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FARMER TO FORK: GROWING 'FORGOTTEN CROPS' IN AFRICA FOR EUROPEAN CONSUMERS

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Farmer to fork: Growing 'forgotten crops' in Africa for European consumers

By Flora Southey [↗](#)

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Food brand ZUVA is ensuring farm-to-fork traceability from its parent company's farms in Africa through to consumers' plates in Europe. "We have created a win-win situation for everyone participating in the value chain," says founder and CEO Carl Heinrich Bruhn.

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