

Ghana Federation of Forest and Farm Producers (GhaFFaP)

Promoting FFPOs influence on policy, Access to finance and Markets

National Dialogue Series

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Golden Tulip Hotel – Accra



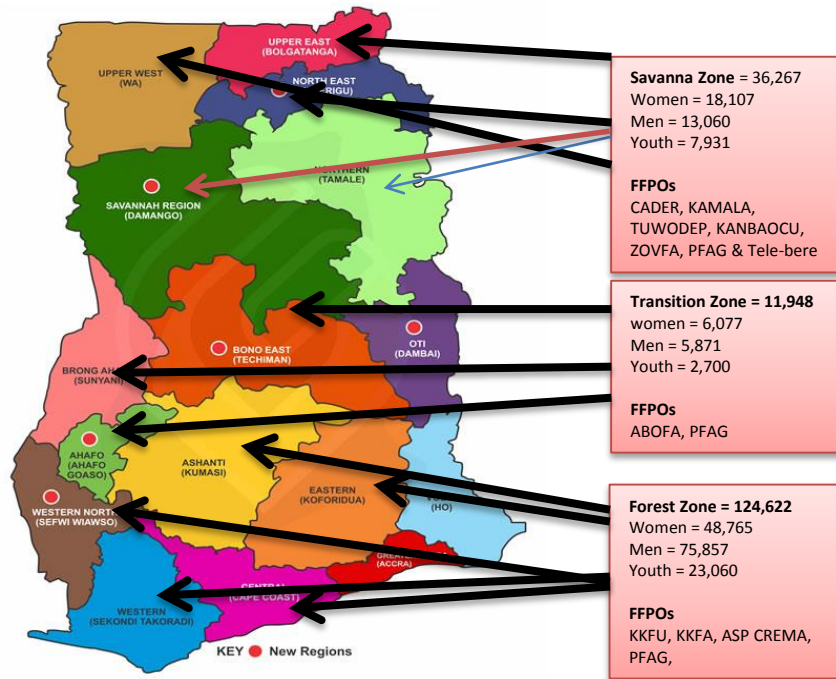


GhaFFaP – Who we are

Brief About GhaFFaP

- GhaFFaP is a Federation of Forest and Farm Producer Organisations(FFPOs)
- Members drawn from three (3) Ecological Zones (ie Savannah, Transition and Forest Zones of Ghana)
- GhaFFaP's evolution influenced by the **Forest and Farm Facility** (FFF) & members desire to maximize Strength in Numbers to:
 - Build Strong and Profitable Forest and Farm Businesses
 - Contribute to Shaping National Policy
 - Promote Climate Resilient Landscapes at scale

OVERVIEW of GhaFFaP in Ghana



GhaFFaP Core Strategic Pillars

Strength in Climate Resilience & landscape restoration (SIC)

Strength in Business (SIB) Collectively

Strength in Internal Governance (SIG)

Strong Seat at the Table (SSAT)

Strength in Numbers (SIN)

GhaFFaP membership



Total Membership :

167,737

Representing : 12 FFPOs

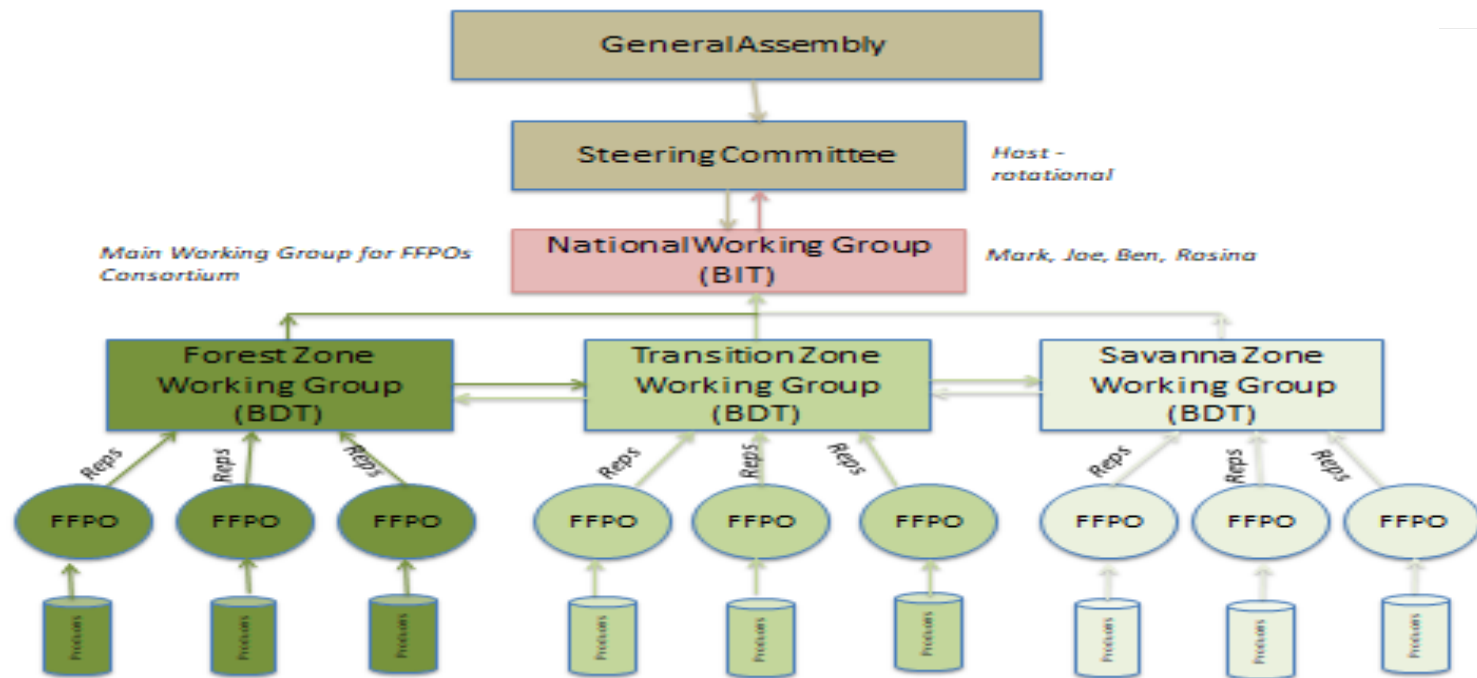
44% women

56% Male

20% youth



GhaFFaP Structures



The GhaFFaP Agenda 2030 & the SDGs





GhaFFaP 4 Strategic Initiatives : 2020 -2030



**GhaFFaP
National
Dialogue Series**



**GhaFFaP
Sustainable
Financial
Transformation**



**GhaFFaP Green
Ghana**



**GhaFFaP
Charcoal
Producers in
Landscape
Restoration**

GhaFFaP National Dialogue Series : Key Actions



- Six monthly Dialogue :
Breakout Sessions –

- Policy
- Access to Markets
- Access to Finance
- Plenary
- Action Plan
- Follow-up



GhaFFaP Green Market (GGM)

Promoting Sustainable Businesses for Forest
and Farm Producers in Ghana

GhaFFaP Green Market

The **GhaFFaP Green Market** – provides for **Inclusive & Sustainable FFPO Businesses**

Contributing to :

- Reducing Deforestation & Forest Degradation
- Reversing the Loss of Biodiversity & Ecosystem Services
- Promoting Resilience across Landscapes
- Benefiting smallholder Forest & Farm Producers & supporting sustainable livelihoods



GhaFFaP Green Market

3 Key Approaches

PRODUCT AGGREGATION

- Product aggregation by GhaFFaP member FFPOs across 3 ecological zones of Ghana
- Facilitating Access to aggregation infrastructure – storage /warehousing
- FFPOs capacity building in quality control (rigorous quality standards to meet market requirements)

VALUE ADDITION

- Capacity building support for FFPOs primary producers in value addition
- Facilitating access to basic machinery & processing equipment for producers
- Capacity building to meet quality standards including health & safety requirements

Business Incubation

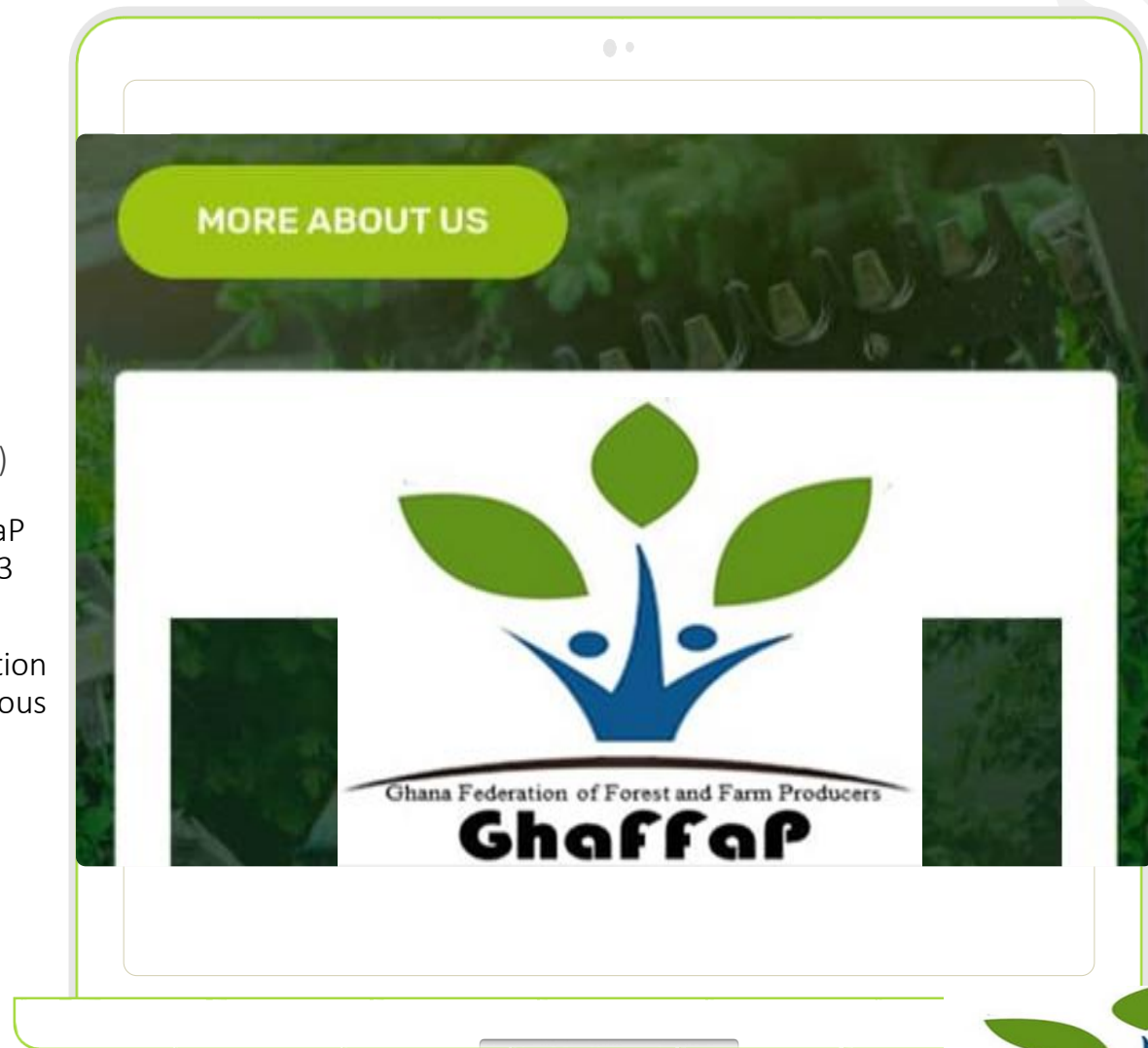
Access to Finance & Collective Marketing

- Build internal Business Incubation capacity of FFPOs
 - Facilitating Access to Finance-including FFPOs internal resource mobilisation + blended financing (eg. VSLA etc)
 - Collective Marketing of products using GhaFFaP's Strength in Numbers (SIN)
 - Capacity Building for FFPOs in market development – packaging & branding
- (including access to reliable market information)

GhaFFaP online marketing strategy

An online Portal for
**GhaFFaP Green
Market (GGM)** on
the GhaFFaP
website (www.ghaffap.org)

- A one- stop shop for GhaFFaP products aggregated across 3 ecological zones
- Provides up to date information on products available at various GhaFFaP FFPO locations



Business Cases – being developed with FFF Support : Key Strategy for GhaFFaP Green Market :

‘ the basket of products’ - approach

Moving from ‘single community’ to ‘ multiple commodity’ value chains

Savanna Ecological Zone

- Shea
- Straw Products
- Traditional Vegetable

Forest & Transition Zones

- Cashew
- Black Pepper
- Cocoa

GhaFFaP is calling for partnerships with Stakeholders to promote
Climate Resilient & Sustainable FFPOs Businesses in Ghana

Thank you

