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Better jobs and greener fields? Looking for the secret (tomato) sauce in Ghana

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Overview

- ▶ The overall process
- ▶ A snapshot of two interventions
- ▶ What can we learn from the process?





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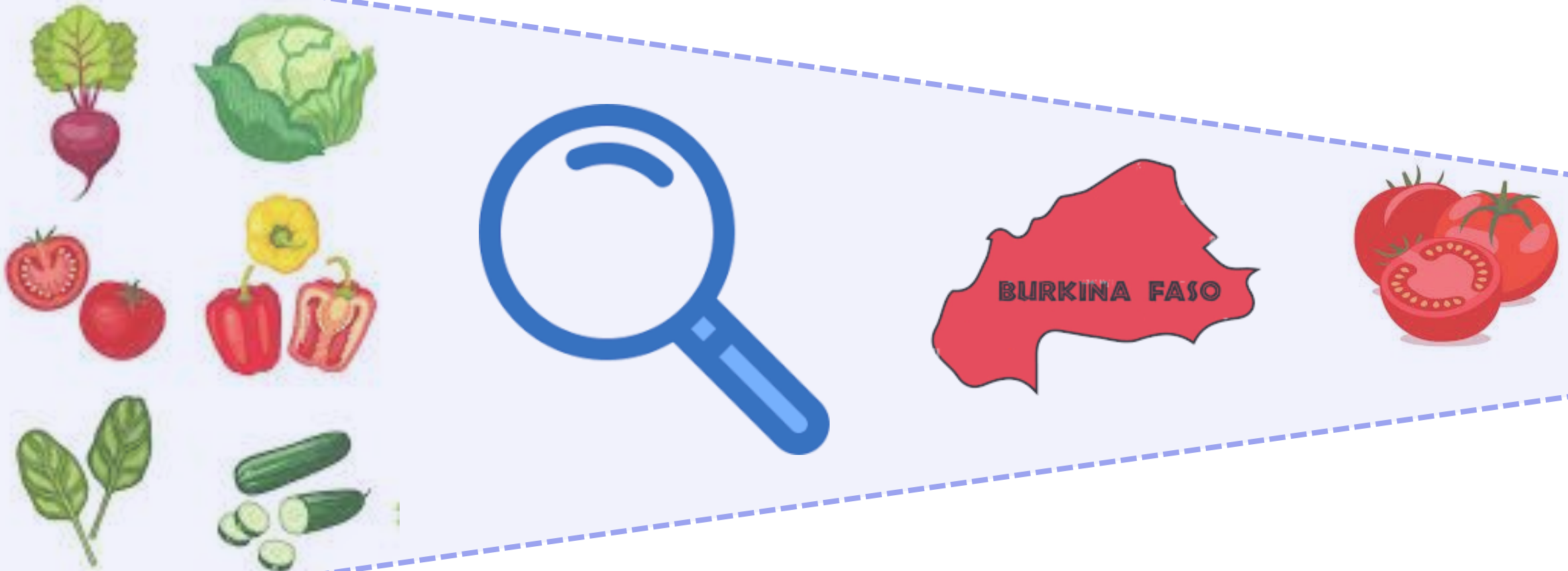
► The process: Forming the idea

200K





The process: Zeroing in on the opportunity



9 months



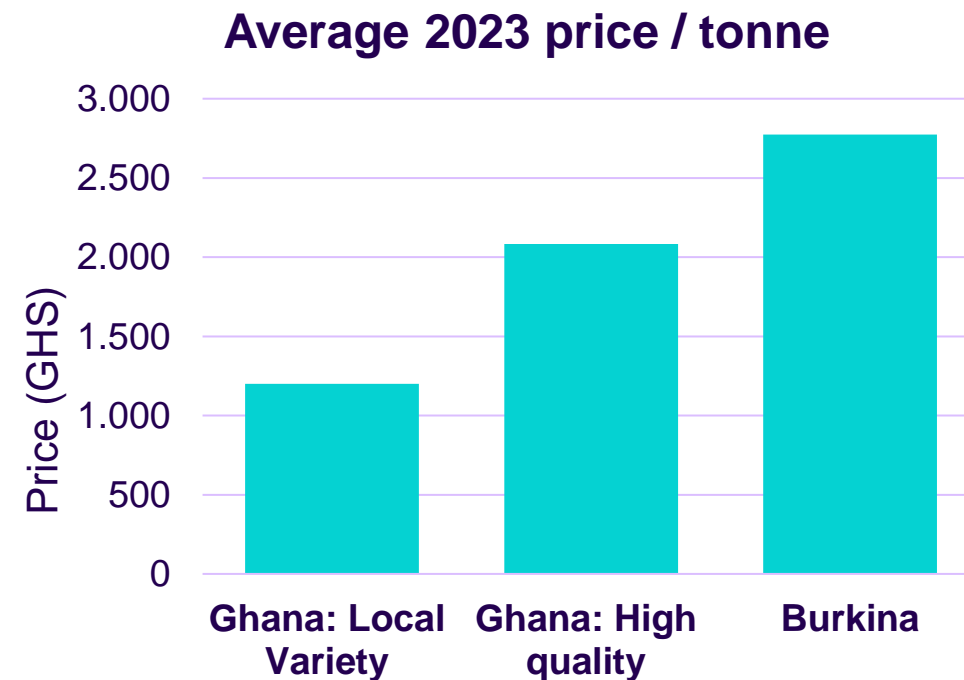
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► Intervention 1: More productive seed

Exploring seeds

- ▶ **Hypothesis:** Better seed means better product, longer storage/less spoilage, climate adaptability and higher prices
- ▶ **8%** input costs spent on seed
- ▶ **\$10** spent on seed returned **\$70**
- ▶ **100%+** increase in seed cost expected
- ▶ **74%** premium on good quality seed





▶ Developing the domestic seed market

- ▶ Domestic seed was certified – but no one producing it
- ▶ Worked with private sector to develop business case
- ▶ Co-invested in two companies to produce two varieties
- ▶ **15-30%** reduction in seed cost



► The (projected) results:

- Company 1: produced seed for 2,000 Ha - will reproduce
- Company 2: producing seed for 2,500 Ha

Environmental benefit

- **>300%** shelf-life increase
- Adaptation: To local conditions – pests, drought, heat.

Employment Impact

- **10,000** farmers with access to cheaper locally adapted seed
- Better prices and more bargaining power



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► Intervention 2: Greener packaging?

Understanding the opportunity

10

Sacks

- ▶ Losses: 20%
- ▶ Cost/tonne: USD 8-15
- ▶ Lost value per tonne: USD 40
- ▶ Replaced every load



Wooden Crates

- ▶ Losses: 10%-15%
- ▶ Cost/tonne: USD 42
- ▶ Lost value per tonne: USD 20-30
- ▶ Replaced every load

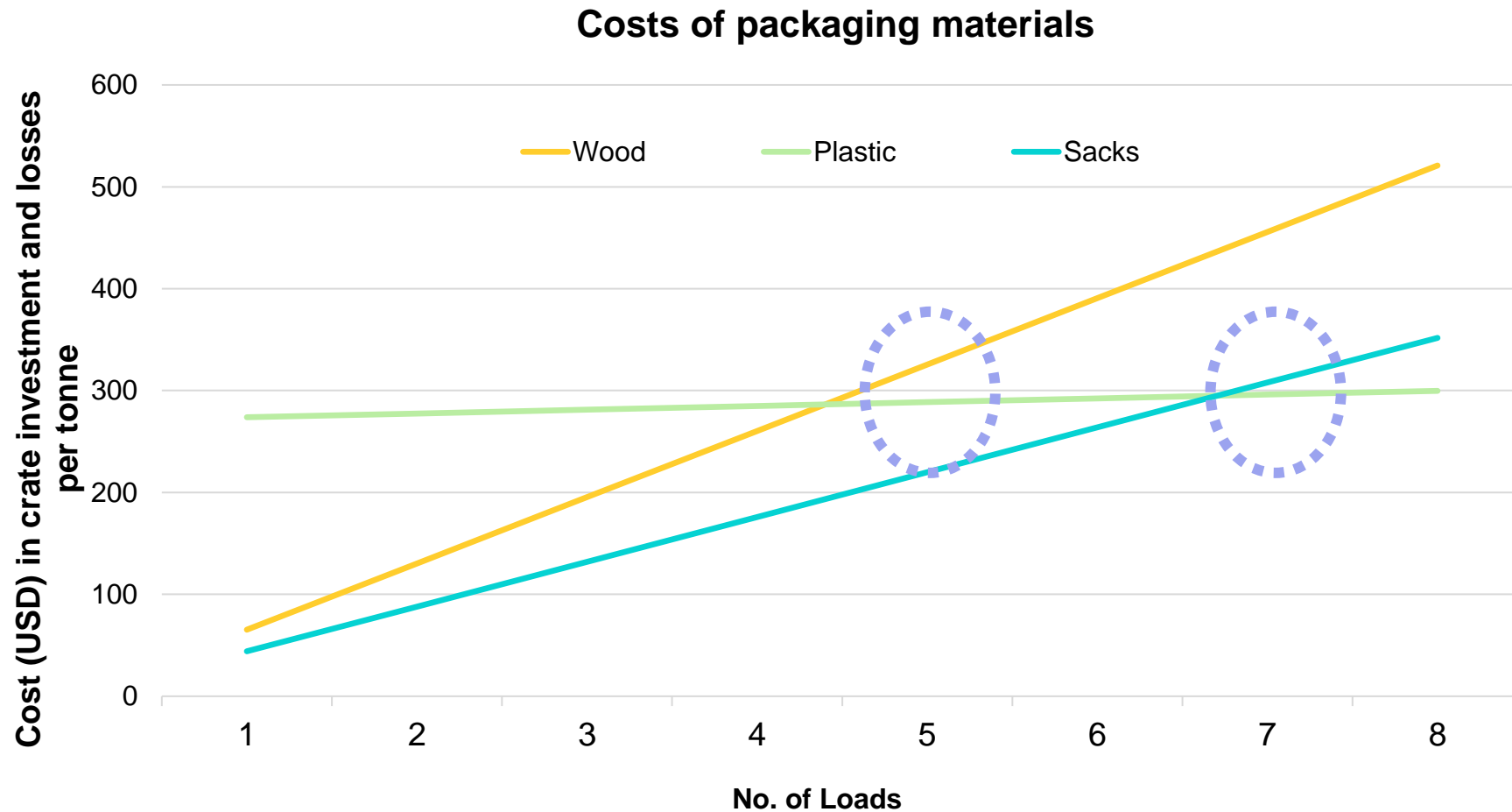


Plastic Crates

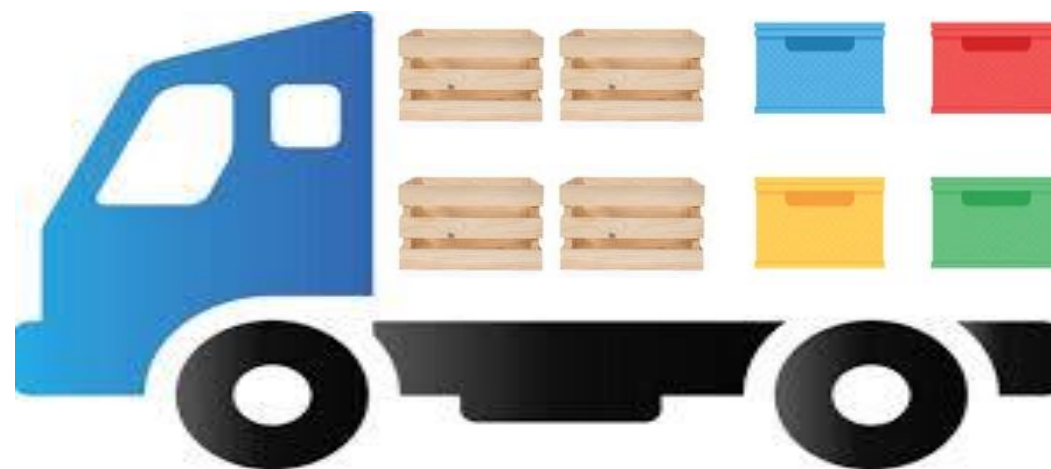
- ▶ Losses: 2%
- ▶ Cost/tonne: USD 270
- ▶ Lost value per tonne: USD 4
- ▶ Recycled every 5 years



The investment case



What we did: packaging



Collect Data



Business Case

► The (projected) results:

► Strong buy-in/commitment from partner to phase-out

Environmental benefit

- **>700,000** wooden crates/year to be saved
- **~35,000** trees to be saved per year

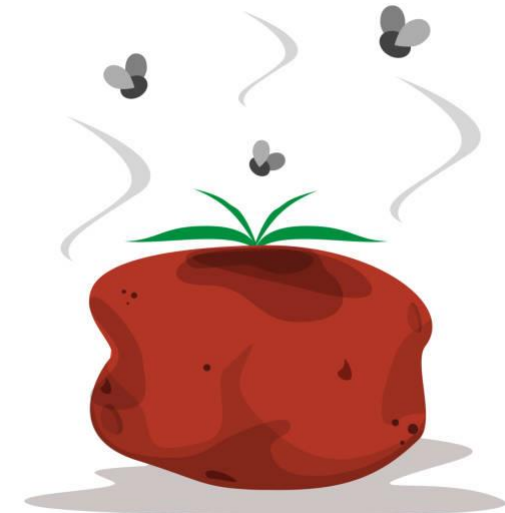
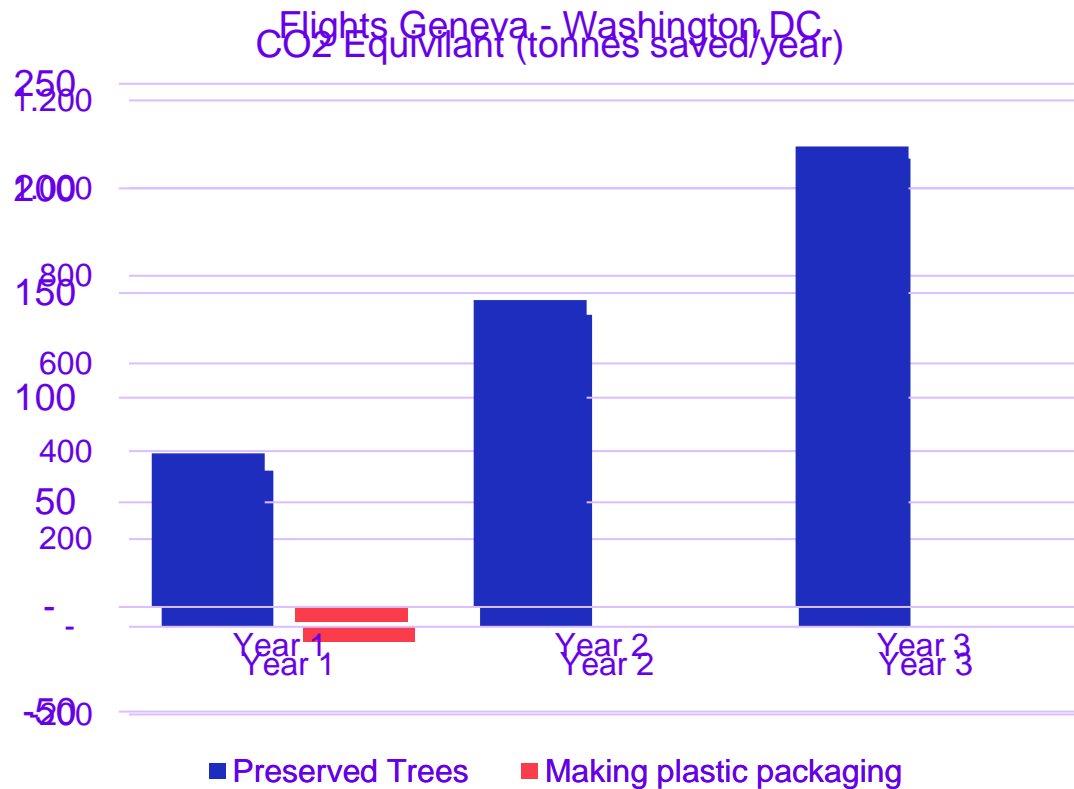
Employment Impact

- **100 jobs lost** from carpenters
- **Thousands** of farmers improve trust at POS

Food security impact

- **650 trucks** of saved tomatoes per year
- **9,000 tonnes** of saved tomatoes per year

The investment case



► ~4,000 GVA-DC
flights saved from
saved methane gas
release



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► Some final reflections



Key Takeaways

