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Food Safety Improvements Result in \$9,000 Increase in Sales for Bangladeshi Agribusiness



KATHRYN FIEDLER, Fulbright Research Fellow, trained Parmeeda producers on fruit grading standards and good handling practices



"This project will provide us clear competitive advantage. We can showcase our process and get more trust from customers"

Mr. Abu Darda
CEO
Parmeeda Enterprise

Telling Our Story

U.S. Agency for International Development
Washington, DC 20523-1000
<http://stories.usaid.gov>

Abu Darda has a knack for technology, innovation and agriculture. Combining his passions, he established Parmeeda Agribusiness Limited, an online-based agribusiness that sells animal and plant-based foods. Abu's business struggled however, because he was reluctant to make investments that did not lead to immediate increased revenue, such as improving food safety and quality measures. As a result, his customers were unsure about the product's quality.

In 2019, Parmeeda partnered with the Farmer-to-Farmer Food Safety and Quality Program (F2F FSQ) to gain technical assistance and identify potential gaps in food safety. Using the Global Markets Program (GMaP) tool created by the Global Food Safety Initiative (GFSI), a global coalition dedicated to improving food safety, F2F FSQ staff first helped Abu and his employees understand their food safety gaps. Together they identified 62 non-conformities to the international standards outlined in the GMaP tool. F2F FSQ then mobilized an expert on fruit grading and Good Handling Practices, Kathryn Fiedler, to provide support and training target to Parmeeda's specific food safety needs. Ms. Fielder conducted training for Parmeeda's staff as well as its farmer suppliers, focused on grading standards, good handling practices, and marketing, monitoring and traceability systems. Parmeeda farmers have since improved their product standard and are receiving a 5-8% higher price than the market rate.

Now that Mr. Darda understands the the value of investing in food safety and quality, he has worked diligently and has so far corrected 30 of the identified non-conformities. These enhancements to infrastructure, handling and improved hygiene practices have resulted in increased shelf life and reduced loss. Coupled with a new more maketable label, Parmeeda has strengthened their brand value and widened their customer base and they saw an increase in sales of almost \$9,000 from the previous year.

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