



Brussels Rural Development Briefings
A series of meetings on ACP-EU development issues

Briefing session n° 13

**Upgrading to compete in a globalised world:
What opportunities and challenges for SMEs in agriculture in ACP countries?**

Wednesday 23rd September 2009 – 8h30 – 13h00

Sunripe: from field to fork
Hasit Shah - Sunripe Group Ltd.

Executive Summary

The Organization

The Sunripe Group, incorporated in 1969, is a vertically integrated diversified group of companies that incorporate farming & processing, freight & logistics, and serve over 25 nations with fresh produce daily. The primary business, Sunripe, is an independent grower, processor and exporter of fresh fruits, flowers, vegetables & Organics. The group has gained significant experience over the past 40 years in the organic, horticulture and floriculture industry and remains a dominant player within East Africa. The group employs over 2200 persons who produce, process, pack and export about 40 product lines of fresh vegetables, fruit and flowers to 25 countries year round and ensure sustainable production with total regard for the environment. All our products meet all aspects of food safety, security and legal requirements for each country and we conduct a range of independent audits annually as part of our corporate commitment to the environment, food safety for consumers, social responsibility towards their team to ensure a sustainable operation. We adhere to the highest food safety standards and certification including the BRC, ECOCERT, LEAF and GLOBALGAP and are the largest exporter of fresh organics from East Africa. Part of the vertical integration involves total control of the logistics chain and as a result our Freight In Time (FIT) was developed. FIT now has freight operations in Burundi, Rwanda, S. Sudan, Tanzania, Kenya and Uganda.

Current Activities

We continue to re-invest all our profits to ensure our R&D teams come up with the newest product lines and we continue to invest into the cold chain and farming/processing operations. All packhouses are BRC higher level accredited and the the majority of our production is GLOBALGAP compliant. Working 25 countries means that we have a good understanding of our clients needs and delivering product 52 weeks of the year. This requires massive planning and farming over a 1000 km radius and involves value addition at the processing plants.

The company works closely with research institutions and technical teams to implement IPM practices where possible to reduce the use of crop protection chemicals. As part of our environmental responsibility we have an on-going drive to reduce emissions, increased recycling of waste and ensure proper crop rotations, tree planting, water harvesting, reduction in packaging and reduced use of energy.

We continue with our social activities and are part of the Waitrose Foundation Kenya that will remit funds back into our communities for education, medical and social uses. We have a staff welfare committee, gender sensitivity training, health and transportation benefits and fair wages. Ongoing training is conducted in induction, food handling and occupational safety, HACCP's, process flows, first aid, hygiene and personal health and welfare.

More information at : www.sunripe.co.ke