



ANNUAL REPORT

2024

From
Africa To
The World



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About us

Welcome to AfriCert Limited!

Founded in Kenya in 2003, AfriCert Limited opened its doors in 2004. Since then, the company has brought on board subsidiaries in Ghana (2010) to serve Anglophone West Africa countries, Côte d'Ivoire (2018, relaunched in 2023) to support Francophone countries and in Rwanda (2022) to bring services closer to the Great Lakes Region.

AfriCert Limited is a leading Certification Body committed to excellence, consistency and impartiality in upholding the quality standards set by the various standard owners. Over the years, we have become a trusted name in trade facilitation by staying true to our core values of integrity, professionalism and respect.

AfriCert Limited is accredited under ISO/IEC 17065 to offer certification under various schemes e.g., GLOBAL G.A.P, Rainforest Alliance 2020 Sustainable Agriculture Standard (SAS 2020), Regulation (EU) 2018/848, and 4C. We also provide verification services for Cotton Made in Africa (CMiA), Starbucks C.A.F.E, Better Cotton Initiative, NKG Verified, and AT Source. With an internationally qualified workforce that is passionate about excellence, we bring expertise, innovation and a personalized approach to every assignment.

Our mission is to drive positive change in the agricultural industry, creating value for producers and their communities, professionals, and consumers. We strive to ensure that African products remain sustainable and meet the standards needed to access global markets. Truly, we facilitate movement of products "From Africa to the World."



Mission

To provide competitive and impartial product and process assurance services to producers and processors locally, regionally and internationally for market access and sustainability



Vision

To provide timely and professional product and process assurance services that leads to value addition for customers and contribute positively to the growth of AfriCert.



Core Values

- ★ Integrity
- ★ Professionalism
- ★ Respect

BOARD OF DIRECTORS AND MANAGEMENT MEET THE BOARD



Mr. Zabby K. Chege
Group Chairman



Mr. Geoffrey Wathigo (HSC)
Group Finance Director



Mr. Anthony Nderitu
Managing Director



Mrs. Betty-Ann Mboche
Director



Mrs. Aude Ellen
Independent Director,
Cote D'Ivoire



Mr. John Karanu
Independent Director,
Kenya



Mr. Kofi Addo
Independent Director,
Ghana

FORWARD FROM THE CHAIRMAN

Dear stakeholders,

I am thrilled once again to present the year 2024's Annual report for AfriCert Group in my capacity as the Group Chairman.

Over the years it has been a great honor to preside over the Board of Directors in offering policy guidance to the management and members of staff. To-date, the company has grown steadily under a very uncertain economic environment in all our areas of operation, but I am delighted to state that we are now gearing to cement our presence in about 35 African countries.

It is also exciting to note that in the coming year, our journey towards being a truly global Brand shall become a reality after new Scopes in Indonesia and Papua New Guinea were added to our portfolio. At the same time, plans to make a return to Ho Chi Minh City in the Socialist Republic of Vietnam are underway and in order to serve our new clients better, AfriCert Ltd, will establish a new local company either in Europe or Australia.

In addition, to render efficient service to our clients, our staff cohort has increased to about 130 across all our Units in Africa which number is set to increase once we spread our wings out of Africa. I therefore commend all members of staff for their dedication to duty despite the usual business challenges that are evident in any fast-growing enterprise.

I also wish to pass my gratitude to members of the Board namely: Geoffrey Wathigo HSC, Betty-Ann Mboche, John Karanu and Kofi Addo Moti who have dedicated their invaluable time to grow the business. I am also pleased to announce that a new director Ms. Aude-Ellen Coffie Kpalou a resident of Abidjan, Cote d'Ivoire has accepted to join the Board from January 2025.

Finally, I wish you all a happy new year, may the year 2025 be what we pray for.

Yours sincerely;
Mr. Zabby Chege
Group Chairman



MEET THE MANAGEMENT



Admin, Technical and Assistant Managers



Admin, Technical and Assistant Managers

A NOTE FROM THE MANAGING DIRECTOR

“

2024 is the year in which many country scopes that we operate in faced significant challenges. A year marked by little-to-no economic progress, depreciation against major currencies, rising inflation, the impact of the Russia-Ukraine war, and negative effect of climatic changes. However, I am encouraged that we have delivered good value to our shareholders. We experienced a slowdown in the first half of the year as businesses exercised caution over their expenditure budgets, but demonstrated resilience to make considerable recovery in all companies in the second part of the year. Another challenging item was our client's diminishing incomes, but their demand for quality services has remained consistent. In response, we have continued to train and rely on local talent in all country scopes in an effort to manage variable costs tied to travel and international subsistence allowances.



Opportunity Watch

We are pleased with the growth of our service range which has contributed to overall business and capacity growth for the Certification Body. We will be targeting service bundling, a strategy that will present more options for some of our clients who target several export destinations. EU Organic Standard according to Regulation (EU) 2018/848 has also demonstrated strong potential in the Great Lakes Region and is considered a key driver for future growth. There is still untapped potential in ISO 9001:2018 in sectors such as: beverages, manufacturing, mining, hotels, and tourism. Global Organic Textile Standard (OTS) that targets processed organic fibers is a potential addition to our portfolio.

Ethiopia is often regarded as business-ready owing to its big and growing population, a young workforce, and potential for development in sectors like textiles and agriculture, although there are concerns around political stability, security, and currency depreciation. It's a market of interest in the medium term.

I am grateful to the Board of Directors for its wise guidance and oversight. I also extend gratitude to the management and staff of the AfriCert Group for their unwavering commitment and dedicated effort without which we couldn't have registered the progress highlighted above. In particular, I recognize and appreciate our clients for their belief and loyalty to our brand and services. The business has thrived because of your trust. I take this opportunity to wish you a fulfilling new year.

With gratitude,
Anthony Nderitu
Managing Director

A MESSAGE FROM THE C.O.R.M CHAIRMAN

“

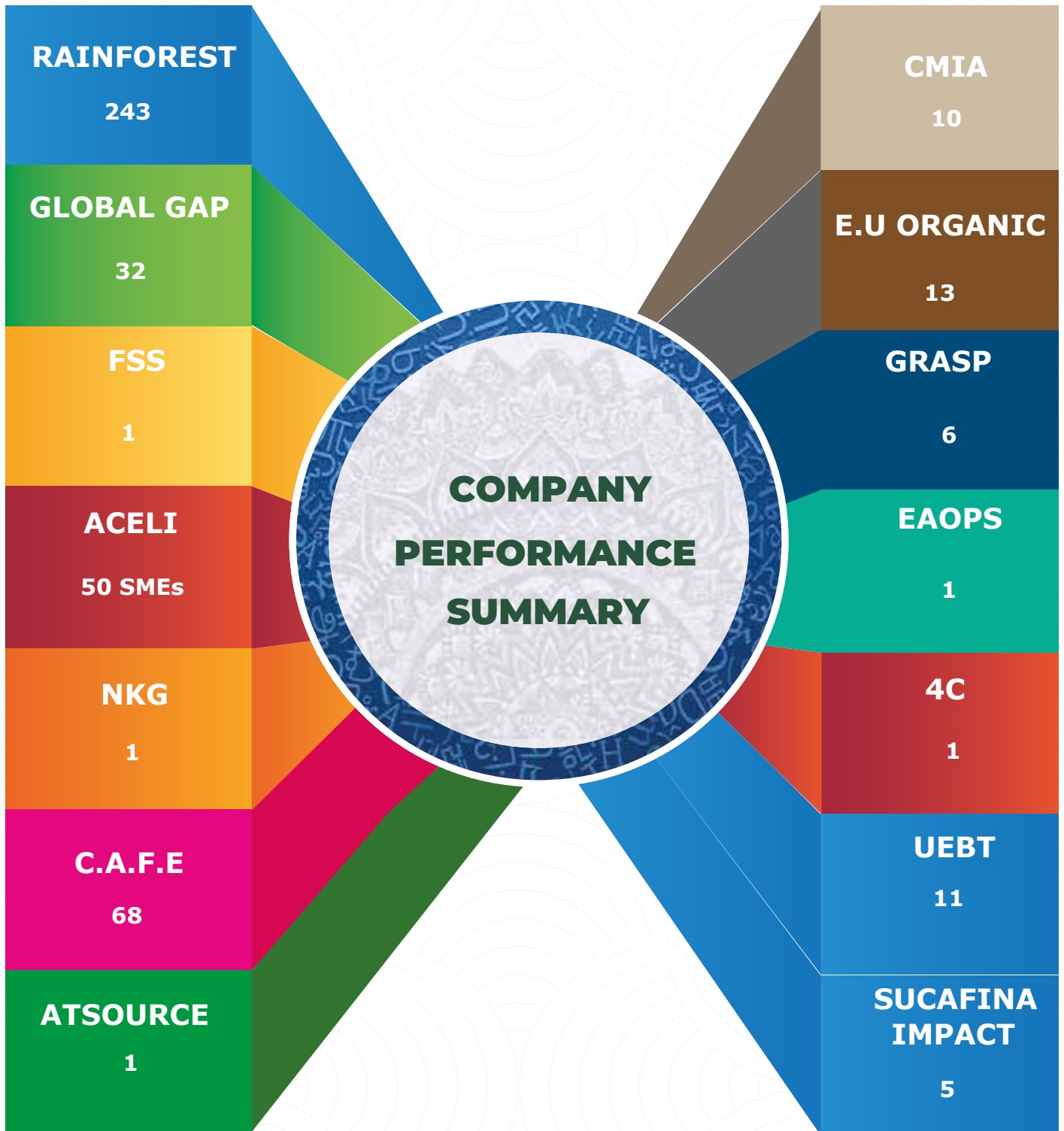
As we come to the end of the year 2024, on behalf of the C.O.R.M. and on my behalf, I wish to recognize the great efforts made by the Board, management and employees of Africert Limited in steering this great organization to even greater heights in the midst of many global and local challenges. Your unwavering support for this committee for the last one year is greatly appreciated.

I wish to also commend the team of dedicated C.O.R.M. members who have freely shared their knowledge and experience in executing the activities of C.O.R.M. in the year 2024. As a committee, we wish the entire Africert fraternity a prosperous year 2025.

Dr. Peter Kahenya K., PhD
CORM Chairman



PORTFOLIO OF SCHEMES, 2024



UEBT
CERTIFIED



GLOBALG.A.P.



ACELI

COMPANY PERFORMANCE SUMMARY, 2024

RAINFOREST ALLIANCE

There has been an increase in the client portfolio in Kenya, Ghana, Cote d'Ivoire, DRC, and Ethiopia country scopes. Overall, 243 Certification and surveillance-1 licenses have been processed in the Rainforest Alliance Certification Platform (RACP). The scheme has had marked improvement in managing certification timelines, improved capacity across all offices with a hybrid system of staff and consultant auditors registered and approved in the RA Database. The focus in 2025 will be: client retention, and timely management of internal processes. Expansion into new country scopes is also prioritized to grow the business.

GLOBAL GAP

The company successfully audited over 32 clients under Global G.A.P. IFA, Chain of Custody, and GRASP. The key achievements include maintaining accreditation status and qualifying additional auditors, thereby expanding the internal capacity to manage the scheme.

C.A.F.E PRACTICES

The company has registered a 68% increase in the number of applications claimed within the VRS with a majority of clients in Ethiopia, Malawi, Kenya, Rwanda and Tanzania.

ACELI CLIMATE AND ENVIRONMENT

In 2024, the Project had targeted to conduct 70 missions; mainly in Tanzania, Rwanda, and Kenya. The team composed of four (4) qualified auditors have been able to work towards achieving the set target. In the coming year, a few adjustments are expected in the scope of the operations but the team is fully equipped to maintain excellence in service delivery.

NKG VERIFIED & SUCAFINA IMPACT

The scheme continues to achieve meaningful progress in ensuring quality service delivery to cross-border clients spread across Kenya, Uganda, Tanzania, Rwanda, and Burundi. In 2024, a total of 6 inspections have been done; 5 under Impact and 1 under NKG verified.

E.U ORGANIC

The year has been marked by steady performance and growth in our certification activities under the EU Organic scheme. To close the year, the company received the five-year accreditation for ISO/IEC 17065:2012 for Regulation (EU) 2018/848 on organic production and labelling of organic products and relevant delegated and implementing acts. This accreditation covers 16 country scopes within the African continent.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

The bespoke Customer Relationship Management (CRM) system was conceptualized internally with the intention of bringing predictability to the certification process and is set to be launched on 16th January 2025. By automating key tasks, the system will streamline workflows, ensuring greater accountability and transparency at all stages of the process. With real-time tracking and customizable alerts, the system will make it easier to meet deadlines and manage tasks optimally with minimal supervision. This level of automation will reduce human error, delays, and address documentation gaps, effectively paving way for an efficient and reliable certification process.

In addition, the CRM will generate detailed, customizable reports, giving management valuable insights into performance, progress, and trends. These reports will save time by eliminating manual data entry and can be scheduled to ensure that key stakeholders always have access to the most current and accurate information. By providing clear, data-driven updates, the system will help improve decision-making, foster better communication between departments, and ultimately enhance the overall efficiency and speed of the certification process.

IOAS ACCREDITATION

On December 2, 2024, the IOAS Accreditation Committee granted AfriCert Ltd. re-accreditation for ISO/IEC 17065:2012, covering the GLOBAL GA.P. scheme and EU organic standards. The accreditation is valid for 5 years effective 30th January, 2025. Under the GLOBAL G.A.P Scheme, AfriCert is accredited for Integrated Farm Assurance (IFA) v6 - Plants Smart Edition and Chain of Custody (CoC) v6 (2022). The IFA scope includes options for individual producers, multi-site producers, and grower groups with Quality Management Systems (QMS) for products such as fruits, vegetables, hops, and flowers/ornamentals.

For the EU Organic Standards, AfriCert's re-accreditation includes unprocessed plant products and processed agricultural products for food use, excluding wine, assessed under Regulations (EC) 834/2007 and 889/2008. Additionally, a new accreditation scope was approved under Regulation (EU) 2018/848, covering grower groups and individual operators for unprocessed plants and processed agricultural products, including aquaculture products. This accreditation highlights AfriCert's expanded scope and its continued compliance with international certification standards.

ENVIRONMENTAL AND SUSTAINABILITY REPORTING

Sustainability Reporting

Our commitment to environmental sustainability is reflected in our ongoing efforts to operate responsibly and mitigate our ecological footprint. Through our environmental and sustainability reporting, we strive to transparently share our progress, initiatives, and goals with stakeholders, promoting accountability and continuous improvement.

Ethics, Governance, and Impartiality

Governance at AfriCert is led by a dedicated Board and management. The Committee of Related Members (C.O.R.M), ensures impartial certification processes and mitigates potential conflicts of interest. Our ethical framework emphasizes compliance with all legal and statutory requirements, leading to excellent technical performance. Our commitment to integrity reinforces client trust and positions us as a leader in the certification field across Africa.

Environmental Commitments

In response to climate and environmental challenges, AfriCert has initiated measures aimed at becoming a net-zero carbon emitter by 2050. Such measures include implementing paperless operations by adopting digital data collection tools and e-signatures as well as recycling obsolete materials in partnership with local industries.

Our Impact and Initiatives

We have established subsidiary offices across Africa to support local talent and extend certification services to more communities. These offices provide clients with accessible, culturally-aligned services, thereby enhancing the economic impact on local communities and creating job opportunities. With 23 African countries in our portfolio, we support agricultural value chains that reward certified produce, enabling smallholder farmers to benefit from improved livelihood.

Stakeholder Engagement and Collaborative Partnerships

AfriCert values stakeholder collaboration which is essential to our sustainability objectives. We engage with employees, local authorities, government bodies, investors, and clients to ensure transparent and inclusive decision-making. Strategic partnerships with institutions like the African Fine Coffees Association (AFCA) and Kenya Plant Health Inspectorate Service (KEPHIS), among others, has enabled the company to expand its reach beyond market driven sustainability standards. These partnerships boost African farmers' access to niche markets, creating more significant opportunities and market resilience.

Customer-Centric Approach and Digital Transformation

AfriCert prioritizes customer satisfaction as a core performance indicator. We strive to enhance client experience through combined audits, which reduce cost and simplifies the certification process. Our digital transformation journey includes the customer relationship management (CRM) tool for centralized data storage and a bespoke resource planning system. This tool will ensure real-time data capture and improve decision-making, ultimately supporting sustainable and efficient operations.

HUMAN RESOURCE CAPACITY

HUMAN RESOURCE

In 2024, the Human Resources department has played a pivotal role in supporting the organization's growth and success. Key highlights include: staff development in successfully implementing training and professional development programs as well as ensuring continuous skill enhancement across departments.

We have strengthened our technical and administrative team by 23%; a reflection of our commitment to efficiently serve our clients. The total staff composition is one hundred and thirty (130) with technical staff being one hundred and four (104) and twenty-six (26) administrative staff. The Human Resource department remains committed to fostering a motivated and well-equipped workforce, positioning the company for continued success in 2025 and beyond.

APPOINTMENTS

As part of our commitment to maintaining robust leadership and ensuring the continued success of the organization, we are pleased to announce the following appointments made during the year:



Mr. Remy Murwanashyaka

Appointed as the Country Manager, Rwanda. Mr. Murwanashyaka will oversee operations in Rwanda, Burundi, and the Democratic Republic of Congo (DRC). In this role, he will focus on leveraging his extensive knowledge of the regional market to strengthen our market presence, drive growth while ensuring alignment with the company's goals.



Ms. Janet Maundu

Appointed as the Training and Compliance Manager to be based in Kenya. Ms. Maundu is a seasoned professional and brings a wealth of expertise to this critical role. Her focus will be on ensuring compliance, enhancing training programs, and supporting operational excellence across the organization.



CORPORATE VISIBILITY

The company is committed to corporate social responsibility (CSR) as an integral part of its operations. We believe in contributing positively to society and the environment by implementing responsible business practices that reflect our core values.

We support and invest in local communities through initiatives that address social issues, promote education and support underserved populations. This year we offered our support to Kenya Society for Deaf Children reflecting our dedication to fostering inclusive education and community development.

Corporate Social Responsibility Photo



CUSTOMER SERVICE WEEK 2024



Customer service week was successfully held from 7th to 11th October 2024, celebrating the theme "Above and Beyond". This theme underscored our commitment to foster exceptional service, exceed expectations, and foster strong relationships with our customers.

Throughout the week, we held customer appreciation initiatives whereby we had an opportunity to meet various customers with personalized messages and gifts reinforcing our appreciation for their continued trust.

CLIENTS REVIEW

"First of all, on behalf of Primrose, we would like to express our sincere appreciation for your exceptional customer service. Your dedication to providing a positive and helpful experience truly stands out. As Primrose, we have had a good time with AfriCert. We have been working with AfriCert since 2021 till now and we had never faced any problem from your services. The audit team was very professional & experienced. The customer service team (Finance, Admin, Application reviewer etc.,) went above and beyond our expectation. They were very active to reply to all our communications (Email,WhatsApp etc.) They were very cooperative and kind and were so pleased and we enjoyed the services! We are planning to bring all our programs including RA to AfriCert by next season. Thank you for your exceptional customer services. We Appreciate all your kind cooperation. Keep up the good services."

**PRIMROSE COFFEE -
EJIGU ABEBE**

"Our general experience with you has been good and mutual Audit processes have been objective, reports and licenses/certificate timely"

**Kakuzi PLC -
William Abere**

"The service from AfriCert was excellent in terms of time respect, better cooperation, better communication etc leading to our business sustainability."

**Rwanda Trading
Company -
Valentin Hakizimana**



PICTORIAL

THE BOARD



**NAIROBI STAFF
AFRICERT KENYA**



**KIGALI STAFF
AFRICERT RWANDA**



**ABIDJAN STAFF
AFRICERT COTE D'IVOIRE**



**ACCRA STAFF
AFRICERT GHANA**



**KUMASI STAFF
AFRICERT GHANA**



STAFF VIEWS

"Joining AfriCert as a HR & Admin Officer has been an incredibly rewarding and transformative experience. From day one, I was embraced by a supportive, collaborative team whose inclusive culture and genuine enthusiasm immediately made me feel welcome, valued, and empowered to deliver my best. I look forward to continuous learning and professional growth, inspired by the exceptional talent and dedication of my colleagues. Together, I am confident that we will cultivate an engaging, high-performing workplace and drive impactful results that advance the organization's vision and goals. "From Africa to the World"

Patrick iyamuremye
(Kigali, Africert Rwanda)

"Working at AfriCert has been such an exciting adventure! I have been fully mentored in the journey to thrive as my best self. I've been exposed to an environment where I feel a sense of purpose. I really appreciate the aspects of team collaboration and respect for all that AfriCert encourages. I can never thank the team enough for the support accorded!"

Martha Nyakinyua
(Nairobi, Africert Kenya)

"Working as an Account Assistant at AfriCert has been an enlightening and enriching experience. The role has provided me with a deep understanding of financial principles and the certification industry. Collaborating with a dynamic team has allowed me to learn the intricacies of the certification process, and I've found great satisfaction in ensuring the accuracy and integrity of financial records. The supportive work environment and the opportunity to engage with diverse clients have made my time at AfriCert not just a job, but a rewarding journey of professional growth."

Eunice Otchere
(Kumasi, Africert Ghana)

"It is so wonderful to work at AfriCert Ltd. The Management and co-workers are very supportive. I love AfriCert Limited's induction program that makes you feel at home when you join the company for the very first time. At AfriCert Limited, there is always something new to learn and challenges to tackle that will stretch your adaptability and decision-making."

Dominick Bohan
(Abidjan, Africert Cote D'Ivoire)

OUR LOCATIONS AND CONTACTS



AFRICERT KENYA LIMITED

Plaza 2000 1st Floor,
East Wing Mombasa Road
P.O Box 74696 - 00200
Nairobi, Kenya.
+254 715 041 339



AFRICERT CÔTE D'IVOIRE LIMITED

7eme Tranche, cocody,
Lot 289, Boite 06 BP 914,
Bj 06 Abidjan, Côte D'ivoire
+225 753 07396



AFRICERT RWANDA LIMITED

MGM Plaza 5th Floor
Kg 8 Ave, Nyarutarama Cell,
Reremrasector, Gasabo District,
Kigali, Rwanda
+250 791 292 092



AFRICERT GHANA LIMITED (KUMASI)






Near Agroecom 1st Floor Dr K Addo
Kuffor Avenue Dakodwom
Kumasi, Ghana
+233 242 027 399



AFRICERT GHANA LIMITED (ACCRA)

11 Digya- Lane Ga-153-5101
Accra, Ghana
+233 054 518 9127

Reach us on

-  www.africertlimited.co.ke
-  info@africertlimited.co.ke
-  @AfricertLtd
-  @AfricertLtd
-  Africert Limited



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