

FAQ for Ghana Delegation Trip

**Why are AdFarm and Praxis Strategy Group hosts of the Ghana delegation?**

The two North American companies are co-founders of Praxis Africa, which will lead the implementation of Farm Channel and the National Food and Agriculture Show (FAGRO) in Ghana. AdFarm is a full-service marketing communications agency with strong connections within the Ag industry. Praxis Strategy Group is an economic research, strategy and development company. Praxis Africa is a unique enterprise that combines the specialties of each company.

**What is the purpose of this trip to the U.S.?**

The trip has two purposes:

1. To launch FAGRO and Farm Channel to North American agribusinesses. With greater international interest, FAGRO organizers hope to grow the show and help introduce more modern machinery, technology and practices to its nation’s agricultural sector.
2. To learn from North American agriculture. The delegates have visited with farm trade organizations, private businesses, government leaders and research entities to explore applications and lessons that can help build the country’s agricultural industry and infrastructure.

**What is the significance of FAGRO and Farm Channel launches to North American businesses?**

Exhibiting at FAGRO provides North American agribusinesses the opportunity to showcase their products in a country with an agricultural industry rapidly growing at a rate of 5.7 percent per year. Ghana is a stable democratic country that is expected to have one of the top ten fastest growing economies from 2011 and 2015.

With the launch of Farm Channel, North American agribusinesses know that Ghana is committed to developing its agricultural sector with modern production practices, technologies and equipment through the dissemination of relevant information that’s accessible to farmers.

**Why introduce FAGRO and Farm Channel to North Dakota?**

Besides the fact that AdFarm and Praxis have offices in Fargo, N.D., and Grand Forks, N.D., respectively, the Ghana delegation spent extensive time in North Dakota for specific reasons from which its members can learn:

* North Dakota produces a diverse mix of crops and is not dependent on two or three main crops similarly to Ghana.
* North Dakota’s government, education and private institutions supply the needed resources to support the diverse mix of crops grown in the state.
* Driven by agriculture (like Ghana’s economy), North Dakota’s economy has remained stable and relatively strong when the United States as a nation fell into a recession.