



PELICAN NEWS

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Introducing our new Dairy-Free Ice Cream



Blue Skies today launches the world's first Dairy-Free Coconut Milk Ice Cream made with Fresh Fruit.

Made with creamy coconut milk scooped and pressed from freshly harvested mature coconuts, our ice-cream is blended with the same fresh fruit that goes in to our prepared fruit salads to create a creamy, indulgent fresh-tasting treat.

Our ice-cream is available in three delicious flavours; mango and passion fruit, chocolate and orange and creamy coconut.

It is currently available to buy from Waitrose in the UK and will soon be available in Ghana and South Africa.

Turn to page 2 to read more about the journey of our ice-cream, from dream to tub...



20 years of Blue Skies

On the 26th February Blue Skies celebrated 20 years since it delivered its first ever consignment of fresh-from-harvest prepared fruit. To mark this historic milestone, a number of events were held, particularly in Ghana where it all began. Turn to page 2 for more...



BLUE SKIES 20TH ANNIVERSARY

1998-2018

From Dream to Tub

It has been years in the making, but finally we have launched our amazing new ice-cream. It's not by any means been an easy journey and there have been times when some wondered if it would ever happen, but thanks to persistence, belief and a whole lot of hardwork from some exceptionally dedicated people, we have been able to produce something that we can all be proud of.

It started with just an idea to create a dairy-free coconut milk ice-cream made with fresh fruit, and to make something that was far better than what anyone else could do. And so, ably led by Business Development Manager Lana Mo, work commenced to develop, tweak and perfect an ice-cream recipe that stood head and shoulders above the rest, and then build a factory and a new processing line that could blend all the ingredients to produce pots of icecream in volume to supply the retailers of the world.

It was something we had never done before but, just like 20 years ago when Anthony started Blue Skies, we made it work despite the doubters. In January 2018 our team in Ghana, supported by our technical experts, prepared for the first third-party audit of our new ice-cream line to the the Food Safety standard FSSC22000. They knew that if we did not pass, it would potentially jeopardize our ability to launch ice-cream. The audit took place and we not only passed, but we passed with flying colours, upholding our reputation for operating to the highest international standards for food quality and safety.

On the 15th of January at 0430 in the morning our first ever pallet of icecream was outloaded from our factory in Ghana bound for the port to be shipped to the UK. That very ice-cream can now be found on the shelves of Waitrose and will soon be available to buy in Ghana and South Africa. Like with all our products, each individual tub embodies the extraordinary love and care that goes in to making all our fresh-fruit creations. They are a result of the amazing people that make Blue Skies.



Above: At the FSSC22000 audit in Ghana



Above: The first pallet of ice-cream is despatched from the factory



Above: The first samples to arrive in the UK office

Celebrating 20 years in pictures...



Our delicious 20th Anniversary Cake



At our Thanks Giving Service on Sunday 25th



Celebrating after some 20th Anniversary Sports events in Ghana.



The UK HQ team celebrating with a Bring-and-Share lunch in the office.

Twenty Years in the Making

When Anthony Pile was fired from his last job for persisting with an idea that his employers dismissed as crazy, he decided to do the only thing he could think of - which was to do it himself. And so Blue Skies was born!

It seems hard to imagine exactly twenty years later that Blue Skies might never have existed had it not been for the hair-brained idea of a redundant pioneer and the unfailing support of all those around him. But here we are today, bigger, better and bolder than ever with many, many exciting years ahead.



Above: Our first factory being constructed in Ghana.



Above: the first container being loaded with fresh cut pineapple bound for the UK

Say Hello



Say Hello to Idiatu who works on our juice line in Ghana. Idiatu is pictured above with our best selling pineapple and ginger juicie,

Jolly Rebellion in Ghana



For the
LOVE of
FRESH

Our PR & Marketing Agency Jolly Rebellion visited Ghana this month to get a better sense of how Blue Skies operates and to support the local sales and marketing team

in the development of some new assets. Sophia, Cathy and Ila are pictured above with Joseph and Seth at Dormescho Mango farm near to Somanya.

The team were also able to come up with our new tag-line while travelling between farms in Ghana. The new line 'For the Love of Fresh' is intended as an expression of how we go above and beyond to deliver freshness!

Meet the Farmer

This month we meet Godfred Alimo of JT Mango Farm in Ghana



Godfred Alimo is the Managing Director of JT farms located in the North Tongu District of the Volta Region of Ghana.

In secondary School Godfred had a high affinity for fulfilling scriptures and was particularly taken by the verse in Genesis which says "Be fruitful and multiply, and fill the earth, and subdue it". This inspired him to enrol at an agricultural college where he studied crop science.

After college, Godfred went on to take over as a manager of The Brothers Farm which was then a 5 acre plot and grew it to become the 100 acre farm which it is today, and which produces some of the best mangoes each season which are sold exclusively to the Blue Skies factory in Ghana.

After several years of cultivation Godfred decided to pursue fish farming in addition to the mangoes and he has on several occasions been nominated for the best Fish Farmer of the year in Ghana. Having won the Best District and regional Mango Farmers awards several times, he was adjudged the National Best Fingerlings Producer in the 2016 Best National Farmers Award.

Godfred says that in spite of the difficult nature of agriculture, farming in the country is one of the best and most lucrative ventures when pursued with business in mind. His motivation is to remain a modest young farmer serving as a role model to young farmers in the country and beyond and that. He says he is eternally grateful to Blue Skies whose encounter has changed his perception and helped him fulfil his purpose in life. He looks forward to the day when farming will be accepted and embraced by all as a culture to propel the country's economy forward.

Power Up Your Day

Promotional Feature



Get a FREE Blue Skies Tropical Fruit Booster when you buy a 500g Rachel's Natural Organic Yoghurt. Only available from Waitrose Online. Offer ends: 26 March

In Loving Memory

It is with great sadness that we lost two people this month. George Bortey and Ophelia Dzifor, both from Ghana, passed away on the 25th of February. George was a long standing member of the team and had most recently worked in our ripening room, while Ophelia was part of our High Care team.

Our thoughts and prayers are with the families of George and Ophelia at this difficult time. They will always be remembered.

Ceremony marks start of 2018 projects



The official start of our 2018 Foundation Projects in Ghana have been marked by a Ground Breaking Ceremony on the 7th February at Anoff School where the Foundation will be constructing a kindergarten block. Chief Sales and Marketing Officer, Hugh Pile, is pictured digging the ground where the kindergarten will be constructed.



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