Presentation of Africajou

AFRICAJOU is a Senegalese limited liability company, founded in May 2006.

AFRICAJOU is committed to promoting the expansion of the cashew nut industry in West Africa. More specifically, it is dedicated to the development of cashew nut processing, which transforms a primary commodity into high added value products, such as cashew nut oil.

Our offer also includes other vegetable oils all from the African pharmacopoeia with valuable medicinal properties, such as Baobab, Moringa Oleifera, Neem or Sesame oil.

The project was born when AFRICAJOU's founders, Françoise BELLOSSI and Pierre BERGER, decided to move to AFRICA with the aim of developing and promoting the extraordinary wealth of the local pharmacopoeia, building a bridge between SCIENCE and TRADITION.

The objective is to allow people everywhere to discover the benefits of AFRICAJOU's African Earth Vegetable Oils - for their virtues have been known for thousands of years by the local populations who use them as food or cosmetics.

The efficacy of the AFRICAJOU African Earth Vegetable Oil range plunges its roots into the ancestral, authentic usage of these products. Guided by the knowledge of the local communities, we have been able to scientifically confirm the usage made of these oils in traditional medicine by analyzing their composition.

All of AFRICAJOU's vegetable oils are rich in unsaturated fatty acids and especially in oleic and linoleic acids, which endows them with high nutritional qualities and great cosmetic virtues.

Our two leading products are Cashew Nut Oil and Baobab Oil .

In keeping with the practices of Sustainable Development, AFRICAJOU works together with cooperatives and Economic Interest Groups (EIG) throughout West Africa, particularly in Senegal, Ivory Coast, Burkina Faso and Mali.

Relations with our producers are based on the principles of Fair Trade.

Our practices contribute to the creation of new employment opportunities and make it possible for various groups of women to generate substantial additional income for their families.

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AFRICAJOU thus helps preserve the environment and develop the plant processing industry, while more specially bringing a new impetus to the West African cashew nut industry as well as fighting both poverty and the rural exodus.