

# Company Profile



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## WHO WE ARE

Jaffa Agro Services Limited is an agricultural company committed to transforming Africa's agricultural sector through innovative sustainable agriculture solutions, market-based research, strategic advisory services, training, and business ecosystem solutions for sustainable growth.

We partner and collaborate with farmers' organizations and associations, non-governmental organizations, government agencies, multilateral and United Nations agencies, private companies, and financial service providers in conducting research, designing innovations, and developing programs that promote sustainable agricultural development.



Sustainable  
Agriculture



Innovation &  
Technology



Research &  
Development



Training &  
Education



Partnerships &  
Collaborations



Business Ecosystem  
Solutions

## Mission

Our mission is to transform Africa's agriculture through innovative, sustainable solutions, market-based research, strategic advisory services, training, and business ecosystem solutions. We aim to enhance productivity, preserve natural resources, and ensure long-term viability by promoting environmentally-friendly farming practices and advanced technologies. By understanding market trends and agricultural challenges, we provide data-driven solutions and expert guidance to optimize operations and drive sustainable growth. Our commitment to excellence and community engagement empowers farmers and stakeholders, creating lasting impacts on Africa's agricultural landscape.



## Vision

Our vision is to be the most trusted agriculture company in Africa, revolutionizing the sector through innovative and sustainable solutions. We aim to increase productivity, conserve resources, and ensure long-term viability by leveraging advanced technology and research. By building strong partnerships, empowering stakeholders with training and education, and actively engaging in community development, we strive to address the needs of the agricultural sector effectively. Our commitment to excellence, integrity, and innovation will solidify our position as a leader in African agriculture, ensuring food security, economic prosperity, and environmental sustainability for future generations.

# Core Values



## Integrity

Upholding honesty, transparency, and ethical behavior in all interaction and decision making processes.



## Excellence

Striving for excellence in all aspects of agricultural research, innovation, consultancy and services, maintaining high standards of quality and performance.



## Innovation

Fostering a culture of innovation of creativity to continuously develop new solution, technologies, and practices that address agricultural challenges and drive progress in the industry



## Gender Equality

We are committed to ensuring equal opportunities for all employees in recruitment, hiring, promotion, training, and leadership positions.

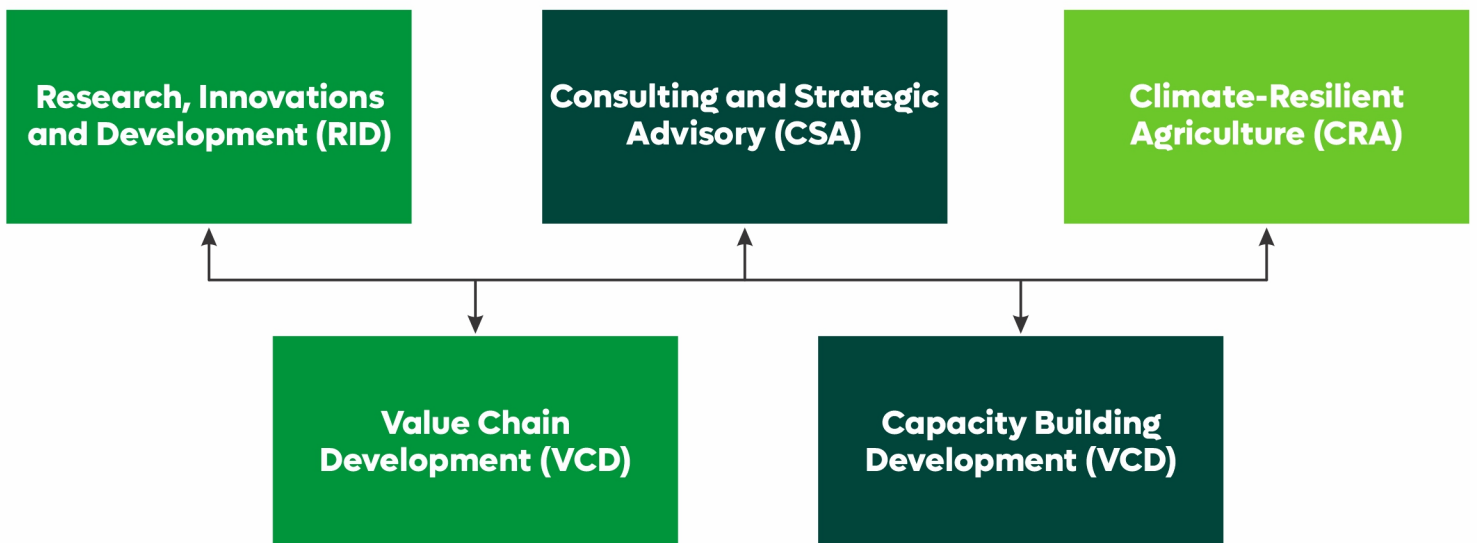




## Our Services

At Jaffa Agro Services Limited, we are dedicated to transforming Africa’s agricultural landscape through a wide array of comprehensive and innovative services. Our expertise spans across various facets of agriculture, ensuring that we meet the unique needs of our diverse clientele, which includes farmers, government agencies, agribusiness companies, NGOs,, and donor organizations etc.

### Our Core Services Includes:



## Research, Innovations and Development (RID)

We are committed to pushing the limits of agricultural knowledge and practices, leading the way in agricultural research, innovations, and development. Our research initiatives encompass a broad spectrum, from crop science, agroforestry, and animal husbandry to sustainable farming methods, soil and land management, food security, and nutrition.



We pioneer groundbreaking technologies and methodologies to enhance productivity, promote environmental sustainability, and foster resilience in global agriculture and livelihoods. Whether it's developing drought-resistant crops, implementing precision farming techniques, or harnessing the power of data analytics, we are committed to driving positive change.



Our organization is deeply committed to innovation. We foster a culture that encourages creativity and exploration, encouraging every member to think creatively and challenge the status quo. Collaboration lies at the heart of our approach; we actively engage with experts, scientists, and research institutions to pool our collective knowledge and expertise.



# Consulting and Strategic Advisory Services (CSA)

Jaffa Agro Services Limited provides agricultural consulting and strategic advisory services to a diverse clientele, including farmers, government agencies, agribusiness companies, NGOs, multilateral institutions, and donor organizations. Leveraging a wealth of experience and a deep understanding of the intricacies of the agricultural and economic sectors, our consulting services are tailored to address the unique needs of each stakeholder.



## Clientele

We serve a diverse range of clients, including;

- Farmers
- Government Agencies
- Agribusiness Companies
- Non-Governmental Organizations
- Multilateral Institutions
- Donor Organizations



With a team of experts, we collaborate with farmers to boost agricultural production in major areas such as crop selection, soil management, irrigation techniques, pest and disease control, post-harvest handling, animal health, and production. By leveraging our in-depth knowledge of agro-industry trends and best practices, we assist government agencies in policy formulation and strategy development on food security, rural development, and environmental sustainability. We provide agribusiness companies with strategic guidance on market expansion, product development, supply chain optimization, market research, and feasibility studies.



Whether entering new markets, diversifying product offerings, or streamlining distribution channels, we collaborate with NGOs and donors to design and implement innovative and impactful projects. These projects address critical agricultural issues such as climate change, food insecurity, and sustainable development.

## Climate-Resilient Agriculture (CRA)

We pioneer modern agriculture, specializing in innovative agronomy, climate-resilient agriculture, animal husbandry, aquaculture, agroforestry, and horticultural farming. Our commitment to sustainable practices and cutting-edge technologies sets us apart, particularly in climate-smart agriculture and nature-based solutions, where we adapt and thrive amidst changing environmental conditions.



Our animal husbandry practices reflect our commitment to ethical treatment, welfare, and health. To ensure the well-being of the animals under our care, we prioritize spacious living conditions, access to clean water and nutritious feed, and advanced health protocols. By promoting humane and sustainable livestock management practices, we enhance animal welfare and improve productivity and resilience against climate-related challenges.

In aquaculture, we implement eco-friendly systems that promote sustainability and biodiversity by carefully selecting species, managing habitats, and monitoring water quality. This approach creates resilient aquatic ecosystems and enhances the profitability of our operations while minimizing environmental impacts through species diversification and innovative farming techniques. Our horticultural farming practices emphasize controlled environment agriculture and sustainable production methods, utilizing greenhouse technology, hydroponics, and vertical farming to ensure year-round crop production while reducing water usage, pesticide use, and carbon emissions. By focusing on sustainable crop rotations, soil health management, and integrated pest and disease control strategies, we enhance the resilience and productivity of our horticultural systems.



We employ precision farming techniques in agronomy to optimize resource usage and enhance crop resilience. By leveraging data-driven insights, remote sensing technologies, and advanced agronomic practices, we can tailor our approach to the specific needs of each farm and crop type. From precision irrigation and nutrient management to integrated pest management and soil conservation, we empower farmers to achieve higher yields while minimizing environmental impact.



## Value Chain Development (VCD)

We are a key player in advancing agriculture value chain development. With a holistic approach to the entire value chain, we collaborate with farmers, suppliers, processors, and distributors to optimize processes and create added value at every stage.



We collaborate with suppliers to ensure a steady and reliable flow of inputs such as seeds, fertilizers, tools, and machineries. By forging partnerships with reputable suppliers and negotiating favorable terms with competitive prices, reducing production costs, and improving overall efficiency.

We assist processors in transforming agricultural commodities into value-added through technology transfer and product innovation to generate higher returns on investment.



Distribution and marketing are critical components of the agriculture value chain, we work closely with distributors, retailers, and market intermediaries to ensure that agricultural products reach consumers efficiently and effectively. By optimizing logistics, improving transportation networks, and leveraging digital technologies to help streamline the supply chain, reduce waste, and minimize environmental impact.

## Capacity Building Development (CBD)

We are a leading proponent of knowledge-sharing and skill development in the agricultural sector, offering a comprehensive range of training programs, workshops, seminars, and symposiums. Our capacity-building initiatives are tailored to meet the diverse needs of stakeholders across the agricultural value chain, including farmers, agribusinesses, government agencies, researchers, and NGOs.



By providing accessible and relevant training opportunities, we aim to bridge the gap between traditional knowledge and modern agricultural practices, ensuring stakeholders are equipped to meet the challenges and opportunities of the 21st century.

Our interactive and hands-on training programs allow participants to learn through practical experience and real-world examples. They learn about climate-smart practices, and new crop varieties, master precision farming techniques, and understand the latest advancements in pest and disease management, soil testing, fertility management, livestock handling, and post-harvest handling.



## CONTACT US!



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