

Frozen Meat Imports in Ghana Markets, Compliance and Constraints



LlamiGh

Ghana Limited

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AGENDA

- Introduction
- Primary goals
- What we do
- Constraints
- Lessons Learnt & Recommendations





INTRODUCTION

A Ghanaian owned company that has been in the frozen food business for about 12 years.

We are engaged in the importation, marketing and distribution of frozen foods like poultry, beef and fish.



PRIMARY GOALS

- To be among the leading local producers of poultry and livestock to the Ghanaian market and neighboring countries.
- LlamiGh Ghana ltd aims at improving lives by constantly striving to provide exceptional value for its customers, employees and shareholders.



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WHAT WE DO

IMPORTATION

MARKETING

DISTRIBUTION

LABELLING

LIVESTOCK
FARMING



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IMPORTATION

- We import for ourselves and sell via our cold stores to customers around the country.
- We also import on behalf of our clients.



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MARKETING

- We can market products for new businesses who wish to enter the Ghanaian market.
- We have an extensive database of customers in the country whom we are able reach through our innovative marketing approach.



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DISTRIBUTION

- We have several Cold Stores across the city, and we also have links with several retailers where we distribute our products either through wholesale or retail.
- We also offer rapid delivery services.

LABELLING

- All consignment of frozen meat must have supplier address including country of supply, batch code, and net weight of the product.
- Shelf life , storage temperature,, handling instructions should be included in the label. The label should be in English or have English translation. Shelf life should be at least 60% valid during time of inspection at the port of entry.
- Halal products must be substantiated with valid halal certificates.



CERTIFICATION

As per terms of operations, the Foods and Drugs Authority (FDA) require that:

- All frozen meat importers must be duly licensed with the FDA
- Frozen meat to be imported must also be licensed
- The storage facility must also be licensed
- Health Certificates must follow every consignment
- Valid Ship Sanitation certificate must be available for inspection
- Crew vaccination records must be available.

CONSTRAINTS

- Most customers have issues with prepayment.
Payment methods (Prepayment, full payment, Cash against documents)
- US dollar exchange rate



Lessons Learnt & Recommendations

- Building effective partnership
- Introducing and adopting innovative payment terms
- Supply Chain mechanisms
- Niche Market
- ROI



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Conclusion



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THANK YOU

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