

# African Food Export Checklist (2025)

Keep this checklist handy to launch and scale your export operations with confidence.

[Download / Print Checklist](#)

Tip: Use your browser's "Save as PDF" option to download a branded copy.

## Export Readiness Snapshot

- ☐ Business registered with correct entity type (LLC/SARL)
- ☐ Valid tax ID and trade licenses on file
- ☐ Export strategy defined (target markets, products, Incoterms)
- ☐ Internal export lead appointed (name, role, contact)
- ☐ Budget allocated for first three shipments (buffer +10-15%)
- ☐ Freight forwarder and customs broker shortlisted
- ☐ Working capital secured (credit line, pre-export finance, or reserves)

## Certification & Compliance

---

- ☐ National standards certification obtained (KEBS, SABS, NFSA, etc.)
- ☐ HACCP plan documented and audited
- ☐ ISO 22000 or FSSC 22000 gap analysis completed (if required by buyers)
- ☐ Product-specific certifications (GlobalG.A.P., Halal, Organic) confirmed
- ☐ Lab testing results for current production batch (microbiology, pesticide residues)
- ☐ Facility and supplier audits logged with corrective actions
- ☐ Recall protocol documented and team briefed

## Documentation & Permits

---

- ☐ Export license valid for product category and destination market
- ☐ Certificate of Origin (AfCFTA/SADC/EAC form) prepared
- ☐ Phytosanitary or veterinary certificate scheduled (lead time noted)
- ☐ Commercial invoice template updated with Incoterms, HS codes, bank details
- ☐ Packing list template ready (weights, dimensions, pallet marks)
- ☐ Bill of Lading/Airway Bill instructions confirmed with forwarder
- ☐ Insurance policy arranged (marine/open cover)
- ☐ Embassy legalization requirements checked (Egypt, Algeria, etc.)

## Quality Control & Logistics

---

- ☐ Production lot codes mapped to shipment plan
- ☐ Packaging meets destination regulations (materials, language, nutrition panels)
- ☐ Cold chain or temperature control validated (if applicable)
- ☐ Third-party inspections scheduled (SGS/Bureau Veritas/Intertek)
- ☐ Logistics timeline built (factory gate → port → customs → destination)
- ☐ Contingency plan for delays (alternate ports, buffer inventory)
- ☐ All stakeholders notified of shipment schedule (team, buyers, forwarder)

## Marketing & Buyer Success

---

- ☐ Product specification sheet updated (PDF + web version)
- ☐ Trade show calendar reviewed and meetings pre-booked
- ☐ CRM or spreadsheet ready to log buyer interactions
- ☐ Sample kits prepared (labeling, customs documentation)
- ☐ Pricing model finalized (FOB, CIF, landed options)
- ☐ After-sales process mapped (delivery confirmation, quality feedback, reorders)
- ☐ Lead magnet CTA and download page built (for blog integration)

## Export Instructions (Design Team)

1. **Layout:** Two-column layout on desktop (stack on mobile). Place "Export Readiness Snapshot" above the fold.
2. **Typography:** Headings Inter Bold 24px, body Inter Regular 14px. Checkbox rows line-height 1.5.
3. **Branding:** Pine Green headings, Terra Red dividers, Cream background blocks.
4. **Icons:** Use line icons for each section (clipboard, certificate, documents, quality seal, megaphone).
5. **Footer:** "FoodExpoConnect | foodexpoconnect.com | © 2025" centered at 60% opacity Pine Green.
6. **Export:** Adobe/Figma → PDF, optimized < 1.5 MB. Filename african-food-export-checklist.pdf.

## Delivery Checklist

- Copy edited and reviewed
- Design aligned with brand guidelines
- PDF exported and optimized (<1.5 MB)
- Hyperlinks tested (if any)
- File uploaded to /public/lead-magnets/ and blog CTA updated
- Email capture workflow tested with live PDF