Techiman	Techiman	Rose Asare
Onyame Adom	Techiman	Techiman	Ama Nyarko
Adubea Veronica	Techiman	Techiman	
Oteaseto	Techiman	Techiman	Oteaseto
Dabi Asem Nti	Techiman	Techiman	Dabi Asem Nti
Penny Wise	Techiman	Techiman	Penny Wise
Halina Foriwa	Techiman	Techiman	
Victoria Donkor	Techiman	Techiman	
Awurade Kasa	Techiman	Techiman	Charity Aneyaa
Esther Tetterh	Techiman	Techiman	
Eye Awurade	Techiman	Techiman	Belinda Dsamea
Belinda Ofori	Techiman	Techiman	
Akua	Techiman	Techiman	
Sister Mary-Ama	Techiman	Techiman	
Sister Mercy	Techiman	Techiman	
OdO	Techiman	Techiman	Victoria Agyapong
VER'S Oven	Techiman	Techiman	Mrs. Veronica Ahinakwah
Adom cooperative bakers association	Goaso	Asunafo	
Dormaa Ahenkro Bread Bakers Association	Dormaa Ahenkro	Dormaa	

Wamfie Bakers Association	Wamfie	Dormaa	
Nkrankwanta Bakers Association	Nkrankwanta'	Dormaa	
Atebubu bread bakers association	Atebubu	Atebubu	Gladys Wilson Cynthia ofori
Adwoa Selina Bakers	Amantin Yeji	Atebubu	
			Mary Antow Margarette Ogboo Vida Kofi Akorfa Tsiwordor Asia Yahaya Gladys Dusi Georgina Kornu Vinoria Ameko Doyo Foinyikpor Charity Nseason Margeret 77 Nana Dorkutsa
Salomey Kpedo Stella Ati Gifty Gbosonu Agnes Otu Comfort Nanya Faustina Amedordzi Labene kudze Adzo Tsiworgbor Vera Asamoah Agnes Appiah Vera Denten Peace Dzakpata	Yeji	Atebubu	
Afia Alice Margaret Koomson Yaa Gyamfua Abenaa Osaa Beatrice Boakye Attaa Owusu Comfort Amofa Agnes Johnson Lydia Amisa Comfort Amponsah Alice Amo Margaret Konadu Shallot Mensah Elizabeth Oduro Yidani Bukari Asana	Bechem	Tano North	

Afia Adutwunwaa Juliana Darko Comfort Konadu Agartha Opoku Mary Asare Rose Ofeh Beatrice Adiyea Hana Obeng Georgina Owusu-Ansah Victoria Amoako Gilaclis Boampong Susana Adoma Janet Adu Amoah Mary Adjei Agyemang Cynthia Bosman Mavis Gyarbaa Adwa Vida Felicia Kyeiwaa Owusu Ansah Mary Abrafi Hana Obeng No.II Serwaa Abolife Theresah Serwaa Amankwaa Grace Hanna Appiah Georgina Ofori Grace Kissiedu Konadu Ama Henrietta Pomaa Comfort Ama			
Nkoranza Bakers association	Nkoranza	Nkoranza	Akosua Anto
Akua Asantewaa Araba Comfort Gyamea	Nkoranza	Nkoranza	
Brekum bread bakers group	Brekum	Asunafo	

3.6 Introducing SME's to the HQCF distribution centres

A one day familiarisation seminar would be organized for SME's and owners of the HQCF distribution centres by FRI and MoFA to formerly inform the SME's as to where they can access the HQCF in selected Districts of the Region. Issues to be discussed include the promotion of the produce of the processors, good working relationships

between the SMI's and owners of the distribution centres and other important issues that would help in promoting the HQCF in the region. Terms of supply and payment of produce would later be discussed among the SME's and the owners of the distribution centres.

3.7 Providing training and technical assistance to end users of HQCF and SME's.

Awareness creation workshop would be organized for selected districts in the BA region to introduce the use of HQCF as a substitute to wheat flour. This would be done in form of workshops which would target bakers, pastry makers and all who use wheat flour in their businesses. Experts who were trained by FRI and use the HQCF in the region and elsewhere for baking and other pastries would be engaged to provide training for new entrepreneurs. This would increase the awareness for HQCF in the region. Cassava processing groups identified would be trained and empowered to produce more of the HQCF. Technical assistance would be provided by FRI for the bakers and cassava processing groups to enhance their work. Regular visits would be made to the various groups by FRI during the life time of the project to ensure that all would be well when FRI and MoFA leave them to regulate the business.

4.0 CONCLUSION

Sixteen (16) wheat flour distribution centres had been identified in five (5) districts of Brong Ahafo region of Ghana. The centres identified would be used as distribution depots for HQCF in the five districts of Brong Ahafo region using the procedures outlined in this document. Training would also be provided to wheat flour users in the selected districts to expand the use and patronage of HQCF in the region and Ghana as a whole.

REFERENCES

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