

OceansMall Company LTD: Building a better seafood future from Ghana's Coastlines

An Article by GBHub Africa

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GBHub Africa is a for-impact organization that seeks to invest in Africa's Food Systems to improve livelihoods



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Rethinking The Seafood Supply Chain

Seafood is a vital component of Africa's food systems and economies, supporting millions of livelihoods across the continent. In Ghana, it plays a critical role in nutrition and economic activity, creating opportunities for innovation and sustainability in the sector. But for many small-scale fishers, the journey from sea to market is filled with uncertainty. OceansMall Company Limited, founded by **Caroline Pomeyie**, is tackling these challenges head-on by transforming the seafood value chain. Through innovation, strategic partnerships, and a deep commitment to community empowerment, OceansMall is redefining what sustainable seafood venture looks like in the region with a diverse range of seafood products including **shrimps, octopus, squid, grouper fish, cassava fish, red snapper, tilapia, lobster, and prawns**. In addition to raw seafood, OceansMall has developed its own branded offerings such as **OceansMix, filleted fish, and shrimp powder**, tailored to meet the needs of modern consumers.

A Turning Point

OceansMall began with a straightforward mission: to create direct market linkages for small-scale fishers and ensure they received fair value for their catch. But as the company grew closer to the communities it served, a deeper issue surfaced: **during bumper fishing seasons, the market was overwhelmed**, and fishers were still losing income due to spoilage and price drops.

That insight became a catalyst for change. The company pivoted from trading to **processing and value addition**, building the capacity to preserve seafood, reduce waste, and stabilize prices throughout the year. This turning point marked the beginning of OceansMall's evolution from a market connector to a full-fledged seafood innovation company, one that's now helping to redefine the future of coastal livelihoods in Ghana and beyond.

Scaling With Purpose

Growth at OceansMall hasn't just been about increasing volumes, it's been about building a more resilient and inclusive seafood ecosystem. What started as a small operation processing under 100 kilograms of seafood per week has evolved into a dynamic enterprise now handling over 1 ton weekly. This transformation has been driven by a clear understanding of the challenges fishers face, a growing market opportunity and the commitment to solving the problem sustainably.

With investment from **GBHub Africa**, OceansMall is now scaling up its operations significantly. A new processing facility is underway, equipped with **modern cold-chain systems** that will allow the company to handle up to **5 tons of seafood per week**. This infrastructure is not just about capacity, it's about quality, consistency, and the ability to serve larger markets without compromising freshness or traceability.

Scaling for OceansMall also means **scaling impact**. The company currently works with **over 500 small-scale fishers** across Ghana's coastal regions; In the **Volta Region**, sourcing spans the Southern coastline from **Anloga to Keta to Salakope**. In the **Central Region**, operations include **Anomabo, Mankessim, Winneba, Apam, and Cape Coast**.

The **Western Region** is covered through partnerships in **Sekondi** and surrounding communities. With expanded capacity, it aims to **reach even more coastal** producers, especially those in underserved communities where post-harvest losses are highest. By integrating more fishers into its value chain, OceansMall is creating new income opportunities, reducing waste, and building a more equitable seafood economy

Backed By Gbhub Africa: Fuelling The Next Chapter

OceansMall's partnership with GBHub Africa is helping unlock new possibilities for growth and innovation. As the company scales its operations, GBHub Africa's support is enabling key investments in cold-chain infrastructure, operational systems, and regional market expansion.

This collaboration reflects a shared commitment to innovation, sustainability, and inclusive growth. Beyond the cash investment, GBHub Africa is providing OceansMall with access to expert guidance, visibility, and networks that are essential for navigating new markets and building a resilient seafood ecosystem.

With this backing, OceansMall is turning bold ideas into tangible impact and setting the stage for a new chapter in seafood industry transformation.

Looking Ahead

OceansMall isn't just building a seafood business, it's building a better future for coastal communities. By combining innovation with empathy, and growth with sustainability, the company is proving that local solutions can reshape Ghana's seafood value chain.

As OceansMall sets its sights on new markets, from other regions of Ghana to Côte d'Ivoire and Togo it carries with it a powerful message: that the future of Africa's food systems will be shaped not just by innovation, but by the people bold enough to reimagine them.