



High-Value Agriculture in Southern and Eastern Africa

Standards and Market Preferences: Opportunities and Constraints

Madagascar case



Outline

- Present status on the standards and market preferences
- Management of the standards and market preferences issues
- Opportunities and constraints
- On going strategy at national and regional level
- Conclusion and recommendation



Present status on the standards and market preferences

1. Standards in force

- mandatory public (PPD, QCPD, CQFSA)
- voluntary (SBM)
- mandatory de facto (private standards required by local and international supermarkets), eg. Global GAP, organic agriculture, Fair trade, etc

2. Market preferences

❖ Local market :

- **Traditional market & local supply distribution** (mandatory public)
- **Supermarket : Shoprite & Leader Price** (mandatory private)

❖ Regional market :Mauritius, la Reunion, Comoros (mandatory public and private)

❖ EU and US markets (mandatory public and private)



Management of the standards and market preferences issues

- Mandatory standards bodies (PPD, QCPD, CQFSA and competent authorities of importing countries)
- Voluntary standards body (SBM and private local companies) or exporter (e.g. Faly Export with referential HOREB)
- Certification private bodies with their partners (local & international supermarkets, group or individual farmers, food industries, exporters) for mandatory private standards
- Associations of consumers
- Extension public services, NGO, agricultural development projects, laboratories, bilateral or multilateral donors.
- National SPS Committee



Opportunities and constraints

1. Opportunities

- Diversification agricultural export products
 - Horticultural products - high value products, high demand on regional and international markets
 - New trade partners (UK, Germany, Neederlands etc)
 - New activities for rural population
 - Development of contract farming



Opportunities and constraints

2. Constraints

- Compliance to private standards: difficult and expensive for small producers (inputs supply for GAP, proliferation of standards, lack of mutual recognition, high cost of certification)
- Laboratories equipments obsolete for required analysis : pesticides MLR and plant pests
- Horticultural products – perishable so required good condition of conservation and transport.
- Price on international market not always proportional with quality of products.



On going strategy at national and regional level

1. At national level

- Better implementation of mandatory public standards (control on import, export products and processing industries)
- Approval of certification private bodies (eg.ECOCERT, INTEGRA, RTM, etc)
- Capacity building of producers and food industry to meeting mandatory private standards requirement.
- Contract farming (Lecofruit, GEL)
- Setting up National SPS Committee



On going strategy at national and regional level (contd)

2. At regional level

- Harmonisation food safety inspection in Africa
- Adoption SPS Protocol (Green pass) within COMESA states members
- Selection 2 laboratories as «Reference» (Kenya – Plant Protection, Mauritius – Food Safety)
- Sub Regional SPS Committee (COMESA)
- SADCSQUAM
- Plant Protection sub Committee (SADC)
- Regional Plant Protection Programm (PRPV/COI)
- Capacity building of states members (COMESA, SADC, COI)



Conclusion and recommendation

Conclusion:

- Better management of private standards in horticultural sub sector would have positive impact :
- Putting pressure on producers for domestic market to comply with local standards
- Raising the level of awareness and concerns of food safety among the national consumers
- Reducing horticultural imports



Conclusion and recommendation

Recommendation:

- Re- enforcing capacity building of national certification public bodies, laboratories, producers and food industry (human , material and financial resources)
- Re enforcing partnership between stakeholders for a better implementation of mandatory standards (public and private)
- Supporting regional programm (accreditation national laboratories and certification private standards body, SPS committee, PP sub committee).
- Promotion, market prospection and fund raising (Embassies).