



# GHANAFAM.COM

## Welcome to the Ghana Family

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## GhanaFam.Com

<https://ghanafam.com/>

*GhanaFam* is a grassroot movement in Ghana initiated by Daniela Fuchs and Kwaku Akrasi. We believe that every person has an important contribution to make to the community. And it is the uniqueness of every person which brings the necessary diversity for a flourished and healthy society. *GhanaFam* is made to support the individual persons in exploring and expressing their creativity for finding solutions for problems in the Ghanaian society. This also includes giving the people the power, the knowledge and the self-confidence to take responsibility for their lives and their actions. The work of *GhanaFam* focus on the personal as well as the business development. Herefor *GhanaFam* is designed in two segments: the *GhanaFam Institute of Creativity* and the *GhanaFam international B2B Online Shop*.

### The GhanaFam Institute of Creativity

<https://ghanafam.com/institute-of-creativity/>

The *GhanaFam Institute of Creativity* is functioning as a non-profit organisation. It is not yet registered officially as an NGO as the necessary organizational and financial means are still absent.

The Institute's mission is to provide opportunities for people in Ghana to develop personally, artistically and economically. This is to be ensured through affordable courses, workshops and events. The focus lies on:

1. Self-sufficiency, financial stability and preservation of a healthy ecosystem through sustainable agriculture using Permaculture practices.
2. Providing information, consulting and training in business practices for profitable and sustainable business growth.
3. Offering art and music classes and DIY courses for children and adults. We also have to ensure the basic conditions for being able to attend and perform in the first place by providing tools, music instruments and catering and by partially covering transportation costs.
4. The *KalaBash Festival* as an annual event in the Eastern Region in Ghana, with the intention to tour internationally in the future. It serves as a platform to showcase products and art and to network and exchange ideas with customers, business partners and investors. In addition, the free online Business Directory also offers an opportunity to present products and services to the public.
5. Volunteering offers an opportunity to experience the Ghanaian culture and lifestyle, get to know *GhanaFam* and its members and to mutually enrich each other. Volunteering is possible in the fields of farming, handicrafts, art and music, natural healthcare, nutrition and personal development.
6. Tours are provided for tourists and other interested people to be able to experience the authentic Ghanaian life in the villages, dive into the amazing beauty of West African nature and learn about the culture and history of Ghana. The tours are an important source of income to be able to finance the charitable work.

### The GhanaFam Download & Ticket Shop

<https://download.ghanafam.com/>

The *Download & Ticket Shop* provides an easy way to purchase tickets for the *GhanaFam* courses, workshops and events. It also serves as a platform for Ghanaian artists and authors to sell their digital products which are music in mp3, e-books as PDF and videos in mp4 format. Donations can also be made by choosing your own price or buying tickets for donation.

## The GhanaFam International B2B Online Shop

<https://shop.ghanafam.com/>

With the *international B2B Online Shop GhanaFam* offers producers a possibility to sell their goods internationally. The shop covers the categories organic food, art and sustainable craft, fashion, jewellery and body care. Target groups are retailers, designers and food co-ops. Included in the service is storage, packing and shipping, customer service and purchase processing. The *GhanaFam international B2B Online Shop* is run by a sole proprietorship registered in Germany by Daniela Fuchs in collaboration with Erdfarben Enterprise registered in Ghana by Kwaku Akrasi.

### Still Eden Farms

The *Still Eden Farms* are located in Worawora in the Oti Region of Ghana. Currently, there are about 20 acres of farmland owned by Kwaku Akrasi and Daniela Fuchs which will be cultivated in organic agriculture with the principles of Permaculture. Part of the crops are meant for the local market, others for export. There are plans to acquire additional farmland. The farms are classified as follows:

#### Cocoa Farm

On the 4 Acre *Cocoa Farm* shall grow: Cocoa, Plantain, Pawpaw, Bamboo, Sugar cane

#### Moringa Farm

On the 7 Acre *Moringa Farm* shall grow: Moringa, Noni, Local Mango

#### Green Inn

On the 8 Acre *Green Inn Farm* shall grow: Avocado, Black Eyed Beans, Agushi, Calabash, Red Palmtree, Coconut, Pawpaw, Banana, Neem, local Mango, Lime. Also, the production site for dried fruits and herbs, oils and soaps shall be located here. It is planned to build up a small farming community as well as provide space for volunteers and workers.

#### Rice Farms

On the *Rice Farms* owned by the community shall be grown brown and black rice and it will be processed in the rice mill in Worawora.

#### Water Side

The land at the water side behind the mountains is not yet purchased. An area of 15 Acres shall be used for forest farming and as a destination for hiking tours.

## Current fields of activity

### Forming the GhanaFam Music Group

The group has the function to offer young people a possibility to express themselves musically, to learn to harmonize in a team and to gain an audience as an artist. Weekly jam sessions and rehearsals will be held from October until the time of the *KalaBash Festival*. A big challenge in forming and leading a music band in Ghana is firstly to ensure that the musicians show up at the appointment and they are secondly able to perform well. For this, the cost of transportation of instruments and musicians must be borne. Also, a caterer must be organized on site for food and drinks. We need monetary donations to cover the costs incurred.

### Organising the KalaBash Festival

<https://youtu.be/wiUt8Z0Blpo?si=uay2mo5fmZ5L4h83>

After focusing on “Organic Food in Ghana” the previous year, the *KalaBash Festival 2024* will be about “The techniques and principles of Organic Farming in Ghana”. On the 24<sup>th</sup> February 2024, we invite vendors with sustainable products made in Ghana and host a panel talk with experts on the mentioned topic. A live cooking presentation should help to better market exhibited products. Entertainment will be provided by the *GhanaFam Music Group* and other musicians using only African musical instruments made in Ghana. There will also be an art exhibition on the theme "My Greatest Wish." Ghanaian artists are invited to present their works.

Presentations on “First Aid Herbal Medicine” and “Snake Awareness” are planned as well.

*GhanaFam* wants to create an atmosphere that promotes exchange and invites to linger. The aim is to bring farmers, producers, investors, artists and art lovers together and thus create fertile ground for cooperation and new projects.

On the 25<sup>th</sup> February there will be the opportunity to attend to workshops. Currently planned are the workshops “Easy farming with the principles of Permaculture” and “Beadmaking”.

When buying the festival tickets online, guests receive the bonus of a free vegetarian meal and free camping in their own tent or under a canopy.

Sponsors are needed for covering the costs for transportation and catering for artists and other contributors as well as for advertising and documentation of the programme.

### Building an Art Gallery in Oyarifa

Two plots of land in Oyarifa owned by Kwaku Akrasi shall be made available to the *GhanaFam Institute of Creativity*. It is planned to construct ecological buildings made out of bamboo for:

- an art gallery
- open space for workshops and events
- a café
- a small shop with office and storeroom
- 1-room-huts as accommodation for the management, volunteers and employees
- Compost toilets and washrooms

A workshop on building with bamboo could be organized. An instructor with experience in the field would be needed for this.

Investors are welcome to support us with planning and constructing the facilities.

## Gold Coast Noni Drink & MuttiNature Prekese Syrup

The *GhanaFam Institute of Creativity* looks out for sustainable products that have already proven themselves on the local market to support the producer with consulting, marketing and international shipping through the *GhanaFam international B2B Online Shop*.

### Gold Coast Noni Drink

Gold Coast Noni is the brand name for the herbal products of J.A. Nyamekye Herbal Home/Ophelisco Enterprise. The company was founded in 2012 with the mission to help people to reach a healthy, long life. The product line includes Noni Cocktail Drink, Noni Pine Drink, Noni Tea, Noni Capsules, Noni Liquid Supplement and Sugarcane Molasses.

Gold Coast Noni was a sponsor for beverages at the *KalaBash Festival 2023*.

The CEO Ophilia Animah Archer took over the production after her husband died four years ago. Currently she is trying to build a new production site as the husband's family is forcing her to leave the husband's house. Production machinery and other equipment should be updated to maintain hygienic requirements and meet increased demand. Also, support with marketing is needed.

### MuttiNature Prekese Syrup

Find all information about the product in separated document.

Prekese (*Tetrapleura tetraptera*) is a tree that cannot be planted in monoculture but thrives only in community with other trees. The idea is to create a course for farmers who are interested in getting into forest farming. This course shall be developed in cooperation with the Ghana Permaculture Institute located in Techiman and guided by the PGS (Participatory Guarantee System) which is to serve as a guiding document for organic production in Ghana. In this way, organic and sustainable agriculture can be ensured and deforested farmland can be replanted. As a result, the farmers who act as suppliers for the product get an assured source of purchase. Other crops and trees, which are planted in company with Prekese, can provide another source of income, as well as a store of value in the form of wood. An important part of the course has to be bushfire prevention. It can also serve as a role model for other forest farming initiatives.

We are now about to assemble a team for marketing, scientific studies, funding and education.

## Europe Tour 2024

To find supporters for our projects, a trip is planned for July/August 2024. On this trip, Daniela and Kwaku give information events in the cities of Barcelona, Rome, Salzburg, Munich and Berlin. The aim is to inform about life in Ghana and the work of *GhanaFam* and to present the *GhanaFam* products which will be noni wine, red palmoil, agushi, hwentia, moringa powder, Prekese Syrup, millet, dried okro and calabash art works.

Interested people in these particular cities could help us finding free accommodation and locations for the presentation.

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