



GHANA  
FOOD  
MOVEMENT

# MEDIA KIT

September 2022





GHANA  
FOOD  
MOVEMENT



# PRESS KIT

September 2022





**We are rebels with a cause -  
highlighting the value and potential of Ghanaian food**

# QUICK FACTS

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**115**

**Members**

**58000+**

**Social Media Followers**

**35+**

**Successful  
Collaborations**



# FACES BEHIND GFM



**Abdallah  
Smith**  
**Director**

Abdallah studied Political Science and Environmental Studies and Sustainability Science in Sweden. He is currently managing director of the Ghana Food Movement and founder at Gaia Greenfields. He is an all round sustainability advocate and writer.



**Kwame  
Fia-Foli**  
**Vice Director**

Kwame is accountant but moreover owner and chef at urban lifestyle restaurant, Slurp 'n Burp in Accra. He is also a private chef where he uses a rather poetic approach to local cuisine and dives deep into neglected and underutilized species for cooking. He is also our vice director.



**Lotte  
Wouters**  
**Founding  
Member | Head  
of Programs**

Lotte is a culinary entrepreneur from Amsterdam. She has been involved in building food movements for more than a decade now and has a talent for bringing people together and get them excited for the cause! No wonder she is the founding member of Ghana Food Movement. Currently active as head of programs, she just loves learning daily about Ghana and all these food talents around her.



**Lydia  
Amenyaglo**  
**Communications**

Lydia is cocoapreneur. When she took over the cocoa plantation from her father and grandfather she founded plentyplenty.africa with the mission to decolonize the cocoa industry, showing the endless possibilities this crop has. With her great eye for aesthetics and extensive communication background she lifts up all comms for the movement.



# FACES BEHIND GFM



**Efua Eshun**  
**Office and PR**  
**Assistant**

Efua is a PR student. She works for the movement as office manager and communication assistant. She has a talent for words and literature.



**Pauline Lingg**  
**Programs**  
**Manager**

Pauline is an original from Amsterdam, and has moved to Ghana to create meaningful projects with impact in the Ghanaian food system.

After finishing art school she gained over 5 years of experience in new business sales in catering.

With her passion for graphic design, storytelling and food, she likes to take ideas from concept to implementation.



**Aimee Wallin**  
**Programs**  
**Coordinator**

Aimee is finishing her master studies on food sovereignty. She works for the movement as program coordinator. With her young and vibrant energy, she has the power to engage young people to get interested in working in the food and agri sector.



**Abdul Rahim**  
**Financial**  
**Manager**

Abdul is a development finance professional with a keen interest in the agriculture industry. He has a masters in development finance from the University of Ghana. And is a very new dad of a gorgeous baby girl. He hails from Yendi but lives in Tamale. With a well rounded background in finance ,the movement is in good hands.



# ABOUT GFM

GFM is an empowering grassroots member network of innovative and sustainable driven actors in the food and agro space. From farmers and chefs to scientists and entrepreneurs, all highlighting the potential and value of Ghanaian food.

We believe that Ghana's food is of great cultural and social value, has (socio) economic potential, offers plenty of employment opportunities for Ghana's youth and can make Ghanaians healthier. But right now, the system and the culture are pushing it in the wrong direction. We want to help build a food system in Ghana that is future proof for young Ghanaians and their environment.

How? By connecting and collaboration because together we are strong! We start at the end of the food chain; with chefs, young consumers and young professionals, creating skills, demand and awareness. From here we work our way to the beginning of the chain. Positively impacting every facet of the food chain and the environment.



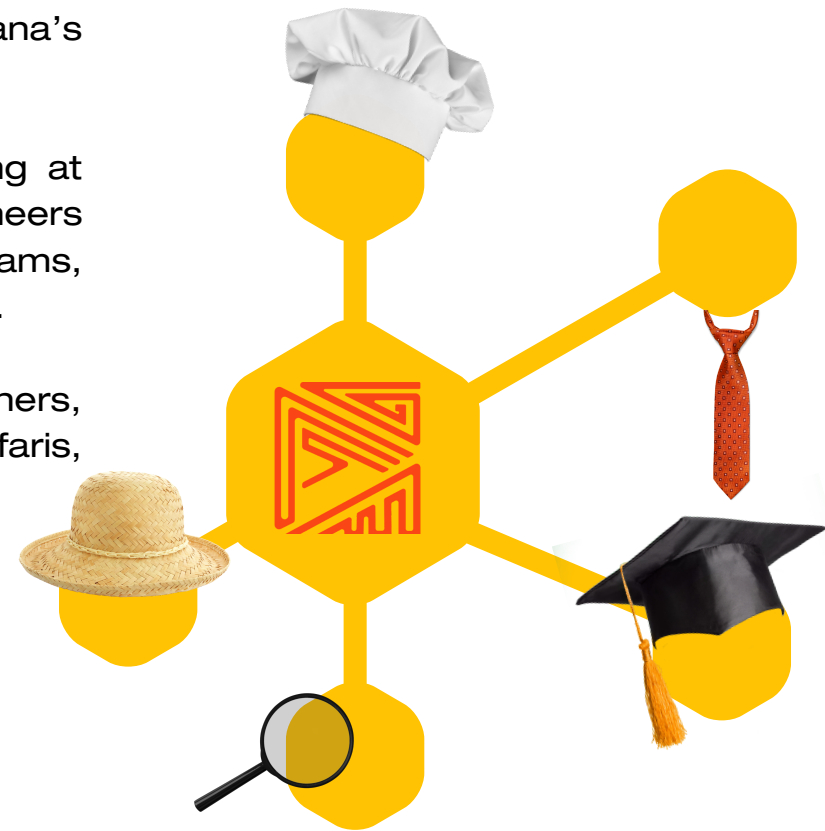




# The Organization

In the first place we are a member network. The first one of its kind to connect mostly young, pioneering, grassroots actors in the food and agro space in Ghana. We believe creating such a safe space where we can break silo's was a very necessary first step towards collectively building a food system that works in and for Ghana. Through our multi stakeholder network, Ghanaian pioneers can learn from and inspire each other, collaborate and come up with a broad scope of innovative contemporary solutions to improve Ghana's future.

- Join the GFM network through our memberships; starting at GHc150 / E 20,- per year, offering direct access to all the pioneers in the network (over 115 members already), free programs, discounts on events and meetings and a knowledge database.
- Participate through our free and low cost events; dinners, workshops, meetings, movie nights, food talks and food safaris, that create awareness and inspire young Ghanaians to act.





# The Organization's Aims

**Building a fair and future proof food system in Ghana – together!**

- o Youth empowerment & employment
- o Advancing on Ghana's gastronomy and hospitality industry







# The Organization in Action

## Highlighting the value and potential of Ghanaian food!

- o We create awareness online. We make learning and getting involved in Ghana's food future accessible, fun and cool for young Ghanaians.
- o We build a unique member network to connect and share knowledge with all pioneering, mostly young grassroots actors, in the food and agro space in Ghana.
- o We organize events: Food Safaris, Food Talks, Movie Nights, Dine & Dance, Workshops and build an urban farm to reach and inspire as many young Ghanaians as possible to act.

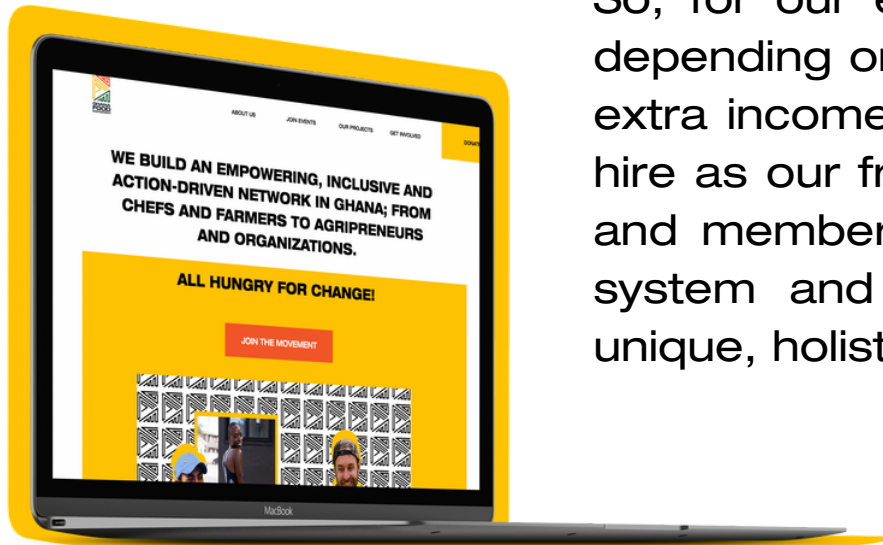


# GFM

## The Agency

Secondly, we operate as a creative agency that offers program design, curation and consultancy services. This is how we cover our back office and organizational costs for the movement and its network, and to keep our events and activities accessible (low cost or free) for all Ghanaians.

So, for our existence and basic activities we are not depending on funding. Our paid services also generate extra income for the members in the network who we hire as our freelancers for their expertise. GFM's team and members literally cover every corner of the food system and therefore we can design and execute unique, holistic and fun projects and events.







# The Agency's Paid Services

**To sustain our movement, activities above and advance on our mission.**

We train youth and help create job opportunities in food, agri and hospitality.

We design, execute or advise on events / programs around a sustainable and fair food system in Ghana.

We curate and/or cook dinners and food experiences that highlight Ghana's food culture.

# GFM

## Background

GFM is a place where food is elevated as a force for happiness and good! We value Ghana's indigenous food culture and recognize that it needs to adapt to stay relevant. We also understand that we can only find the answers for tomorrow by having a profound understanding of the present and past. (In Ghana you call it Sankofa – a very fitting Adinkra symbol).

As other grassroots movements across the world have proven, we have the power to connect, educate and inspire (to act). We have the power to challenge the status quo! By bringing together new and diverse voices, we can accelerate innovation and formulate locally suitable solutions faster.

But moreover, GFM is a young, visible and widely supported grassroots player that connects and collaborates with more established and high level actors such as governments, private sector and NGOs. We bring an innovative, fresh vision and inclusive voice into the most important discussions and actions around a future proof food system.





# GFM

## Structure

### **REGISTERED NGO**

Registered with two directors: Abdallah Ekow Smith and Kwame Fia-foli, a small management team and an advisory board. We have a builder group of 20 people that help us with our own activities and over 115 members comprised of farmers, scientists, chefs, engineers, journalists, artists, marketers, policy makers, entrepreneurs, producers and designers, but organizations as Worldbank, GIZ, Embassy's, universities are also part of the network.

### **DECISION MAKING**

When it comes to bigger decisions about the direction of the movement, the movers take a decision to hold a vote. The outcome of the vote determines the direction the movement decides to take. The management team is responsible for implementing this decision.

### **GENERAL MEETINGS**

GFM holds monthly general meetings with its movers at the beginning of every month. These meetings are to provide the movers with an overview of where the organization is. That is, with updates on administrative work and progress with new and recurring projects. The financial position of GFM is also discussed at the meetings. At every meeting a mover is giving the 'spotlight', a chance to discuss their business, career and aspirations with the group. The meeting is typically run by the management team.

# PROJECTS



## **FARM ACCRA**

Farm Accra is a youth-focused urban farm at the Impact Hub, that aims to engage youth in conversations about food, farming and healthy eating.

By organizing events, where we combine fun and knowledge, we aim to engage youth in urban farming. During these events we raise positive awareness on the interlinkage between food production, nutrition and environment.



## **YOUTH IN AGRIBUSINESS PROGRAM**

Through this program we aim to change the narrative on working in the food and agri sector. We empower Ghana's young generation to become future change makers in agribusiness.

During a 4 month program we train and connect a group of underemployed youth with reputable food and agri businesses in Ghana

Part one is a one month practical training program where they develop their soft skills such as critical thinking, emotional intelligence and teamwork. During company field trips they learn from CEO's, entrepreneurs, experts and professionals.

The second part of the program is a three month paid internship position. This gives students perspective and the opportunity to explore their interest and talent.



# EVENTS



## **FOOD SAFARI**

Food Safari's are a deep dive into Ghanaian Food Culture. In collaboration with Jolinaiko Eco Tours we go on trips to (re)discover the roots of the ingredients and the origin of Ghanaian food.

All to celebrate, preserve and learn from indigenous food culture in Ghana. Visit farms, meet knowledgeable farmers and inspiring entrepreneurs and enjoy food of the best culinary chefs around!



## **DINE&DANCE**

The Dine and Dance is a dining experience where we highlight one Ghanaian ingredient.

Together we enjoy a 3-course dinner and after that... we dance!! Join us at Mama Cuisine for the next event!

# EVENTS



## **MOVERS CONNECT**

Movers Connect is a bi-annual event for people that are passionate about Ghana's food and GFM members.

We invited experts that discuss on current topics and enjoy local food and drinks. Movers Connect is also a good opportunity for exhibitors who want to showcase their products.

Come and join us, get to know new people and learn about a wider food or agriculture related topic. Fun for all!

### Last Movers Connect

- June 2022 | Underutilized Ingredients

### Next Movers Connect

- November 2022

# PARTNERSHIPS

We organize events, campaigns and projects around gastronomy, farming and food production, youth employment, nutrition, biodiversity and food systems. Using a fresh, contemporary, grassroots and culturally appropriate approach- with a strong focus on young Ghanaians and professionals in the food and agri space. We translate stories, visions or messages into concepts and food experiences. We do this with our network in every corner of the food system to design and execute concepts and events.

Within these projects we work together with a lot of different organizations like IFAD, GIZ, Dutch Embassy, FAO, Impact hub, Wageningen University, European Union, GYEM.Green Africa Youth Organization, Netherlands Food Partnership, International trade center and more.





# TESTIMONIALS

**“The world is changing, things are changing and so is food and culture but these two are what people truly identify with. The Ghana Food Movement has taught me as a chef to maintain my identity in a changing world, it has taught me to stay strong and true to my identity and be an influencer not only being influenced. The movement is the solution for the future.”**

**ABIRO WISDOM**

**“The movement is sort of unifying likeminded individuals from various cultural backgrounds and I feel the energy exuded around foods and what can be done to sustain food security.”**

**RHODA**



## Celebrating World Food Month

• Nations around the world are responding to the UNWTO #TravelTomorrow campaign urging the restart of tourism after COVID-19 pandemic to include gastronomy

OCTOBER is observed as a period to celebrate the amazing food we have the privilege of indulging in, and day 16th is set aside in honour of the date of the founding of the Food and Agriculture Organisation (FAO) of the United Nations in 1945. As part of efforts to encourage the restart of tourism after the debilitating effects of the COVID-19 pandemic, the UNWTO launched the #TravelTomorrow campaign for chefs from around the world to show how to prepare local dishes at home. It was an initiative that got the UNWTO Ambassadors for Gastronomy Tourism to join in, and even UNWTO Secretary-General himself sharing a typical dish of his native Georgia.

UNWTO has been encouraging tourism practitioners to include gastronomy to their itineraries as it is about much more than food. It reflects the culture, heritage, traditions and sense of community of different peoples. A way of promoting understanding among different cultures, and of bringing people and traditions closer together. Gastronomy tourism is also emerging as an important protector of cultural heritage, and the sector helps create opportunities,

including jobs, most notably in rural destinations. Here in Ghana, safari events and expedition operators, WangoWango, has for the past several years been serving live cooking experiences on their tours. Always carrying the kitchen along, they set up at unusual locations, be it at a waterfall, on a mountain top or even by a roadside and prepare at least one of the items on the menu fresh. Their next trip, which comes off at the end of the month is in celebration of World Food Month, and has an itinerary that is going up to romp through some gastronomic adventures on top of Mount Gemi with a bohemian picnic in tow.

A series of food safaris, created by the Ghana Food Movement in collaboration with conscious eco tour operator, Jolinaiko, is also being offered throughout October to celebrate the 'Month'.

This series emphasises the celebration and preservation of our traditional food culture, giving both resident Ghanaians and visitors the opportunity to discover the roots of the ingredients and the origin of some of our dishes, meet knowledgeable farmers, inspiring entrepreneurs, and some of the best culinary chefs around

and listen to stories.

The Millet Safari, which will be the last of three tours, comes off on the end of the month, on October 27. It will be a "deep-dive into all the dynamics of this indigenous grain from the traditional and cultural perspective during the Millet festival in Kroboiland, to the essence of cultivating and consuming this grain today during a Millet Masterclass with chef-owner Selassie Atadika of Midunu, and a special millet inspired fusion dinner in the Telande Tea Garden of chef and well-know foodblogger, Kinorah Awini."

The other food safaris were a Coffee & Chocolate route that took guests up the Leklebi hills in the Volta Region on the weekend of October 10. Then the Big Fish safari at Atsiekpoo on October 17.

Tourism is definitely one of the means by which cultures and communities can preserve their gastronomic or culinary heritage and raise awareness about people who do not have the privilege to indulge in daily square meals. Starvation is a massive problem in a number of countries, and we need to do more to raise awareness and combat this problem.

World Food Day is a good day to raise awareness about that, and also healthy diets and what our bodies need, even as education has grown about what foods are good and bad for our bodies. It is an opportunity to learn, nourish, and sustain our livelihood with new food ideas that can help us grow.

*Tourism is definitely one of the means by which cultures and communities can preserve their gastronomic or culinary heritage...*

## Bentsifi's Tattle

SO, CNN has just released their '12 of the best things to see and do in Ghana', and it's fascinating to see that nearly half of the items on their list this time are immersions in the north. Yes! It's time to do the northern part of Ghana.

Time to open things up, upcountry! They list the Mole National Park, where you get to see herds of African elephants in their natural habitat.

A place I absolutely love, and like including in the annual schedule of my tours.

Incidentally, I even have one coming up this December 28. Savannah Safari, it's called,

moving from Accra, stopping for gastronomic adventures in Kumasi - early enough for breakfast, and our signature BBQ lunch in the wilderness at Falls Waterfalls in Kintampo. It's quite an exciting road trip that one.

On the list is also the Larabanga Mosque, which is very near Mole Park. Then, they have Bolgatanga, which is known for its basket market, and the Tongo Chief's Palace, and last but definitely not least, Green House, indigenous accommodation at Karamanga, which is not far, on the outskirts of Tamale going towards Bolga.

Oh, now, before the foreign

visitors come and flood these attractions, please let's find our way there so that you may have a story to tell too, one day! COVID-19 has certainly brought about a new paradigm in the way we do things, even the tours we are promoting.

### Food safaris

Did you hear about the food safaris that are causing all the waves in the cultural immersive space. The initiative by Jolinaiko Eco Tours, who together with the Ghana Food Movement, celebrate and preserve traditional food culture in Ghana.

The initial two - the second of which is actually on today - have been such a hit! The first went up the hills in Leklebi, who

the local coffee brand, Kawa Moka, source their very fine produce.

The tour took a trip to the coffee farms and other places to discover the roots of the ingredients and origins of the farm, and meet the knowledgeable farmers who tend the soil and produce the coffee. The farm tour provided a deep dive into the products, taking them into a summer but classroom for some cocoa and chocolate role plays, brain waves, and tastings.

### Kawa Moka

Also, they got to spend time with the inspiring entrepreneur from Kawa Moka, who shared her story. That's the essence of these farm tours by Jolinaiko,

they take you on these safaris to link up with the producers of our core foods, and get some of the best culinary chefs to use them in preparing succulent dishes while you listen to their stories! The next and final safari is on Tuesday 27.

It's the e Millet Safari and will be a "deep-dive into all the dynamics of this indigenous grain from the traditional and cultural perspective during the Millet festival in Kroboiland, to the essence of cultivating and consuming this grain today during a Millet Masterclass with chef-owner Selassie Atadika of Midunu, and a special millet inspired fusion dinner in the Telande Tea Garden of chef and well-know foodblogger Kinorah Awini." Can't miss this!

## On tour, on a cashew farm at Sogakope

There's a growing global trend that has begun taking shape here in Ghana as well, thanks to the Ghana Food Movement, a network of game changers in food and agriculture, seeking to create awareness around our food systems and opportunities. The movement, together with their collaborators, particularly eco-conscious tour operators, Jolinaiko, have been curating some truly authentic, respectful, and inspiring agri-tourism experiences that are organised to increase impact on the environment and result in opportunities for the people and communities that are involved in responsible farming practices. Palahin Dabiri joined their latest "food safari" which travelled along Ghana's cashew value chain and met farmers, innovators, experts who are doing things to cashew, and says cashew production could actually be one of the game changers for Ghana's food security.

WORLDWIDE, the annual demand for cashew nuts grows at around 7% year on year, leading to the crop being predicted to represent some 30% of the current global nut market. In Ghana, cashew trees can grow and produce well in the savanna transitional zones in districts found in the Upper West, Northern, Bono, Ahafo, Central and Volta regions.

Agri-tourism, which involves any agriculturally based operation or activity that brings visitors to a farm or ranch, strengthens local economies, create job opportunities and new businesses as well as develop, promote, train and introduce young people to agriculture and the environment.

It is people who are interested in consuming healthy food and share that same experience with their immediate families that have aroused the curiosity to know how crops are produced and livestock is raised, that have led to farm tourism or agri-tourism sites to flourish.

And it is the desire of the Ghana Food Movement to eventually use this agri-tourism revolution to entice more people into farming, or food production, more specifically. Particularly, in one that leads to producing healthy foods

with high quality standards. The exposure the food safaris bring to various underdog crops, such as cashew, millet and fonio, is quite inspiring.

Daps Amimbola runs one of the vast cashew plantations in the Volta Region. The cashew tour makes a stop at his nursery at Tette, where Daps enlightens participants on how to nurse, graft and grow high-yielding cashew trees.

### Grafting, nursing

On his farm, Volta Cashew, we met Olivia, who has been working consistently there for the past five years and has 5 young children, some while working. It was fascinating to see how deft she had become at grafting and generally nursing the seedlings and caring for the young plants.

It was, however, the list of the various food and drinks that could be made from the cashew fruit that piqued my interest.

Leila Borges, a Brazilian chef, who served us an outstanding vegan Cashew Apple Burgers and fresh Cashew Apple Juice, grew up in the Central Region of her home country and had educated in the use of medicinal plants including

cashew in this field. She has, apparently, been fascinated by the wide range of usability of the cashew fruit since her teenage years. And, indeed, it seems the cashew tree gives us so much more than just party nuts! The nut begins an apple which I learned has 20 times more vitamin C than oranges.

When finally we scouted the stress of a traffic jam we got caught in on our way back along the Prampram-Tema stretch of the road, it was with a tasty brew of Mmm Cashew Brandy Cocktails. Tropic distilled for a smooth pull, it went down well neat, as well as on the rocks, or with orange juice and other cocktail spices. Then, to my utter surprise, perhaps, what stunned me most among the by-products of the crop was this rather remarkably cured cheese!

Produced by Sovereign Foods, it comes in a variety of flavours, including a herby, tamarind, seeded apple and roasted bell pepper. What do you know! Now there's a veggie cheese!

Experts from the African Cashew Alliance were also at hand and shared knowledge on the cashew industry, urging us to take up cashew farming, that it is lucrative.

The crop commodity is test quality and price determination at CWT Commodities in Tema before export, and there, we ended the tour after lab technicians demonstrated how to run their processes.



## HOTEL SPOT CHECK

### Mekandil Riverside Resort

#### LOCATION

Just 45 minutes from Tema, it is situated right on the banks of the Volta at Fodzoko near the Akuse Dam in the North Tong district. It has a very large well manicured green lawn, and a charming little wooden pier jutting into the river giving the place a quintic ambience.

#### ROOMS & AMENITIES

25 spacious rooms of varying configurations, on a ground floor stretch on either side of the main building holding the

reception lounge. Rooms overlook the lawn that leads to the river bank and are standard and premium with air-conditioning and private en suite bath loaded with toiletries. There's internet access and television with a hospitality station in premium & executive rooms serving fruits in the evenings.

#### PROPERTY FEATURES AND AMENITIES

Laundry services, outdoor swimming pool, outdoor event space, hiking trails, games grounds, table tennis, volleyball court and pool bar. There's a large car park.

#### TIME TO EAT

The restaurant offers a limited but delectable menu of a mix of Ghanaian cuisine with a continental flavour every day of the week.

The restaurant is an airy space with roofing and open sides close to the river next to the swimming pool. It gives a charming river view while enjoying your authentic dishes. Bar serves a variety of cocktails and assorted wines in a relaxed bar.

#### CONVENTION CENTRE

A large modern conference room accommodates up to 200 heads. Comes with

audiovisual systems, including audio systems, microphones, slide and overhead projectors, VCRs, flipcharts and lecterns are also available on request. Also available, smaller meeting areas ideal for groups from 10 to 40 can be created on the grounds for plenary sessions

RATES From Gh4350/night

CONTACT [hospitality@mekandilresort.com](mailto:hospitality@mekandilresort.com)

# BRANDING

## LOGOS



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## FONTS

### STRETCH

Helvetica Neue LT St

## COLOURS



#FF4616



#146D3C



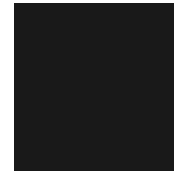
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PICTURES



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# FARM ACCRA

PICTURES

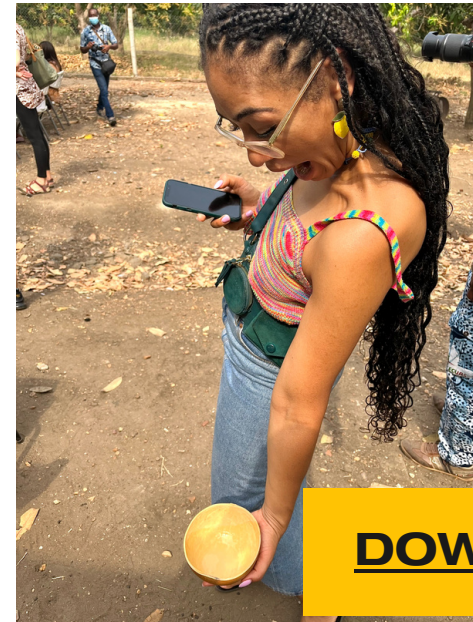


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# EVENTS

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# YOUTH IN AGRIBUSINESS

## PICTURES



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# CONTACT

**For any further inquiries please contact**



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