



Ghanacoop

- Company profile -

Ghanacoop project

Ghanacoop project is born with a *reciprocity* purpose, aiming at involving Ghanaian migrants as active agents of their own economic and social development within the community in which they actually live and the one of origin in Ghana.

Ghanacoop is the the first social cooperative promoting the competences of Ghanaian migrants residing in the Province of Modena.



GHANACOOP – Oltrelab Cooperative Joint Group
33, Boito street - 41100 MODENA (ITALY)
Tel. / fax +39 059 279076
www.ghanacoop.it - info@oltrelab.it
VAT: 02994380364

Ghanacoop partners

Ghanacoop is constituted from 18 associates and, between these, from 15 Ghanaian citizens and 3 legal entities associates :

- Ghana Nationals Association, which represents all the Ghanaian migrants residing in the Province of Modena (around 400 people);
- Arcadia social cooperative, who studied and realized the process of start- up of Ghanacoop and participate with it, in the Oltrelab Cooperative Joint Group;
- Emil Banca, which is a cooperative credit institution situated in Bologna (Italy) is a non- permanent member of Ghanacoop.

COGNAI, the National Council of the Ghanaian associations in Italy, representing about 40,000 Ghanaian migrants is also partner of Ghanacoop.

Thomas McCarthy is both the president of Ghanacoop and of the Ghanaian migrants association residing in the Province of Modena.



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Ghanacoop Stakeholders

Ghanacoop has many stakeholders, which usually support the planning and the organization of activities :

- ✓ Emilia Romagna Region
- ✓ Province of Modena
- ✓ Municipality of Modena
- ✓ Municipalities of Castelfranco, Formigine, Carpi, San Cesario, Nonantola
- ✓ Confcooperative Modena Association
- ✓ Cisl Modena Association
- ✓ Oscar Romero Consortium, situated in Reggio Emilia
- ✓ IOM – International Organization for Migrations



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Ghanacoop works in many areas of activity :

- Trade, importing fruits and agricultural products from the country of origin and guaranteeing the TransFair certification;
- Agri-food production, managing its agric firm called “Migrants for Ghan-Africa” localized in the village of Gomoa Simbrofo, near Accra (Ghana);
- Tertiary sector, advising Ghanaian migrants on working opportunities and local market demand;
- Sensitization within local territory, promoting Ghanaian and sub-saharian culture and identity in Italy ;
- Social/charity sector, promoting solidarity actions and helping the poorest Ghanaian communities.



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Ghanacoop Trade in Italy

- ✓ Since March 2006, Ghanacoop has activated pineapples import flow and TFair certification under the brand “Miss Ghananas”. Actually, the product has been so successfully promoted through the direct tasting and the efficient marketing strategy within the commercial network of Leclerc -Conad company in Modena and Bologna, Coop Italia, Corno and Carrefour and continue to expand rapidly because of its social background.
- ✓ In the following months a feasibility study would assess the opportunity of diversifying and certifying agri-food productive references, including mangoes, bananas and dried fruits.



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Ghanacoop pineapple – the brand



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Ghanacoop Trade in Ghana

Since February 2006 Ghanacoop, through Ghanital cooperative mediation, has activated an agri-food export flow from Emilia-Romagna Italian Region to Ghana, including :

- ✓ Lambrusco wine produced by Coltiva Group;
- ✓ Parmigiano reggiano cheese produced by Parmigiano-Reggiano Consortium;
- ✓ Fruit - juices produced by Conserve Italia Group.



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Production sector of Ghanacoop

“Migrants for Ghan-Africa” constitution in the village of Gomoa Simbrofo (Ghana) intended to encourage sustainable and environment- friendly productive processes, preserving the social value of the TFair and organic - certified products (actually pineapples, mais and tomatoes), both at the international and local market level.



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From the present to the future of Ghanacoop

Since March 2006, the first Ghanaian pineapples with the trade mark of Ghanacoop, Miss Ghananas is being distributed in the major super markets of Modena and province.

In a few months, pineapples farming is expected to be done directly in the village of Gomoa Simbrofo in Ghana.



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Technical partners of Ghanacoop in agri-food trading activity

EmiliaFrutta cooperative in Modena:

technical-commercial and logistic assistance;

Fairtrade TransFair Italia:

transFair validation and certification;

El Tamiso cooperative in Padova:

advice in organic agriculture and natural food



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**Ghanacoop is a Transfair licensee
and can authorize TFair products
distribution.**



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Cultural and charity purposes of Ghanacoop

Ghanacoop is particularly involved in awakening to Ghanaian culture and promoting charity actions towards its own communities.

It has organized cultural and musical events at the provincial and national level in Italy, beginning from the party for the Ghana Independence Day on March, 11th.

It has realized a video called “5.5.5.” on Ghanaian diaspora processes in Italy and a book of verse called “Voices from Ghana”.

In collaboration with CSI Association in Modena and the football player Gyan Asamoah as privileged testimonial, it has distributed sporting accessories and clothes to poor young people in some villages in Ghana.



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Oltrelab Cooperative Joint Group

Ghanacoop is actually part of the Oltrelab Cooperative Joint Group, together with Arcadia and Oltrelab social cooperatives :

Oltrelab cooperative (leader), specialized in entrepreneurial start-up processes in Italy;

Arcadia social cooperative, specialized in entrepreneurial start-up processes in developing countries;

Ghanacoop social cooperative and

Ydea and Ghanital social cooperatives, respectively promoted in Albania and Ghana.



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