



Your Well-being, Our Priority

PROGRESSIVE LICENSING SCHEME AND BUY GHANA, LOVE GHANA CAMPAIGN

Presented by
RESEARCH AND PUBLICATION UNIT

OUTLINE

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- Objectives
- FDA's support to MSME's
- Impact
- Challenges encountered



Introduction

- Ghana's private sector currently consists of manufacturing, services, and agricultural industries, and more than 85% of these are Micro, Small and Medium Enterprises (MSMEs) contributing about 70% of our GDP.
- To support this vital sector, the FDA has implemented targeted initiatives to formalize, empower, and promote these enterprises in food and cosmetics manufacturing.

Progressive Licensing Scheme (PLS)

- **What is the PLS?**

A regulatory framework by the FDA to support Micro/Cottage and Small-Scale Enterprises (MSEs) in the food (excluding water), cosmetics, and household chemical industries by providing support in meeting regulatory requirements with ease and convenience without compromising on quality and safety standards.

- **Why PLS?**

Helps MSEs overcome challenges in product registration
Provides gradual regulatory compliance
Enhances public health, product safety, and traceability

- **Who is Eligible?**

Businesses with 1–5 production staff directly involved

- **Three-Stage Licensing System**

Pink (Level 1): Initial Compliance

Yellow (Level 2): Intermediate Compliance

Green (Level 3): Full Regulatory Compliance



Key Components of the Progressive Licensing Scheme

- **Phased Approach to Compliance:** The idea is to help small businesses improve their operations step by step, with each level reflecting greater adherence to safety and quality standards.
- **Entry-Level Licensing:** At the first stage, businesses are granted an initial license that allows them to legally operate under minimal regulatory requirements.
- **Capacity Building and Training:** This support includes guidance on GMP, quality control, packaging, labeling, and product testing.
- **Monitoring and Mentorship:** Businesses under the PLS are regularly monitored and mentored by the FDA.
- **Graduation to Full Licensing:** Once a business has successfully met all the requirements laid out for each stage of the scheme, it "graduates" to fully compliance.
- **Product and Facility Upgrades:** The scheme encourages businesses to upgrade their facilities and processes over time. By spreading out the financial and logistical burdens of meeting full compliance, it makes it easier for businesses to invest in better equipment, training for staff, and improvements to their production lines, to ensure they meet FDA standards in the long run.

The Buy Ghana, Love Ghana Campaign

The Buy Ghana, Love Ghana campaign was launched in 2020 as part of the implementation of the Progressive Licensing Scheme. As the initial activity, the FDA encouraged some A-rated supermarkets and malls to allocate special stands for the promotion of Made in Ghana products.

Objectives Of The Campaign

- To increase the awareness of the PLS and encourage registration of made-in-Ghana products
- To increase the number of locally made products in supermarkets and malls
- To encourage consumers to patronize locally made products to support our local industry

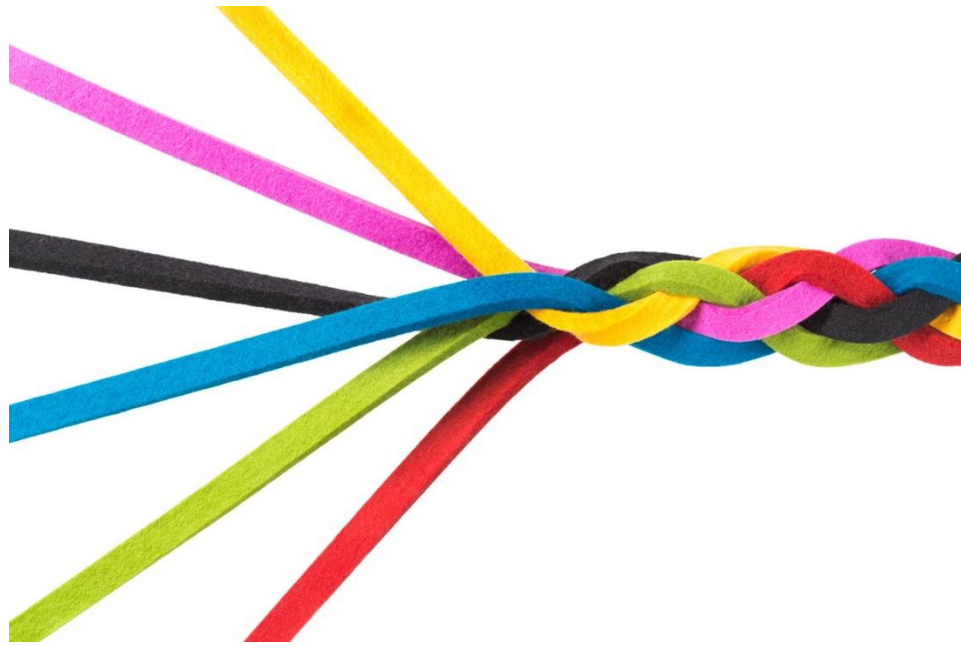


Specific Support to MSMEs

1. **Capacity Building:** As part of the PLS, the FDA provides technical support and training to help businesses understand and comply with regulatory requirements. This support includes guidance on GMP, quality control, packaging, labeling, and product testing.



Specific Support to MSMEs



2. Regulatory Harmonization:

Collaboration with the Ghana Standards Authority (GSA) to streamline certification processes, reducing costs and time for MSMEs.

Specific Support to MSMEs

3. Made-In-Ghana Sales: The FDA encourages supermarkets to organize month-long special Made-In-Ghana sales, for instance during festive occasions, intended to increase patronage and sales in made in Ghana products.



Specific Support to MSMEs



4. Promotional Efforts: Funding and airing of promotional videos to raise awareness of the BGLG campaign. As well as promotional activities at fairs and exhibitions across the country.

Impact

- **Enhanced Product Safety:** From 2019 till date, the FDA has licensed over 2,300 facilities and registered over 10,500 products under the PLS initiative. As these businesses have progressed through the stages of the PLS, the quality and safety of the products they produce have also greatly improved.
- **Facilitating Local and International Trade:** The PLS initiative has significantly improved market access for MSMEs, enabling them to not only thrive locally but also expand into international markets. Through capacity building and regulatory support, these businesses are now better equipped to meet international standards, enhancing their readiness to trade under the African Continental Free Trade Area (AfCFTA).



Impact

- **Promotional Activities:** The FDA has actively promoted the PLS initiative and made-in-Ghana products at key platforms, including manufacturers' associations, national fairs, and MSME-focused events such as the UNDP MSMEs Nimdee Series and the GIZ Annual Regional Network Conference for Enterprise Development and Employment Promotion. These efforts have increased visibility, stakeholder engagement, and support for local enterprise development.



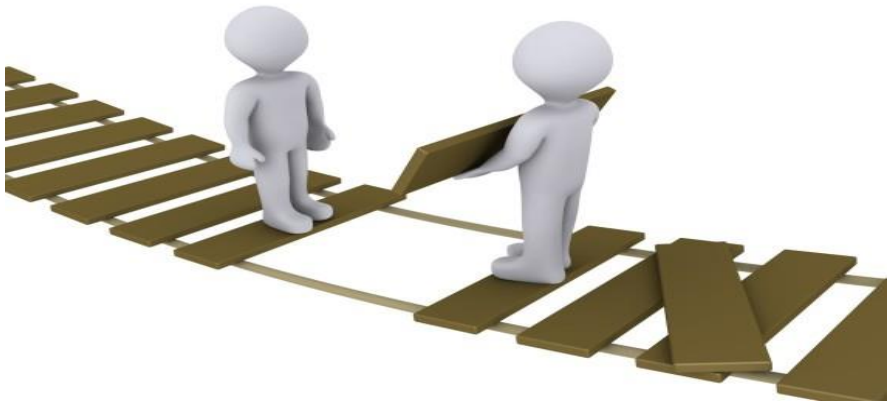
Challenges Encountered

- **Supply Constraints:** Some local manufacturers are unable to meet the demand of supermarkets
- **Barcode Issues:** Many local products lack barcodes, hindering acceptance in retail outlets.



Challenges Encountered

- **Merchandising Conflicts:** Resistance of some supermarkets to provide dedicated stands for made-in-Ghana products
- **Data Gaps:** Insufficient data on the proportion of made-in-Ghana products versus imported brands
- **Funding:** Lack of funding in promoting the campaign



Conclusion

- The FDA is dedicated to supporting SMEs and promoting made-in-Ghana products.
- The FDA aims to contribute to the growth of the national economy through enhanced local and international trade.
- The FDA encourages stakeholders to collaborate to achieve the aim of 60% Made-in-Ghana products in all retail outlets.



**CALL to
ACTION**

THANK YOU

**ANY QUESTIONS
PLEASE?**



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