

# 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

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- 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

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- 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](http://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