



Our core purpose:

Development through sustainable business



Our values ...

Gambian First

We will always buy locally first, providing greater market opportunities for local farmers.

Fostering Entrepreneurship

We will nurture local entrepreneurs, both in the field and in our office.

Customer Focus

Our priority is to provide the highest quality produce and services to our customers.

International Impact

We aim to expand our impact outside The Gambia's borders through our products, people, and principles; successfully integrating business and development.

Collective Responsibility

We will all work diligently towards our vision and goals always employing honesty and trust in our daily activities.



Vision: To harness the potential in the Gambia to foster development through sustainable business.



Long-term goal: To become an internationally recognised company with a strong track record of developing local management.



Short-term goal: To achieve profitability in 18 months.



Our **strategies** to achieve our goals are to:

1. Optimise our core business of local horticulture production to meet our year-round customer demand
2. Optimise operational effectiveness and efficiency
3. Build the right team and the right tools
4. Strategically pursue new market opportunities

GiG is...

- A horticultural sales & marketing business conceived as a partnership between Haygrove (a private UK business) and Concern Universal (an international NGO)
- A market outlet and distribution channel for small-scale Gambian farmers, helping to enable their transition from subsistence farming to commercial enterprise.
- An enterprise that provides a linkage between the rural areas and the tourist industry by supplying high quality locally grown produce to hotels and restaurants.
- An advocate for sustainable tourism development, though partnership with UK charity The Travel Foundation.
- A training and demonstration facility for both farmers and tourists, provided by the *GiG Farm*

GiG Slogan:

Helping Gambia Grow

What this means for our ...

Producers

Working closely with local farmers from planning and production to marketing, we provide opportunities for a stable income.

Partners

We work with international and local partners to share knowledge and promote economic growth.

Customers

We earn our customers' trust and respect by understanding and delivering what they need, when they need it.

Employees

We take pride in living GiG's values. Through our mutual trust and commitment to being the best, we create greater opportunities for all.