



URBANIZATION: MARKET OPPORTUNITIES FOR HORTICULTURAL SECTOR

Madagascar Position Paper



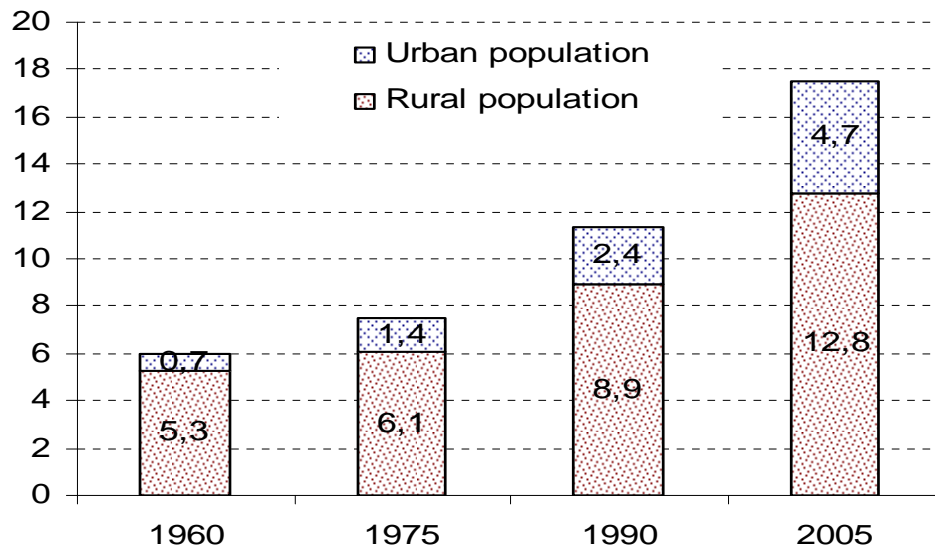
Global Horticultural Initiative Video Conference - November 30, 2010

INTRODUCTION

- Population moves from rural to urban areas => changes in urban landscape
- Cities and towns expand and land for agriculture reduces
- Food availability and nutritious goods supply are affected
- Economic development requires a healthy active population
- Fruits and vegetables are less used rather than rice and root crops

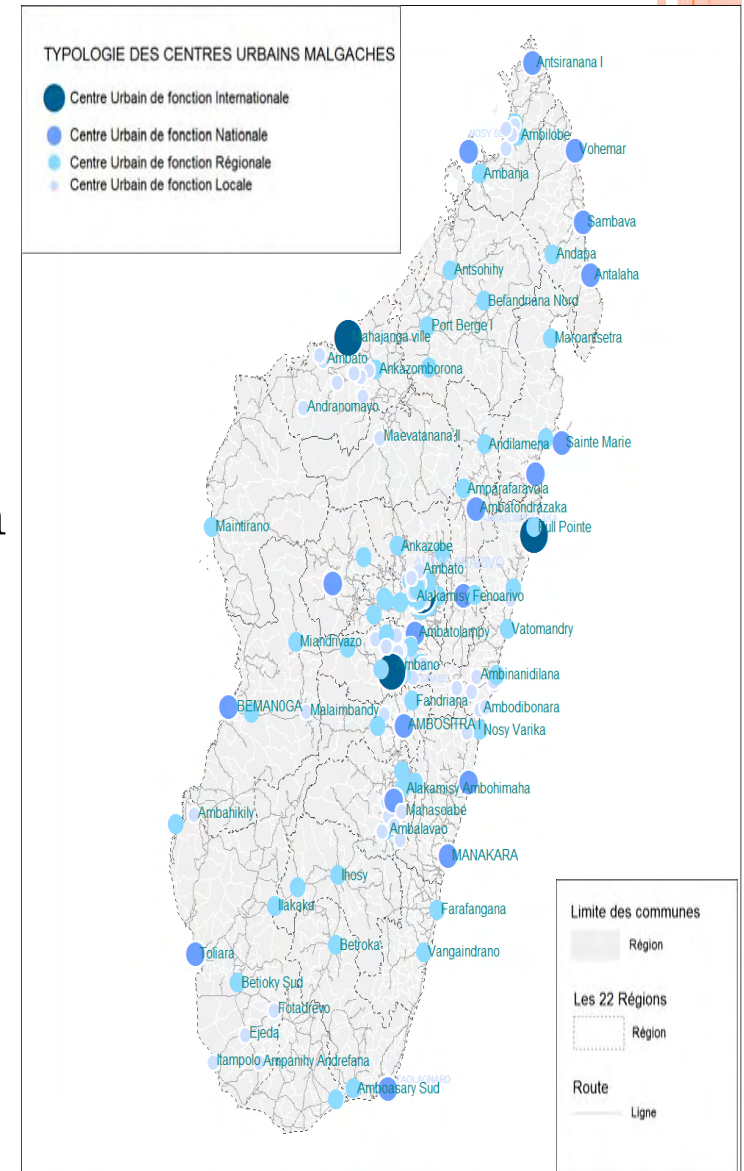


Figure 1: Population growth in million habitation



- Madagascar urbanization rate: 27%,
- The capital city, more than 30% of urban population in Madagascar;
- Demographical rate: 2.7%, population would reach 43.5 millions by year 2025 and 45% on urban dwellers;
- People cluster more in central and eastern parts of the Island
- Market creation by demand-driven with jobs creation

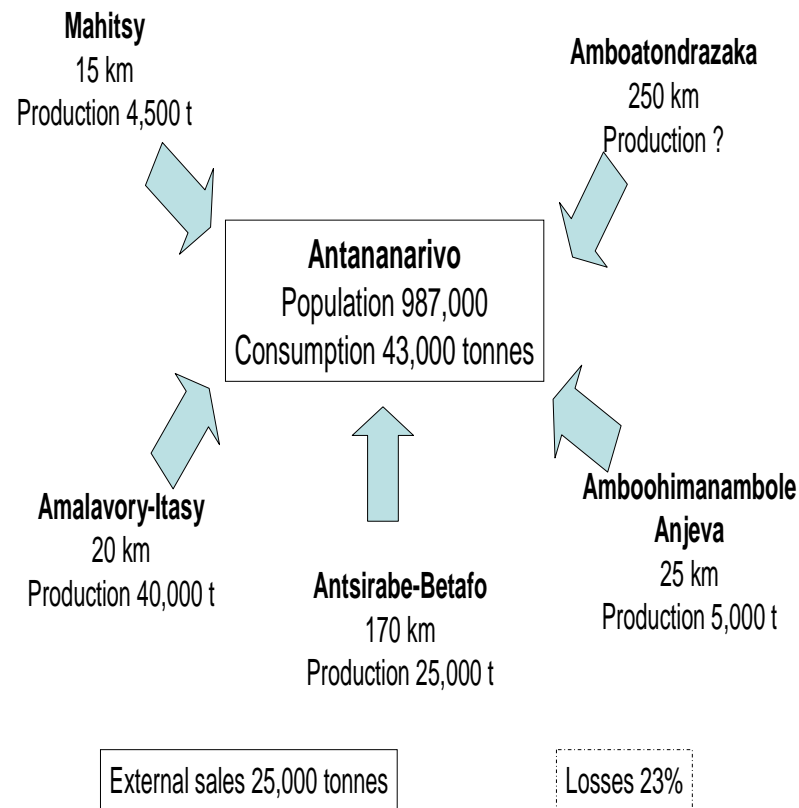
URBAN GROWTH IN MADAGASCAR



HORTICULTURAL PRODUCTION TO SUPPLY CITIES

- More than 600 000 tons of fruits and vegetables produced a year from different agro-ecological zones
- Vegetables developed in sub-urban areas and some specific localities
- Banana, litchi ... for export, but aside standards in local markets

Tomatoes flow to the Capital City



CHALLENGES

- At the production level; poor farming inputs, poor quality products, irregular supply (over loads / very insignificant) and poor harvest handling; and
- At the market level: importance of middlemen and opportunists, limited producers direct market access, lack of market information, inadequate product quality, consumers' preference to low prices.



OPPORTUNITIES

- New varieties and quality seeds
- Cities extension => New markets
- Standards markets still opened at different levels
- Available resources (land, water, human)
- Farmers' network could balance against middlemen.
- Small and Medium Enterprises Processing developed to add values.
- Good geographical position to supply neighbouring islands
- Nutrition quality by vegetables consumption => health improvement.



PRESENT MANAGEMENT OPPORTUNITIES AND CONSTRAINTS

- The Ad Hoc Managing Committee :
 - ❖ CNN => PNN => ONN
 - ❖ WFP, UNDP, FNUAP, UN HABITAT and FAO/WHO nutritional project
- National Policy :
 - ❖ Integrated in national policies and programs related to nutrition, health and food security
- National organizations involved:
 - ❖ Public entities,
 - ❖ Departments at the University,
 - ❖ Research institutes,
 - ❖ Private entities and programs/projects.

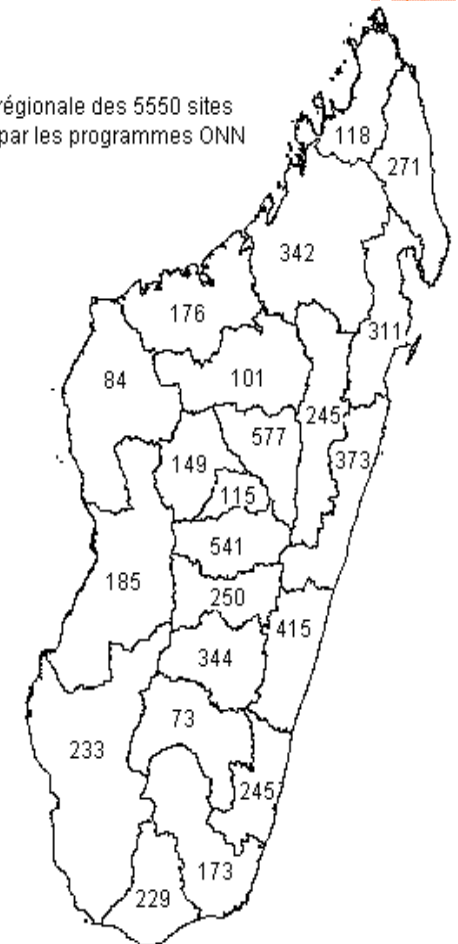
ON-GOING STRATEGY

Actions currently undertaken :

- ONN/SEECALINE project target 5,550 sites
 - **Nutritional education** for diversified diets micronutrients;
 - **Plot demonstration** for technology transfer.
⇒ Reduction of National Malnutrition rate to 48% and in the ONN intervention areas to 20%
- Programs supported by the FAO/WHO on:
 - Population awareness on fruits & vegetables consumption;
 - Promotion of fruits & vegetables production and consumption for health.
- Sub urban projects on crop diversification, improvement and community market organization



Répartition régionale des 5550 sites de touchés par les programmes ONN 2009



CONCLUSION

- Promotion of fruits and vegetables consumption to be implemented in Madagascar, in terms of market organization and product quality standards;
- Urbanization => basic products growth => producers' access to market;
- Exchanges between cities and sub-urban areas be eight times more important in Madagascar by year 2035.
 - ⇒ Thus, expansion of transport and business-related infrastructures linking cities, their surrounding areas and other cities ought to follow the same growth pace.

**THANK YOU FOR YOUR
ATTENTION**