



## SAMUEL NTIM-ADU

Samuel Kwame Ntim Adu is the founder and CEO of Yedent Agro Group of Companies Ltd, a leading agro processing company based in Sunyani that serves the industrial, institutional and household markets. He is an alumnus of Kwame Nkrumah University of Science and Technology, and holds a degree in Economics and Geography, a Post Graduate Diploma in Management from Henley Management College, UK and an Executive Masters in Business Administration from GIMPA. Kwame is a

Christian and married with four (4) children.

Kwame has deepened conceptual and practical knowledge in Agri and food business management from three leading America Universities in these fields. He is a Cochran fellow in food business and safety from the Michigan State University, an alumnus of Purdue University in Agri business financing as well as an alumnus of Stanford SEED in business management.

Yedent Agro Group is an award-winning Ghanaian company recognized for its leadership role for global food security with soy protein. Yedent has met the United Nation's World Food Program's rigorous food safety standards and other requirements under the WFP Enhanced Nutrition and Value Chains in Ghana Projects (ENVAC) with a grant of \$800,000 as well as technical assistance support to construct its new cereal plant from where products for WFP are produced. As a result, Yedent now supplies Tom Vita X and KOKO Plus fortified soy-based cereals to WFP programs that combat malnutrition in rural Ghanaian communities.

Yedent's ready-to-eat KOKO Plus is about 50% soy and is fortified with 13 vitamins and minerals. Tom Vita X is about 48% soy-based and also fortified with 18 vitamins and minerals.

Samuel launched the company in 2004. After learning of how other sub-Saharan African entrepreneurs worked with WISHH, he was eager to sign a memorandum of understanding with WISHH in 2016. Samuel quickly tapped into WISHH's educational opportunities and became a familiar face at WISHH's trainings that received support from the U.S. Department of Agriculture Foreign Agricultural Service as well as state soy checkoff programs.

WISHH has assisted Yedent in business management as well as development of new products and education of consumers and decision makers about the company's high-quality and affordable soy-based foods. In 2021, two of Yedent's soy-based fortified foods gained approval to bear the Obaasima logo seal, a Bill and Melinda Gates Foundation-supported program to differentiate nutritious foods in Ghana. Obaasima was the first front-of-pack seal for fortified foods in the country and is tailored to promote good nutrition for women and children.

Yedent also collaborated with WISHH to expand into feed production, including setting up a feed testing laboratory through WISHH's USDA Food for Progress Project AMPLIFIES (Assist in the Management of Poultry and Layer Industries with Feed Improvement and Efficiency Strategies). WISHH and Yedent both recognize that eggs provide much-needed protein at an affordable cost.

As demand grows for eggs, demand also rises for soy as an important poultry feed ingredient. This work aligns with the International Fund for Agricultural Development program with the Ghanaian Ministry of Agriculture. IFAD's Ghana Agricultural Sector Investment Program, which links smallholder farmers to agribusinesses like Yedent that want to buy their grains for livestock feed. GASIP has benefited farmers who sell to Yedent by giving them access to improved seeds, subsidized fertilizers and farm equipment.