



CORPORATE PROFILE

JANUARY 2023

ABOUT US

Maphlix Trust Ghana Limited is one of the players in the food production and processing industry of Ghana. We are engaged in production and sale of varied food crops in vegetable, grain, root and tubers categories. Apart from the production and export of some major food crops such as yam, orange flesh sweet potato (OFSP), and fresh vegetables and fruits, we equally add value to our root and tuber crops such as cassava, yam and potato.

We have 1,000 ha of good arable land for rice production with low soil permeability and soil pH varying from 5.0 to 9.5. Our rice land sits on a coastal low wetland waterlogged, rain fed and part irrigated.

Our long-term goal is to develop and add value to the remaining food crops which are exported in their raw forms. Maphlix Trust Ghana Limited also offers Agronomic and Technical services to its smallholder farmers, and ensures the products/services offered the customer/farmer is highly beneficial to their needs.

Our Corporate Governance is aligned with international standards and practices and helps us achieve not only our business objectives, but also helps create value to society that is demonstrated by a strong environmental and social performance. As such, we have subscribed to the United Nations Global Compact and Europe-Africa-Caribbean-Pacific Liaison Committee (COLEACP)'s sustainability charter in line to achieving the Sustainable Development Goals (SDGs).

Maphlix Trust Ghana Limited is a member of various industry and international bodies: Vegetable Producers and Exporters Association of Ghana (VEPEAG), Association of Ghanaian Industries (AGI), Ghana National Chamber of Commerce and Industry (GNCCI), Federation of Ghanaian Exporters (FAGE), International Potato Centre (CIP), and Europe-Africa-Caribbean-Pacific Liaison Committee (COLEACP), an international body that connects producers of food crops in the African, Caribbean and Pacific (ACP) countries to their consumers in Europe. Our current business units include:

- Agricultural production
- Agro-processing
- Agronomy and input supply

OUR PRODUCTS

Vegetables

Vegetable cultivation in Ghana provides an excellent source of employment and income for both rural and urban dwellers as it is grown in many rural areas as well as in the outskirts of towns and cities to be supplied fresh to the urban markets and for exports. The industry has been found to have three distinct components – commercial/market scale production, medium scale production for contractors/middlemen and small-scale domestic/backyard gardening. In recent years, vegetable consumption in Ghana is on the rise, though it is still at its early stages when compared to other African countries like Kenya. Apart from local vegetables like garden egg, the most important vegetables are tomatoes, peppers (both sweet and hot chillies), onions and okra. The current vegetable products include okra, pepper (chilly, green), marrow, turea, tinder, garden egg, lettuce, parsley leaf, jute leaf, butternut squash, tomatoes, onion and cucumber.

Starch

Starch is produced from grain or root crops. It is mainly used as food, but is also readily converted chemically, physically, and biologically into many useful products. To date, starch is used to produce such diverse products as food, paper, textiles, adhesives, beverages, confectionery, pharmaceuticals, and building materials. Cassava starch has many remarkable characteristics, including high paste viscosity, high paste clarity, and high freeze-thaw stability, which are useful to many industries. Starch and starch products are used in many food and non-food industries and as chemical raw materials for many other purposes, as in plastics and the tanning of leather. Non-food use of starches - such as coating, sizings and adhesives - accounts for about 75 percent of the output of the commercial starch industry. Starch is

produced primarily by the wet milling of fresh potato or cassava roots but it can also be produced from dry potato or cassava chips. About 25% starch may be obtained from mature, good quality tubers. About 60 % starch may be obtained from dry chips and about 10 % dry pulp may be obtained per 100 kg of roots.

High Quality Flours

The main end-users of high-quality flours (cassava and potato) today are informal baking industries (including bread, biscuits, and snacks), the plywood industry, and—to a lesser extent—the brewery industry. Bread and other baking industries account for about 70% of all demand. The high-quality flours are used in local breads and snacks. The high-quality flours are also used in biscuits, though volumes are low, as biscuit companies rely on inexpensive soft wheat flour imports. Breweries have recently expressed interest in using high quality flours for beer production as a substitute for cake due to persistent challenges that have arisen due to the fibre content in cake.

Gari

In Ghana, gari is the most consumed and traded of all food products made from roots and tubers. It is a creamy-white, partially gelatinized, roasted, free flowing granular flour with a slightly fermented flavour and sour taste. It is consumed either soaked in cold water or stirred in boiling water to make a stiff paste (called 'eba' in the local parlance). Its wide consumption is attributed to its relatively long shelf life and its easy preparation as a meal. We have innovative gari products in various lovely flavours for both our local and international clients.

Below are our listed products;

- a) Carrot (*Daucus Carota*) – 20 tonnes – Local
- b) Ravaya – 50 tonnes – Export and Local
- c) Cucumber (*Cucumis Sativus*) – 50 tonnes – Local
- d) Tomatoes (*Solanum Lycopersicum*) – 57 tonnes – Local
- e) Shallot Onion (*Allium Ascalonicum*) – 500 tonnes – Export and Local
- f) Lettuce (*Lactuca Sativa*) – 14 tonnes – Local
- g) Marrow (*Zucchini*) – 320 tonnes – Export
- h) Garden eggs (*Solanum Macrocarpon*) – 53 tonnes – Local
- i) Butternut Squash (*Cucurbita Moschata*) – 12 tonnes – Export
- j) Okra (*Abelmoschus esculentus*) – 500 tonnes – Export and Local
- k) Turia – 500 tonnes – Export
- l) Orange Flesh Sweet Potato (*Ipomoea batatas*) – 3,000 tonnes – Export and Local
- m) Pineapple (*Ananas comosus*) – 10 tonnes – Export
- n) Mangoes (*Mangifera indica*) – 200 tonnes – Export
- o) Pawpaw (*Asimina triloba*) – 50 tonnes – Export
- p) Chilli pepper (*Capsicum*) – 50 tonnes - Local
- q) Chilli pepper – Bird eye (*Capsicum annum*) – 500 tonnes - Export
- r) Chilli pepper – Habernerro (*Capsicum Chinese*) – 500 tonnes - Export and Local
- s) Ginger (*Zingiber officinale*) – 5 tonnes –Export
- t) Tumeric (*Curcuma longa*) – 5 tonnes – Export
- u) Gari – 83 tonnes – Local and Export
- v) Rice

OUR VALUES

Our values are summarized as a MAP (Maximization, Accessibility and Proactivity) that guides whatever we do:

Maximization

Whatever our activities and business decisions are, we expect to maximize the returns in the value chains. We seek a business model the returns the maximum economic, social and environmental returns. By this, we seek the optimal interest of all stakeholders involved our business value chains to ensure consistently high satisfaction with outcomes.

Accessibility

We provide the opportunity for individuals and organizations to access our relevant resources for their growth and development. By accessibility, we also make ourselves available for the opportunities to learn, research, grow and develop into our model business organization.

Proactivity

We see ourselves as an organization that initiates change and manages same in a growing complex business environment on sustainable basis. We set ourselves to adopting innovative approaches to changes in the business environment.

MISSION AND VISION

Our vision is to be an industry leader in the production and supply of high quality food and industrial products in Africa, working together with small-holder farmers to meet the needs of worldwide consumers and other relevant stakeholders in our value chains.

Our mission is to adopt a market driven approach in the production and supply of high quality food and industrial products to the market in a partnership that is productive enough to eliminate subsistence farmers from poverty into emerging commercial farmers by:

- using modern technology and tools leading to high production efficiencies
- employing a well-resourced, motivated and experienced personnel
- undertaking adequate and high quality industry research
- adopting a practical market visibility and positioning strategy and
- working closely with well-endowed quality control/assurance systems.

BOARD OF DIRECTORS

Aloysius Attiogbe (Board Chairman)

Aloysius is the non-executive Chairman of the Board of Directors of Maphlix Trust Ghana Limited. He has over 20 years of work experience across various industries in many parts of Africa. He is currently the Managing Director of Start Simple Limited, a software development and project management company. Prior to this, he served as the head of operations and maintenance manager for the Church of Jesus Christ of Latter-day Saints, West and Central Africa Area. Before rising to this level, he served in various capacities as a purchaser for West Africa Area and a facilities manager. He also worked as an assistant imports and exports officer with Nestle at their Central and West African Head Office where he managed relations with external bodies: suppliers, banks, insurance companies, customs inspection companies and other agencies. He equally worked in the banking sector with Standard Chartered Bank as a sales executive. Aloysius holds a Bachelor of Science Degree in operations and Project Management from the Ghana Institute of Management and Public Administration (GIMPA). He has also obtained certificates in Effective Negotiation and Best Procurement Practices and Project Management (Advanced Executive Certificate) and a Certified Purchaser with Chartered Institute of Purchasing and Supply (CIPS, UK).

Felix Kamassah (Managing Director and Board Member)

Felix is the Managing Director of Maphlix Trust Ghana Limited. His work experience spans eighteen (18) years, from being a marketer with export and import companies to becoming the Managing Director of the company. He worked as a Marketing Manager with Gate Logistics Limited, and with the UT Bank as a financial analyst. He also had worked with the West African Monetary Institute (WAMI) as a research assistant. Apart from seeing to the day to day running of Maphlix Trust Ghana Limited, he is also the President of the Vegetable Producers and Exporters Association of Ghana (VEPEAG) and a board member of the Federation of Ghanaian Exporters (FAGE). He is also a member of COLEACP, an international body that connects producers of vegetables in the African, Caribbean and Pacific (ACP) countries to their consumers in Europe. Felix holds Bachelor of Arts (BA) Degree in Economics from the University of Ghana, and Postgraduate Diploma in Project Management from the Ghana Institute of Management and Public Administration.

Peter Bernard Obeng (Board Member)

Peter has over 30 years of work experience in relation export promotion. He worked at Ghana Export Promotion Authority from January 1985 to October 2015 as a Director of Product Development Division as well as the Head of Agriculture Department. He worked on horticultural crops production for the export market and his main duties were training, technical assistance, market development and advisory services. Having worked on a number of agro-based consultancy projects, Peter has expertise in technical support, training, market analysis, food safety, quality export management systems and agriculture production. Peter obtained a Master of Business Administration degree in Marketing Management at Paris Graduate School of Management, France. He also holds Post Graduate Diploma in Agricultural Administration from the Ghana Institute of Management and Public Administration, Post Graduate Diploma in International Trade from the Indian Institute of Foreign Trade, Diploma in Entrepreneurship and Innovation in the Agricultural Industry from Bygholm Agricultural College, Horsens-Denmark and Higher Certificate in Vegetable Production from International Agricultural Centre/Wageningen Agricultural University in The Netherlands.

Seega Morkli (Board Member)

Seega has over 30 years of working experience, made up of overlapping 12 years in agricultural sector and 16 years in pastoral ministry. He began his career as a production supervisor with the erstwhile Dawanya Rice Project in the early 1980s. From there, we proceeded to work with Ghana Irrigation Development Authority (GIDA) as Manager of Projects. Having joined the Japanese International Co-operation Agency (JICA) in 1996 as a grants officer, he rose through the ranks to become a manager by 2002. Seega later resigned to become a pastor, whereby he is currently the Head Pastor of International Banquet Church

at Tema. Seega holds BSc (Hons) Degree in Agricultural Science from the Kwame Nkrumah University of Science and Technology (KNUST). He also holds a Diploma in Theology from Trinity Theological Seminary.

Gifty Kafui Mensah (Board Secretary)

As the secretary to the Board of Directors, Gifty has cross-cultural international exposure to business, having worked in the tourism industry for seven years. Prior to joining Maphlix, she has worked as customer service personnel, ICT instructor, hotel manageress, office administrator front desk executive and cashier. She holds Bachelor of Science (Hons) in Marketing from the University of Professional Studies Accra (UPSA) and Post-Graduate Diploma in Business Administration from the Ghana Institute of Management and Public Administration (GIMPA). Her varied skills and industrial experiences are of great services to the Board of Maphlix Trust Ghana Limited.

MANAGEMENT TEAM

Felix Kamassah (Managing Director)

Felix is the Managing Director of Maphlix Trust Ghana Limited. His work experience spans sixteen (16) years, from being a marketer with export and import companies to becoming the Managing Director of the company. He worked as a Marketing Manager with Gate Logistics Limited, and with the UT Bank as a financial analyst. He also had worked with the West African Monetary Institute (WAMI) as a research assistant. Apart from seeing to the day to day running of Maphlix Trust Ghana Limited, he is also the President of the Vegetable Producers and Exporters Association of Ghana (VEPEAG) and a board member of the Federation of Ghanaian Exporters (FAGE). He is also a member of COLEACP, an international body that connects producers of vegetables in the African, Caribbean and Pacific (ACP) countries to their consumers in Europe. Felix holds Bachelor of Arts (BA) Degree in Economics from the University of Ghana, and Postgraduate Diploma in Project Management from the Ghana Institute of Management and Public Administration.

Atoapoma Yeboah Asuama (Finance Manager)

Ato Yeboah is the finance manager for Maphlix Trust Ghana Ltd. Ato is responsible for overseeing all monetary transactions, interpreting financial information, budget planning and supports the executive management team by offering financial insights that will enable the team to make the best business and financial decisions for the company. Ato has extensive training and knowledge in costing, management accounting, financial reporting, taxation, banking, market securities, options, futures, commodities exchange, forex trading and agripreneurship. Ato is a qualified Chartered Accountant with the Institute of Chartered Accountants, Ghana (ICAG) at 19, holds a degree in Finance and Economics from the University of Ghana Business School and a foundation certificate from CFA Institute. He is currently reading MSc. International Business with University of Ghana. He is currently a student member of the Chartered Institute of Bankers Ghana (CIB-GH), Chartered Institute of Taxation Ghana (CIT-GH) and Ghana Stock Exchange - GSI. He is a member of Management Business Consultants Africa (MBC) and Centre for Social Justice – Ghana. He worked with the Finance and Accounting Department of Golden Tintona Investments, the trade hub of Black Point Gh before joining Maphlix Trust Ghana Limited and interned with the budget division of Ministry of Finance (Ghana) and KPMG Australia. He has played key management roles and co-founded/founded the following startups; DNA business empire, OTA group of companies, Arete Agro Ltd, Obama beans, OTA tech and MOGAS.

Gifty Kafui Mensah (Marketing and International Relations Manager)

Gifty undertake duties aimed at finding markets for the products and services of the company. She also manages the company's international relations and stakeholders aimed at projecting Maphlix in the international market. Gifty has cross-cultural international exposure to business, having worked in the tourism industry for seven years. Prior to joining Maphlix, she has worked as customer service personnel, ICT instructor, hotel manageress, office administrator front desk executive and cashier. She holds Bachelor of Science (Hons) in Marketing from the

University of Professional Studies Accra (UPSA) and Post-Graduate Diploma in Business Administration from the Ghana Institute of Management and Public Administration (GIMPA).

Abdul-Razak Adama Banyanifu (Operations Manager)

As the operations manager of the Maphlix Trust Ghana Limited, Abdul-Razak undertakes duties aimed at bringing the company's products to a marketable condition, overseeing the processing activities, open field and greenhouses productions of the company as well as the farming activities of the out-growers. Razak studied for a Certificate in Sustainable Agriculture at Santa Rosa Junior College, California, USA in 2015 and Higher National Diploma (HND) in Agricultural Engineering (Post- Harvest Technology major) at Hilla Limann Technical University, Wa in the Upper West Region of Ghana in 2016. Abdul Razak joined the Maphlix in July 2020. Prior to joining Maphlix, he worked with: Hilla Limann Technical University as a Teaching and Research Assistant from November 2017 to July 2020; Gift Kyotaare Company Ltd as out-grower manager on part tie basis from November 2017 to December 2019; Ministry of Food and Agriculture of Wa Municipality as Extension Officer from September 2016 to November 2018; G-Fiavor Agric Services as Marketing Officer from May to September 2016.

Pearl Ankutse (Administrative Manager)

The administrative manager, Pearl, oversees the administration activities of the company, and is responsible for human resourcing and scheduling, training and staff development, and other administrative efforts of Maphlix Trust Ghana Limited. She has over six years' experience in administration, front office management, scheduling and customer relations, having previously worked as an Administrative Assistant over the years. Pearl holds a Bachelor of Science degree in Agriculture Technology (Agronomy option) from the University of Developmental Studies. She had an ECOWAS training on sensitization, information and training workshop for private industry of the production, marketing and cross-border transportation chain of agro-forestry-pastoral products in Ouagadougou, Burkina Faso.

CORPORATE SUSTAINABILITY

Maphlix Trust Ghana Limited is committed to the United Nations Global Compact and Europe-Africa-Caribbean-Pacific Liaison Committee (COLEACP)'s sustainability charter in line to achieving the Sustainable Development Goals (SDGs). We understand sustainability as an on-going process towards the economic, social and environmental wellbeing of all those we touch with our operations: customers, consumers, workforce, suppliers, local communities and other stakeholders. We acknowledge the role that our industry can play in achieving the UN Sustainable Development Goals and commit to do business in a way that helps promote these goals.

We particularly recognise the role we can play in up-skilling workers and managers in the agricultural and manufacturing sectors, leading to better economic, social and environmental outcomes for our industry and the communities we work in. We also recognise the importance of our industry for food security, and of rural development as a driver for wider economic and social development. We recognise that sustainability requires on-going commitment of us, as an organization, as well as working together with others. In line with our sustainability goals, the Maphlix Trust Ghana Foundation was formed to undertake social services for communities:

- Scholarship for needy students
- Safe drinking water for deprived communities
- Solar powered lantern and generators for deprived communities
- Provide access to health for the economically vulnerable in local communities
- Skills training for the vulnerable, physically challenged and street-dwelling individuals
- Economic empowerment of the neglected segments of society, especially for women and youth

CONTACT US

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