



# High-Value Agriculture in Southern and Eastern Africa

*A Series of Interactive Seminars  
on Challenges and Solutions, 2010–2011*



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The World Bank has joined together with GlobalHort, the European Union, and the ACP, to organize a series of interactive seminars that will focus on challenges facing high-value agriculture in Southern and Eastern Africa. The seminar content will address issues faced by fresh produce value chain stakeholders oriented toward local, regional and international export markets, and aims to identify potential solutions and specific steps to success.

## **About The Global Horticulture Initiative**

<http://www.globalhort.org>

The Global Horticulture Initiative (GlobalHort) is a worldwide program intended to foster more efficient and effective partnerships and collective action among the stakeholders. GlobalHort's mission is to act as a global facility for coordinated horticultural research and to increase interest, support and resources in the horticultural sector from donors, research and development agencies, and decision makers in the public and private sectors. As such, GlobalHort has been selected to be the regional coordinator for this series of capacity building distance learning modules.

GlobalHort is a non-profit organization registered in Belgium and Tanzania.

## **About the EU All ACP Agricultural Commodities Programme**

<http://www.euacpcommodities.eu/en>

The overall objective of the EU AAACP is to improve incomes and livelihoods for producers from agricultural commodities and to reduce income vulnerability at both producer and macro levels. The World Bank's Sustainable Development Network has been entrusted with the implementation of several interventions related to agricultural value chain development and diversification. The interactive seminar series will utilize the Global Development Learning Network to bring together stakeholders from several countries.

## **About the Global Development Learning Network**

<http://www.gdln.org>

The Global Development Learning Network (GDLN) is a partnership of over 120 recognized global institutions (Affiliates) in over 80 countries



that collaborate in the design of customized learning solutions for individuals and organizations working in development. Sessions are designed for specific learning objectives and audiences, and draw on applied knowledge and expertise from across the network. They usually feature a combination of learning techniques, such as expert panels, case based learning and action plans, as well as information and communication tools, used in face-to-face, videoconferencing and e-learning events. GDLN offers state of the art facilities for multi-point videoconferencing and internet-based learning.

### **The Seminars**

The primary objective of the seminars is to strengthen the capacity of National Commodity Chain Stakeholders (NCCS) in the horticultural sector, both at national and regional level. Practical

information and conceptual analytical tools will be presented and discussed in an interactive format that will enable participants to gain a deeper understanding of selected challenges, discuss and debate various perspectives, and create action plans for addressing those challenges. Seminar participants will have the opportunity to learn from technical expert presenters and to discuss their ideas and perspectives with stakeholders from other nations and other parts of the value chain. In addition, participation in the seminars will ensure access to a wide group of influential stakeholders.

### **Participants**

Individual participants will be drawn from:

- Agriculture industry leaders (both associative and private);
- Government (agriculture, trade, infrastructure, finance);
- Key state services (crop extension, technical training institutions, agricultural research, plant protection agencies);
- Industry and grower association representatives;
- Banking and transport industry representatives;
- Input suppliers;
- Non-governmental organizations (NGOs), donors and funding organizations; and
- Research and academic institutions.

### **Seminar Format**

It is anticipated that seven seminars will be organized between May and December, 2010, with the possibility of additional seminars in 2011. An issue paper will be prepared by an internationally recognized expert and distributed to seminar participants in advance of each seminar. On the day of the seminar, teams consisting of eight to twelve participants each will come together in the capitals of four African countries to be linked together through GDLN technology. During the





day, participants will have the opportunity to see a presentation by the international expert, to discuss and debate the topic with participants in other countries, and to identify challenges and solutions specific to their own country. Each team will have the opportunity to make a short presentation to the other teams summarizing their national perspective. At the end of each seminar participants will have an opportunity to contribute to a regional action plan that will be the combined result of all relevant solutions proposed by all participating teams. At the series, all of the participants will be invited to a regional workshop where members of the national teams can meet each other in person, and the action plans along with options for implementation will be presented and debated with policy makers. Finally all participants will discuss the relevance of the concept of a permanent “Community of Practice” forum and the best ways and means to have such a forum emerge and become sustainable.

## Seminar Topics

### *Controlling the Fruit Fly in East Africa: Status, Challenges, and Opportunities (May)*

Invasive fruit flies (e.g., *Bactrocera invadens*) are significantly impacting fruit and vegetable trade in Africa, and a regional response is needed to sustainably eradicate the problem. This seminar will present the West African experience in regional cooperation under the aegis of ECOWAS, and examine the constraints and steps needed to replicate the process in Eastern and Southern Africa. Participants will have an opportunity to discuss national situations and strategies, and debate the prospects for regional cooperation, and identify an action plan for success.

### *Post Harvest and Transport Technologies: Reducing Losses and Improving Quality in F&V (June)*

A major constraint to high value vegetable exports from Africa to Europe is air freight costs and logistics bottlenecks. One solution may be to consolidate cargo at central hubs where transport can be chartered. Another solution may be to target alternative (local and regional) markets along the Red Sea and in the Middle East. Another view is that exporters may benefit from re-examining the option to export by sea and to adopt improved post harvest and reefer container technologies that preserve the quality of fresh produce during longer transport periods. This seminar will present an overview of the most recent developments in post harvest and transport technologies and perspectives on how to organize regional transport hubs.

### *Standards and Market Preferences: Opportunities and Constraints (July)*

In addition to international trade standards set out by the WTO and importing governments, many consumer groups and private companies



have had a significant impact in recent years on quality and safety standards. For producers and suppliers of horticulture produce, navigating the requirements of these private voluntary standards and understanding quality and safety standards required in their various destination markets can be difficult. This seminar will present an overview of recent developments in private standards and their corresponding certification schemes, will allow participants to discuss the advantages and disadvantages of participating in these schemes, and will attempt to draft a way forward for the export horticulture industry.

#### *Increased Regional Trade: Opportunities and Issues (September)*

With a significant population growth, rapid urbanization, and the rise of supermarket chains, focus is increasingly shifting to regional markets. For the purpose of facilitating regional cross-border trade in fresh produce, COMESA has initiated the Green Pass, an SPS agreement that will govern trade in plant and animal products in a uniform manner throughout its member states.

Of particular interest is the role of supermarkets versus “wet” markets in the distribution of fruit and vegetables and the evolution toward wholesale markets coupled with a network of specialized “convenience stores” for retailing fresh produce in urban centers. This seminar will discuss relevant information on consumption trends in local markets and regional urban areas, and opportunities for value chain stakeholders.

#### *Environmental and Sustainability Issues (October)*

Recently, public awareness about climate change and carbon emissions has altered consumer preferences in Europe, and impacted imports of fresh produce, particularly via air transport from distant continents. African producers will need to increase their capacity to understand and respond to this issue, and the horticulture industry will need to examine what long term consequences of climate change mean for the industry. This seminar will focus on the overlap between climate change and horticulture culture, particularly through the prism of increased demands on a dwindling supply of water and present valuable information about

how governments and the donor community are responding to climate change in the agricultural sector in Africa.

### ***Smallholders: How to Involve Small Farmers in Commercial Agriculture? (November)***

Effective and sustainable development in Africa necessarily involves small scale farmers, yet there is no clear universal strategy for involving them because horticulture small holding patterns vary across countries. Smallholders could potentially increase their incomes through high value crops and thereby access better healthcare and education. Although the private market creates investment priorities, there may also be a role for public interventions. Integration of smallholders into the global market for fresh produce is not only important for poverty alleviation, but also increases the acreage under production at the national level, which is necessary to deliver competitive commercial volumes of produce for both local and export markets. National public policy toward small holders varies greatly among East and South African countries, in part because their involvement in commercial value chains varies significantly. This seminar will allow countries to exchange national experiences of involving smallholders in commercial horticulture value chains, and discuss the respective roles of the private sector and public interventions in this process.

### ***Urbanization: Market Opportunities (December)***

The food crisis of 2008–2009 highlighted the need for increased investment for staple crops and more effective education about diet, nutrition and the value of a varied diet. Nutritional education is particularly important as Africa undergoes increased urbanization. In 2002, FAO and WHO launched an initiative to promote fruits and vegetables for health. However, this initiative needs to be promoted, supported and implemented by national governments. This seminar will discuss strategies for gaining insight into local market preferences and strategies for social marketing.

## **Contact Information**

### **The World Bank**

1818 H Street, NW  
Washington, DC, 20433 USA  
[www.worldbank.org](http://www.worldbank.org)  
Christophe Ravry: [cravry@worldbank.org](mailto:cravry@worldbank.org)

### **The World Bank Institute (WBI)**

Global Development Learning Network (GDLN)  
1818 H Street, NW  
Washington, DC, 20433 USA  
[www.gdln.org](http://www.gdln.org)

### **Global Horticulture Initiative**

c/o AVRDC – The World Vegetable Center  
Regional Center for Africa  
PO Box 10, Duluti, Arusha, Tanzania  
Dr. Rémi Kahane: [rkahane@globalhort.org](mailto:rkahane@globalhort.org)

