



1st Aflasafe[®] for Africa Conference

fighting aflatoxin in food

***Business meets research
for safer food in Africa***

4th–5th November 2019
Mount Meru Hotel | Arusha, Tanzania

#Aflasafe2019
#Aflasafe4Africa
#1stAflasafeConference

atc
aflasafe
Safer food in Africa

Background

The Aflasafe Technology Transfer and Commercialisation initiative (ATTC), led by the International Institute of Tropical Agriculture (IITA) has given rise to a vibrant team of private-sector partners across Africa who have made significant investments in producing and commercialising **Aflasafe®**, a research product from IITA and partners whose pre-harvest application enables crop production with little – or no – aflatoxin, while providing postharvest protection too.

Venturing into this commercialisation arena at different times over the past three years are peerless, pioneering, private-sector players. In a relatively short time, they have remarkably:

- increased the production of Aflasafe at country level;
- mapped Aflasafe's route to market;
- forged partnerships that have increased Aflasafe's availability, accessibility and use; and,
- linked up with buyers of aflatoxin-safe groundnuts, maize and sorghum.

BURKINA FASO



THE GAMBIA & SENEGAL



GHANA



KENYA



NIGERIA



TANZANIA



From this, they have gained considerable practical hands-on experience on what works and does not work; tested different approaches, refining and discarding some; failed, and gone back to the drawing board; and are still going strong! As such, it is now timely to gather this brave band of trailblazing Aflasafe manufacturing and distribution (M&D) partners together to, among others:

1. Report their progress commercialising Aflasafe
2. Exchange experiences and lessons learnt in the course of doing business (*What worked and what failed?* *Solutions found. Pinpoint areas for more attention*)
3. Build the capacity of M&D partners on new developments in Aflasafe technology and production
4. Forge connections between M&D partners, regulators, suppliers of manufacturing equipment and consumables, and aflatoxin-conscious commodity buyers

Participants

- Company Managing Directors/CEOs/COOs, production leads
- Maize, groundnut and sorghum producer organisations, commodity traders, processors, and other bulk traders from selected countries
- Funders and government representatives, regulators and leading food-safety industry players
- Manufacturing and testing equipment suppliers
- High-level representatives from Regional Economic Communities

Main topics

- Go-to-market business models (*tried and tested options, M&D partners experience*)
- Technology improvement (*lessons learnt; latest practical and applicable recommendations on Aflasafe production*)
- Bio-industry outlook (*lessons learnt from global-compliance experience, market development, distribution, etc*)
- Building lasting business partnerships (*collaboration with government and development programmes for business growth*)
- Aflasafe manufacturing optimisation (*practical ideas and opportunities for joint research*)

Speakers, presenters and panellists

Chief Guest



Hon Japhet N Hasunga
Minister for Agriculture,
Tanzania.

Speakers



Dr Amare Ayalew
Programme Manager,
African Union's Partnership
for Aflatoxin Control in
Africa (PACA).

Amare has researched the occurrence, epidemiology, and management of aflatoxins and other mycotoxins as well as plant health for more than 20 years. Prior to joining PACA, he had served as Associate Professor of Plant Pathology and Head of the School of Plant Sciences at Haramaya University, Ethiopia.



Mr Frank Braeken
Board member, Alliance
for a Green Revolution
in Africa (AGRA); former
President, Unilever Africa.

Frank specialises in finance and general management. He has held various management functions in different countries for Unilever, and acted as investment advisor and investor for large scale agro- and food enterprises in Africa, and serves on several boards for international organisations.



Dr Alejandro Ortega-Beltrán
Pathologist, International
Institute of Tropical
Agriculture (IITA).

At IITA, Alejandro works on developing improved aflatoxin biocontrol technologies and expanding their use across Africa to reduce both aflatoxin accumulation in staple crops and human exposure to these potent carcinogenic toxins. Prior to IITA, he was a Postdoctoral Scholar at the University of California, Davis – Kearney Agricultural Research and Extension Center, USA.

Presenters

- **Mr Goulé Gueye**, Managing Director, BAMTAARE, Senegal
- **Dr Abdullahi Ndarubu**, Chief Operations Officer, Harvestfield Industries Ltd, Nigeria
- **Mr Kalpesh Shah**, Managing Director, A to Z Textile Mills Ltd, Tanzania

Panellists

- **Dr Abimbola O Adegboye**, Deputy Director/Technical Assistant to DG Research & Special Projects, National Agency for Food and Drug Administration and Control (NAFDAC), Nigeria
- **Dr Mufutau Adeleke**, Deputy Director and Coordinator, Maize Value Chain, Federal Ministry of Agriculture and Rural Development, Nigeria
- **Mr George Anti**, Business Development Manager, Ghana Standards Authority, Ghana
- **Mr Martins Awofisayo**, Managing Director, Harvestfield Industries Ltd, Nigeria
- **Mr Nsami Elibariki**, Secretary, National Bio-Control Agency–Kibaha, Tanzania
- **Ms Solara A Elmotasim**, Quality/Food Safety Manager, Samil Industrial, Sudan
- **Mr Amadou Bamba Fall**, President, COPEOL, Senegal
- **Ms Ruth Kinoti**, Chief Executive Officer, Shalem Investments, Kenya
- **Mr Jean Baptiste Havugimana**, Director, Productive Sectors, East African Community (EAC)
- **Eng Lawrence Kaptoge**, Atlasafe Manufacturing Engineer, IITA
- **Mr Charles Macharia**, Managing Director, Koppert Biologicals, Kenya
- **Mr Clepin BJ Mbekomize**, Project Coordinator, Tanzania Initiatives for Preventing Aflatoxin Contamination (TANIPAC), Tanzania
- **Mr Ebrima A Njie**, Quality Control Manager, National Food Security Processing and Marketing Corporation (NFSPMC), The Gambia
- **Mr Kasidhi Omondi**, Head of Sustainable Agriculture Sourcing, Diageo–Africa
- **Mr Abdul-Rahaman**, National President, Peasant Farmers Association of Ghana (PFAG)

Programme

Sunday, 3rd November 2019

1500–2000 Participant registration
Venue: Hotel lobby area

Monday, 4th November 2019

0800–0900 Opening remarks
Setting the scene video

0900–1000 **Session 1:**
Scaling up Afiasafe:
the journey of manufacturing and
distribution licensees and users.
Presenters: Goulé Gueye, Senegal;
Abdullahi Ndarubu, Nigeria;
Kalpesh Shah, Tanzania
Panel discussion
Q&A

1000–1030 Group photo; Media brief and Tea
break

1030–1130 **Session 1 (cont'd)**

1130–1300 **Session 2:** Creating enabling policies
for sustainable scaling up of food
safety innovations
Keynote: Amare Ayalew, PACA
Panel discussion
Q&A

1300–1400 **LUNCH**

1400–1530 **Session 3:** Scaling of innovations
with economic and social impacts:
What matters, the innovation or the
business model?
Keynote: Frank Braeken, AGRA
Panel discussion
Q&A

1530–1700 **Session 4:** Afiasafe technology
advancements
Keynote: Alejandro Ortega-Beltrán,
IITA
Panel discussion
Q&A

EVENING
1900–2100 Networking Dinner

Tuesday, 5th November 2019

0830–0845 Recap Day 1

0845–0900 Introduction: Breakouts

0900–1030 Country roundtable discussion:
Review of progress, and way forward


1045–1145 Plenary session: Breakout reports

1145–1230 Supplier pitches

1230–1300 Closing remarks

1300–1400 **LUNCH**

1400 onwards – Optional Activities:
• Visit to A to Z Afiasafe manufacturing factory
• B2B sessions
• Exhibitions



Session 1: Scaling up Aflasafe – The journey of manufacturing and distribution licensees

Monday, 4th November 2019, 0900–1050

Facilitator: *Mr Orin Hasson, Bill & Melinda Gates Foundation*

Aflasafe commercialisation has given rise to a vibrant team of private-sector partners across Africa who have made significant investments in producing and commercialising Aflasafe – a new-to-market research product from IITA. Venturing into the commercialisation arena at different times over the past three years, these private-sector players have, in a relatively short time, invested in commercial-scale Aflasafe manufacturing units, increased the production of Aflasafe at country level, mapped the route to market, and forged partnerships that have increased the availability, accessibility, and utilisation of Aflasafe by farmers. In addition, the private-sector players have linked up with buyers of aflatoxin-safe maize and groundnuts. By so doing, they have gained considerable practical, hands-on experience on what works and does not work; tested different approaches, refining and discarding some; failed and gone back to the drawing board, and are still going strong.

Objectives

- Review the experience of licensees with Aflasafe as a business
- Identify the untapped opportunities, challenges experienced, and proposed solutions.

Presenters

- **Mr Goulé Gueye**, Managing Director, BAMTAARE, Senegal
- **Dr Abdullahi Ndarubu**, Chief Operations Officer, Harvestfield Industries Ltd, Nigeria
- **Mr Kalpesh Shah**, Managing Director, A to Z Textile Mills Ltd, Tanzania.

Panellists

- **Mr Martins Awofisayo**, Managing Director, Harvestfield Industries Ltd, Nigeria
- **Mr Goulé Gueye**, Managing Director, BAMTAARE, Senegal
- **Ms Ruth Kinoti**, Chief Executive Officer, Shalem Investments, Kenya
- **Mr Ebrima A Njie**, Quality Control Manager, National Food Security Processing and Marketing Corporation (NFSPMC), The Gambia
- **Mr Kalpesh Shah**, Managing Director, A to Z Textile Mills Ltd, Tanzania

Session 2: Creating enabling policies for sustainable scaling-up of food-safety innovation

Monday, 4th November 2019, 1130–1300

Facilitator: *Mr Steve Kisakyé, Dalberg Global Advisors*

Improving food safety and quality standards has become an absolute precondition for African agriculture to be competitive in the global food market. And yet, aflatoxin contamination continues to be amongst the critical food-safety threats facing African countries, with enormous economic and health impacts. Today, there are proven solutions that can contribute to control aflatoxin contamination. However, the organisations and groups behind these solutions face challenges in successfully scaling up their innovations for real impact and lasting sustainability. Challenges include lack of enforcement of appropriate policies and regulations – a major impediment for the uptake of these tested-and-proven innovations.


Objectives

- Understand the policy challenges affecting the scaling up of the Aflasafe technology
- Highlight the opportunities to improve existing policies
- Highlight the role of governments in creating an enabling environment
- Share experiences and best practice in engaging national governments to improve food-safety policies and regulations.

Keynote speaker: *Dr Amare Ayalew*, Programme Manager, African Union's Partnership for Aflatoxin Control in Africa (PACA)

Panellists

- **Dr Mufutau Adeleke**, Deputy Director and Coordinator, Maize Value Chain, Federal Ministry of Agriculture and Rural Development, Nigeria
- **Mr George Anti**, Business Development Manager, Ghana Standards Authority, Ghana
- **Mr Jean Baptiste Havugimana**, Director, Productive Sectors, East African Community (EAC)
- **Mr Clepin BJ Mbekomize**, Project Coordinator, Tanzania Initiatives for Preventing Aflatoxin Contamination (TANIPAC), Tanzania
- **Ms Beatrice Pallangyo**, Principal Agricultural Officer, Ministry of Agriculture-Plant Health Services Department, Tanzania



Session 3: Scaling of innovations with economic and social impact – What matters, the innovation or the marketing strategy?

Monday, 4th November 2019, 1400–1530

Facilitator: Mr Garron M Hansen, *Director, Agriculture and Food Security Practice, Chemonics International*

IITA's Aflasafe Technology Transfer and Commercialisation (ATTC) initiative has facilitated the scaling up and out of Aflasafe with private-sector companies, who are leading its commercialisation in several countries. Aflasafe is a technology with tremendous economic and social impacts. However, unlike most technologies being currently commercialised, Aflasafe is addressing a hidden human-health threat, ie, aflatoxin, meaning the numerous benefits of Aflasafe are difficult to visualise and quantify, more so to – and for – an ordinary farmer and general food consumer. As such, scaling up this technology through commercial approaches calls for a completely different kind of go-to-market strategy, and innovative business models that may need to be 'invented' and adapted to country contexts. For Aflasafe, it is simply 'not business as usual': Aflasafe is, of necessity, very much 'business unusual'. How do you sell a 'solution' to a problem that many do not know exist, or are unwilling to acknowledge the magnitude of the problem?

Objectives

- To broaden understanding on how to develop and implement a sustainable go-to market marketing strategy for Aflasafe.
- Understand the concept of market segmentation and targeting, and their application in the design of a business model
- Key considerations when developing the go-to-market marketing strategy – how to bring out and position the hidden product benefits.
- Identifying who to collaborate or build business partnerships with, ie, leverage to quantify the magnitude of the problem, and to reinforce and amplify THE solution (ie, your product)
- Share examples of successful go-to-market business models for similar products that have both social and economic impacts. In more practical terms, share examples of how to scale the sales of a 'solution' to a problem that many don't realise exists. What were the strategies employed, and how did companies learn from them to develop a comprehensive and multi-faceted marketing strategy?

Keynote speaker: Mr Frank Braeken, AGRA Board member and Former President of Unilever Africa

Panellists

Mr Charles Macharia, Managing Director, Koppert Biologicals, Kenya

Mr Amadou Bamba Fall, President, COPEOL, Senegal

Mr Frank Braeken, AGRA Board member and Former President of Unilever Africa

Mr Kasidhi Omondi, Head of Sustainable Agriculture Sourcing, Diageo-Africa

Session 4: Aflasafe technology advancements

Monday, 4th November 2019, 1530–1655

Facilitator: *Ms Njeri Okono, Aflasafe Technology Transfer and Commercialisation (ATTC), IITA*

Aflasafe is not only a new product or input but also a new technology which is often not well understood. As a result, notable resistance and numerous misconceptions abound amongst different stakeholders about both the technology and the product. Many questions have been asked – and continue to be asked – about the product, Aflasafe, the mechanism of bio-control and how the aflatoxin reduction occurs. During this conference, we will focus on answering some of the most commonly asked questions while highlighting the critical control points in the Aflasafe development process, and recent improvements in the Aflasafe manufacturing process. We will also hear on experiences and best practice in Aflasafe manufacturing, and factory set-up and operation, whilst we also deliberate on the role of the regulators in ensuring product safety and efficacy, both before registration, and thereafter under licensed manufacturing. We will briefly learn about aflatoxin quantification in the field and share some of the lessons learnt to ensure correct and timely application of Aflasafe.

Objectives

- Understand the science of Aflasafe, the mechanism of bio-control and commercial-scale Aflasafe manufacturing process.
- Be abreast of recent process improvements.
- Understand the essentials on product safety, and the role of aflatoxin testing in validating efficacy.
- Demonstrate the efficacy of Aflasafe in market development.
- Tackle misconceptions, and understand the limitations of the technology.
- How to optimise user support – what must be done, by whom and by when.

Keynote speaker: *Dr Alejandro Ortega-Beltrán, Plant Pathologist, IITA*

Panellists

Dr Abimbola O Adegboye, Deputy Director/Technical Assistant to DG Research & Special Projects, National Agency for Food and Drug Administration and Control (NAFDAC), Nigeria

Mr Nsami Elibariki, Secretary, National Bio-Control Agency–Kibaha, Tanzania

Ms Solara A Elmotasim, Quality/Food Safety Manager, Samil Industrial, Sudan

Eng Lawrence Kaptoge, Aflasafe Manufacturing Engineer, IITA

Dr Alejandro Ortega-Beltrán, Plant Pathologist, IITA

Mr Abdul-Rahaman, National President, Peasant Farmers Association of Ghana (PFAAG)



Contact for more information:
Dinah Kofigah at d.kofigah@cgiar.org

The Aflasafe Technology Transfer and Commercialisation initiative (ATTC) is implemented by



and funded by



The conference logo depicts Africa, the focus of Aflasafe. The rising sun, represents a new aflatoxin-safe dawn for Africa, protected by the in-palm 100%-natural Aflasafe®. Groundnuts, maize and sorghum fall under the protection of our green product, with green representing both the lush landscape as well as symbolising safety. The protective and unbroken stout green sweeping bands represent the guarantee and continuity of Aflasafe, fighting aflatoxin from plot to plate to stop contamination from reaching dangerous levels in the food we eat.