



# Promoting Sustainable Consumption and Production practices (SCPs) in the mango value chain

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In April 2019, Green to Grow organized a workshop on mango value addition for 26 Micro Small and Medium Enterprises (MSMEs) in Kenya's mango value chain. During the workshop, beneficiaries MSMEs learned green practices in value addition and how to incorporate sustainable consumption and production practices and green technologies in the production of value-added products.

The project Green to Grow: A Revenue Generation Approach for Sustainable Consumption and Production Dissemination in Kenya is part of the European Union-funded Switch Africa Green programme whose main objective is to support African Countries in the transition towards an inclusive green economy, while generating growth, creating decent jobs and reducing poverty.

Beneficiaries MSMEs from Machakos, Kitui, and Makueni, semi-arid mango producing counties in Kenya, were taught eco-friendly skills to process value-added products such as mango jam, mango concentrate and mango juice. These products will increase their profit margin and reduce post-harvest losses which accounts for 40 percent of the total harvest.

The workshop provided the skills to improve efficiency along the whole mango value chain, while reducing costs and making mango producers more competitive in the local, regional and international markets. Guidance on quality considerations in raw product used and food hygiene was also given in order to insure food safety.

By the end of the training, participants had successfully processed and packaged three products from the mango fruit: mango jam, mango concentrate and ready to drink mango juice.

There was upbeat enthusiasm among the MSMEs present in realizing that profitability of their ventures can be improved through such a less costly investment. The facilitators encouraged MSMEs to adopt sustainable consumption and production practices and technologies that will reduce post-harvest losses and the environmental footprint of their businesses, while increasing profit margins, and strengthening their ability to compete in local and international markets.

The adoption of sustainable consumption and production practices will enhance MSMEs competitive advantage and will have a positive impact on the efficiency of their green business model and the quality of their product.

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