



HORIZONS



THE MAGAZINE OF COLEACP AND ITS PIP AND EDES PROGRAMMES - NO. 3 OCTOBER 2014

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COLEACP

Helping the ACP private sector to become more competitive and resilient



This year COLEACP is celebrating 40 years of assisting the agricultural sector in ACP countries. As a birthday present, our organisation has the satisfaction of knowing that the approach it has adopted since its creation is showing no signs of age. And COLEACP has recently become a rallying point for investors and ACP governments, which are putting agriculture at the heart of their development strategies and calling for consolidation of inclusive value chains and the establishment of public-private partnerships (PPPs).

This approach is in the DNA of COLEACP and has been its *raison d'être* since its creation: the vision of a private sector driving the development of the ACP countries, using the strengths and complementarity of its different components, be they multinationals, SMEs or small-scale producers. SMEs are the natural partners of PPPs and, as Akinwumi Adesina, Nigeria's Minister of Agriculture and Rural Development, said: '*small farmers are the biggest part of the private sector*'.

COLEACP has supported hundreds of SMEs and millions of small farmers over the past few years. Through doing so it has helped the ACP private sector to adapt to food safety and private standards that have evolved along with the concerns of consumers and demand in Europe as well as in ACP countries. It has also made horticulture for export a key factor in the modernisation of local and regional supply chains and ACP agriculture as a whole.

But market requirements are constantly evolving, forcing the private sector to continue to modernise by placing increasing emphasis on sustainable means of production and strengthening corporate social responsibility. COLEACP has sought to transform regulatory and commercial constraints into strengths that improve the competitiveness and resilience of the ACP private sector and prepare it to anticipate better future market trends.

The target is ambitious, but is in keeping with the role devolved to ACP agriculture, with development plans showing its determination to feed not just its own populations, but also the world as a whole by, 2050. The needs are immense, and COLEACP is being asked to become involved in new countries and new projects, and to extend its support to new supply chains.

ACP agriculture is, in many ways, at a turning point. The focus of government and development policies in the years to come will have a decisive impact on the capacity of ACP countries to take up the challenge of food safety and sustainable and balanced development. These decisions will determine the capacity of private-sector players - starting with SMEs and small-scale producers - to deal with this challenge and to benefit from the modernisation of agriculture.

Our organisation is preparing for the future in order to respond appropriately to these needs. The PIP (Pesticides Initiative Programme) and EDES projects, the flagship products of our intervention of the past few years, will be coming to an end in 2015. COLEACP is currently drawing up a working programme to meet the challenges of the private sector and ACP agriculture. Strongly focusing on the future, this programme forms part of COLEACP's approach: to enable small-scale producers and SMEs to fully capitalise on their role as drivers of ACP agricultural development.

A handwritten signature in black ink, appearing to read 'Guy Stinglhamber'. The signature is stylized and fluid.

Guy Stinglhamber
Delegate General of COLEACP
Director of the PIP and EDES programmes

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APOLLO OWUOR,
member of COLEACP's Board of Directors



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Small-scale producers and SMEs: entrepreneurs in sustainable and inclusive agriculture in ACP countries

ACP countries are at a turning point. Local companies and small-scale producers want to take part in the agricultural revolution that is under way ... and capitalise on economic growth.



Small-scale producers and local SMEs are entrepreneurs aiming just to produce sustainably and capitalise on their production.



In many African countries, the gross domestic product (GDP) has been increasing over the past 15 years. To quote Akinwumi Adesina, Nigeria's Minister of Agriculture, 'The problem is, you cannot feed yourself with GDP or with growth'.

This image clearly reflects the approach that motivates African managers concerning the type of agricultural model they want to construct. For all that it is important, GDP is just a growth indicator. The challenge is, above all, to construct a modern, competitive and prosperous economy, with the benefits spread more evenly between the various links in the value chain.

The African agricultural sector is undergoing a major economic boom. The growing demand for food products at both ACP and global levels offers a real opportunity for the local private sector to undertake a modernisation that provides benefits to the different levels of the private sector. This possibility goes hand-in-hand with public policies that create the conditions for the active participation of SMEs and small-scale ACP producers in agricultural value chains. If the latter are marginalised in the modernisation process, or simply go along with it without having the means to make it their own, ACP countries will be exposed to the risk of unbalanced growth creating the paradox of a simultaneous rise in both GNP and poverty.

The agrifood key

In Sub-Saharan Africa and in the Pacific Islands, 63% of the population live in rural areas¹. In the Caribbean, the proportion is

lower due to the attractions of the tourist industry, but according to small farmers' organisations, the Caribbean community has 500 000 families living at least partially from agriculture.

The development donor agencies agree on one thing: the dynamism of the agrifood sector will have more impact on these fragile populations than on any other sector. This will contribute to formalising the economy and reducing poverty. Furthermore, against a backdrop of an exploding population, it is an important factor in securing food supplies and good nutrition.

This dynamism must contribute to sustainable and inclusive growth. SMEs and small-scale producers are the cornerstones of the private sector. A development model that does not make these players the focal point of its strategy will not have a sustainable impact on poverty alleviation



or on food safety in the long term. This is what COLEACP has fought for by launching its rallying cry of PPP-4-PPP².

Small-scale producer organisations have taken up this initiative immediately because they believe in the principles of corporate social responsibility, the only way of incorporating their members into the developing agrifood supply chains. They all agree that small-scale producers and local SMEs are private-sector entrepreneurs aiming just to produce sustainably and capitalise on their production.

For this, they need to master the market mechanisms and requirements. They also have to update their know-how and be able to put it into practice in an environmentally and socially friendly way. It is in response to this need that COLEACP launched its Sustainability Programme, with the aim of assisting agricultural producers wishing to raise their commercial appeal and take up a lasting position on local, regional and international agrifood markets.

More information on this vast theme of development is set out below.

The dynamism of the agrifood sector will have more impact on rural populations than that on any other sector.

2. See PPP-4-PPP: public-private partnerships for people, planet, profit - Horizons April 2014, No. 2, p. 30.

1. Source: World Bank.



Agriculture: the backbone of the fight against poverty

The African economy is growing overall, partly due to agriculture, which is adding to the GDP each year. This is both a strength and a challenge for achieving greater inclusivity.



Despite the favourable economic climate, there are no signs of a rapid reduction in the proportion of the African population living on less than US\$ 1.25 a day.



Donor agencies support projects that have a direct impact on income generation, job creation and agrifood production.

African agriculture is growing. The contribution of this sector to the GDP of African states rose by an average of 2.5% a year between 1980 and 2000, then accelerated to 8.4% in 2003, before levelling off at 5%.

This growth in the agricultural sector is crucial for several reasons. Firstly, for demographic reasons: the most conservative projections predict a doubling of the African population between now and 2050. Agricultural production must therefore be doubled at the very least to feed these 2 billion or more people if Africa wants to play a role in global food security within the next 30-40 years, when a global population of 9 billion must be fed.

This growth is also crucial for development. In the current climate, only agriculture can provide a solution to Africa's key problem: poverty. If African economic growth is a reality, the macro-economic indicators show that it is out of kilter. Despite the favourable economic climate, the proportion of the African population living in poverty - on less than US\$ 1.25 per day - is not dropping quickly enough. It fell from 57% in 2000 to 46.5% in 2012. This is far from satisfactory compared with the Millennium Development Goal of a drop to below 30% in 2015.

In its 2014 report³, the United Nations Economic Commission for Africa notes that: *'The limited impact of growth on livelihoods*



and access to social services has contributed to growing gender, income and rural-urban inequalities. In turn, inequality has tempered the nexus between growth and poverty reduction, resulting in a rising incidence of poverty in many African countries'.

Promoting agriculture compatible with growth

In a recent study⁴, the African Development Bank (AfDB) takes up this point to highlight more clearly the potential impact of agriculture on poverty reduction. The AfDB's reasoning is simple: the agricultural sector alone accounts for 53% of employment in African countries, although its share of GDP is currently 15%; that means that more sustained growth of this sector would benefit a larger proportion of the population, particularly given that the rural areas have the largest number of vulnerable people.

The AfDB therefore concludes that: *'Agriculture-induced growth is paramount for inclusivity because it assists to ensure that most of the rural poor receive a share of the benefits of growth. Africa's policymakers should, therefore, demonstrate greater commitment to promoting inclusive agricultural growth so as to assist in lifting the majority of Africa's population out of poverty, which primarily comprises poor rural smallholder farmers. By raising rural incomes and promoting the purchasing power of smallholder farmers, agriculture could maintain equitable and comprehensive growth and contribute to sustainable reduction of poverty in Africa'.*

In the same study, the AfDB also identifies the major challenges faced by African agriculture: poor productivity, low yields, limited market access and lack of organisation among farmers, who are more price-takers than price-makers. The AfDB therefore encourages both the public services and the private sector to invest massively in the African agrifood sector, while making a series of recommendations to ensure such investment genu-

3. *Economic Report on Africa 2014, Economic Commission for Africa, March 2014.*

4. B. S. KANU, A. O. SALAMI & K. NUMASAWA, *Inclusive Growth, an Imperative for African Agriculture*, African Development Bank Group, April 2014.

inely benefits sustainable and inclusive development (see inset).

Without neglecting their support for public policies through budgetary aid, donors have taken note in the past few years of the importance of support for the private sector. They therefore increasingly favour projects that have a direct impact on income generation, job creation and agrifood production.

A safeguard: corporate social responsibility

This is also the view of the European Commission. In May 2014, it established a new strategic framework for its policy of support for the private sector in developing countries⁵. Its reasoning was the same as that of the AfDB, but extends to the entire private sector, on which it will now focus its funding initiatives.

'The private sector provides some 90 per cent of jobs in developing countries, and is thus an essential partner in the fight against poverty. It is also needed as an investor in sustainable agricultural production if the world is to meet the

challenge of feeding 9 billion people by 2050. And through innovation and investment in low-carbon and resource-efficient solutions, it will have a major role to play in the transformation towards an inclusive green economy.'

In this introduction to its strategy, the Commission clearly sets out its priorities: the private sector, inclusiveness, sustainability and food security, in which agriculture has an essential role to play. To favour the development of agrifood businesses, the Commission has announced a programme very similar to that of the AfDB: improving market access, facilitating funding, acquiring new technologies, capacity building, creating strong professional associations, etc. But it adds an additional aspect: adopting responsible corporate governance.

While there is no specific mention of small-scale farmers in this strategy, it is clear that there must be no question of their growth being hijacked in favour of large businesses. The Commission therefore establishes a safeguard to ensure the development it finances is truly sustainable and inclusive, and genuinely contributes to the fight against

poverty. This safeguard is corporate social responsibility (CSR).

For the Commission, sustainability and inclusiveness are not the natural outcomes of economic development. Both derive from an active and voluntary approach to which the private sector is invited to contribute. Corporate social responsibility responds to an expectation on the part of society, voiced by the donors, which seek to favour companies that take steps to incorporate compliance with labour rights, human rights and environmental standards, in agriculture or in any other economic sector.

One thing is certain: the agricultural development model supported by economists and donors alike is one that brings together small and medium-sized farms in responsible efforts to enable them to become part of the formal sector. This is not because it is the 'fairest' solution, but above all because it is the most effective in the long term for distributing the benefits of growth to even the most distant parts of the African countryside.

5. COM(2014)263 - A Stronger Role of the Private Sector in Achieving Inclusive and Sustainable Growth in Developing Countries, 13 May 2014.



*The European Commission:
'Through innovation
and investment
in low-carbon and
resource-efficient solutions,
the private sector
will have a major role to
play in the transformation
towards an inclusive green
economy.'* - May 2014

The recommendations of the African Development Bank

- **To promote investment in agriculture and foster a climate favouring investment by the private sector** - This calls for certain tariff and non-tariff barriers to be lowered, but also for infrastructure to be developed and for markets to be integrated, at least at regional level. This point is a matter for governments and development institutions.
- **To create added value at each stage in the supply chains** - The added value is not solely a concern at processing level, but also relates to improved yields and productivity. This means focusing in particular on capacity building, training and technical assistance. This point is a matter for public services and development institutions, as well as financing companies and institutions.



The African Development Bank: 'Agriculture-induced growth is paramount for inclusivity because it assists to ensure that most of the rural poor receive a share of the benefits of growth.' - May 2014

- **To ensure that the knowledge and technology gap is closed** - The AfDB is asking universities and development organisations to come up with innovative approaches that combine the latest advances in agronomic research with the tradition knowhow and expertise of the developing countries. It is also essential that these technologies and the new methods resulting from them are suitable for small farmers, who can apply them with the guidance of researchers and advisers.
- **To increase the institutions responsible for rural development and organisations defending and mentoring small farmers** - The institutions would be responsible for economic policy: production, employment, land distribution and inclusive development. They would be the relay station between the rural communities and the government. Small farmers' organisations would be responsible for promoting the transition towards commercial agriculture which is growing steadily in the formal sector.

- **To draw up support measures targeting rural communities that have the greatest need of social protection and food safety** - Governments must also conduct policies to increase awareness of the role of women, since they are generally the decision takers in small farms. Governments must also deal more systematically with the problem of climate change in adopting their agricultural policy.
- **Favour access to land for small farmers** - The AfDB is asking for fair and transparent land governance. It is also calling for land allocation policies that require a commitment by the tenant to sustainable and inclusive agriculture.

Corporate social responsibility is a prerequisite for European support in order to promote corporate projects that take account of their social and environmental impact, that comply with labour rights and that are also attentive to human rights.



Africa and the Caribbean: small farmers think big

Small farmers are no longer content simply to wait and see what prospects the future has to offer. They want to seize the opportunities of emerging local markets to obtain a share in the benefits of growth. This overview of the situation in East Africa and the Caribbean is seen against a backdrop of regional integration.

The wind appears to have changed for small East African and Caribbean farmers. Economic growth, the increasing power of the middle class, and the experience acquired by their organisations on international markets are all factors allowing them to position themselves within developing regional markets, bolstered by the economic and political integration currently experienced by states in both regions.

'We do not know, for example, how many farmers own their farm', explains Stephen Muchiri, EAFF CEO. 'The lack of this information could lead to making the wrong investments. We need to improve this situation since many of our projects are linked to better quantitative knowledge of our members. Data creation is not the preserve of governments. Generating this database would enable us to make projections, to ascertain our demand for seed, fertiliser and pesticides,

over market behaviour. The EAFF's primary mission is to ensure they have a say in both trade negotiations and discussions of agricultural and development policies. In light of this, the Federation has drawn up a specific business plan (see inset) aimed at giving farmers more weight.

For farmers to have a greater say, the first solution is to come together, ideally in commercial cooperatives. A key focus for the EAFF is the *East African Cooperative Societies Bill*. This draft transnational legislation has two objectives: firstly to revive, in all countries in the region, the role of cooperatives as commercial flagships for small farmers; and secondly to create harmonised legislation and regulations so that cooperatives across East Africa can benefit by exchanging funds, workers and services. More importantly, the EAFF wants to ensure, through these enhanced cooperatives, that small farms and small and medium-sized undertakings can become key players in agricultural policy in the future federation of East African States.

The other solution for lending weight to farmers is to gain access to decision-taking political circles. Neither small farmers nor SMEs take part in discussions that concern them, notably regarding regional integration. The EAFF is pursuing several projects that are likely to influence agricultural and structural policies, such as the map projections for farms. *'Once we have a map indicating where farmers are located, what they produce and showing that there are no roads, electricity or anything else where they are located, we can use this information to put pressure on governments',* Stephen Muchiri continues. *'With such an instrument, lobbying would be easy.'*



The reason why regional markets are not working is because we are not grouped together in specialised clusters which would make it possible for us to identify the specific know-how we lack for capacity building across all the supply chains. (Eastern Africa Farmers Federation - EAFF)

EAFF: uniting in trade cooperatives

In East Africa, small farmers' organisations are coming together under the banner of the Eastern Africa Farmers Federation (EAFF), which estimates that it represents around 30 million small and medium-sized farmers. The EAFF's first regret is that this is just an estimate: at this stage in its development, the organisation needs a reliable database with details of its members and their means and capacities of production.

to work on farm inputs, supply chain funding and the development of value added.'

The EAFF's aspirations are, above all, economic. It wants to give small-scale farmers the place they deserve in the development of markets, in particular the East African regional market, which is well on the way to integration under the umbrella of the East African Community. The EAFF's objective is to serve as a *price-maker*. As things currently stand, the East African farmer is just a *price taker*, without any influence

The EAFF's primary mission is to ensure farmers have a say in both trade negotiations and discussions of agricultural and development policies.



The EAFF draws up its business plan

The aim of the EAFF development plan for 2012-20 is to strengthen farmers' autonomy in terms of production, logistics, funding and market access. It has four overall objectives:

- **Knowledge management** - *The EAFF wants to give its members the possibility to access information and research from the private sector and public services. The idea is to create a knowledge hub for which the central point would be a virtual library accessible on line.*
- **Access to political discussions and negotiations** - *The EAFF works with international partners to make the most of its political lobbying, basing itself on the aspirations of its members and analysing the impact of the agricultural and food policies of each state. It was against this backdrop that a policy group was created within the EAFF to work on a five-year Policy Master Plan.*
- **Institutional development** - *This is a question of transforming farmers' mindset so that they work with a view to the market rather than as players in the non-profit sector.*
- **Economic development** - *This is based on an 'Agribusiness Plan' comprising three parts: the creation of a database of small-scale farmers, the development of added value, and the creation of a virtual warehouse (or e-Granary) bringing together, electronically, all the storage capacity that is currently fragmented.*



*'Trade organisations
must convert the know-how
and land of small farmers
into wealth'.
Jethro Greene (CaFAN)*



To carry weight, economic performance must also be improved. East African farmers still face the problem of low yields, particularly critical for the production of staples - primarily cereals - which are far from meeting food security objectives. For the EAFF, the reason for this weakness is more economic than agronomic: if production is low, this is because the markets are not working.

'And the reason why they are not working', Stephen Muchiri explains, 'is because we are not grouped together in specialised clusters, which would make it possible for us to identify the specific know-how we are lacking for capacity building across all the supply chains. Take a look at horticulture, which is a sector focused on exports. Most of the farms have become excellent domestic producers. Why? Because they have benefited from a transfer of agronomic and food safety expertise, and they are using this expertise to reach the domestic fruit and vegetable market.'

The EAFF wants to take advantage of the formation of a single East African market to boost agricultural production as a whole, in the same way as the international market has bolstered the vegetable market. And Stephen Muchiri concludes: *'Currently, the question is knowing how to draw lessons from the export market, by developing the same level of standards, specialisation and expertise for the regional market'*.

Caribbean: winning back the market

In the Caribbean, a common agricultural policy has been in place since 2011. The Member States of the Caribbean Community (CARICOM) have established a single regional area to facilitate sustainable and inclusive development of the agrifood sector, with food security objectives and poverty reduction as underlying themes.

This policy is a logical outcome of the 2010 regional policy for food and nutritional security, which announced that 'catalyst' regional initiatives would be launched to promote access to sufficient, balanced and affordable food. It should be noted that in the Caribbean, the majority of food supplies come from imports, with the obvious consequences for prices.

At the heart of this agricultural policy is the private sector. The wish of the 14 Member States is to boost agricultural sector companies in order to increase their productivity. The first step, to start the ball rolling, is to increase their performance on the more profitable markets - the export markets, clearly, but above all particularly promising regional niche markets such as tourism, agrifood distribution and the processing industry.

In the Caribbean, the private sector consists primarily of small-scale producers. But these producers have been ignored and have lacked support for the past few decades. Their economic situation has declined and there has been a major exodus from the countryside towards towns and tourist areas. CARICOM's strategy is to give these farmers the means to assume their role as food providers, which is now seen as essential, notably by building their agronomic, commercial and organisational capacities.

With regard to organisation, the Caribbean Farmers Network (CaFAN), the trans-regional federation of small producers created in 2004, has a key role to play. Bringing together within a federation national associations and several non-governmental organizations, it represents 500 000 small-scale farmers. It welcomes CARICOM's policy, particularly as it contributed actively to its development and many key points came from its position papers. But CaFAN is paying close attention and is monitoring the application of this

policy in practice on the ground to ensure that it brings about real change.

'Farmers are entrepreneurs', exclaims Jethro Greene, Chief Coordinator for CaFAN. 'They belong to the private sector and not to the NGO sector. Trade organisations must convert their know-how and land into riches. My vision is to see a massive increase in the number of prosperous agricultural entrepreneurs who can be proud to leave their farms to their sons and daughters. I want to see thousands of them'.

This is an ambitious objective, but it is based on a socio-economic reality. On one hand, there is a need for safe and affordable food products; on the other, local productive capacity. CaFAN's objective is to boost this production capacity so that it can respond to market demand. This objective is part of a 20-year strategy plan intended to cut food imports in the CARICOM area by half.

CaFAN's watchwords are building agronomic capacities and skills (notably through the support of COLEACP), establishing specialised clusters (on a voluntary basis), exchanging information and experience, and promoting local produce to increase local producers' share in the domestic market, while capitalising on young people, who are encouraged to invest in the agrifood sector.

It is clear that the ACP family farm model is at the threshold of a period of major change. Small farmers and their organisations are vying to take part in the development of the agrifood sector and even to play the leading role, as their know-how is sufficient to meet the food and nutritional needs of the populations and markets concerned. They are aware of this and ready to invest in projects contributing to a genuinely sustainable and inclusive society.



Sustainability, the driver for performance

COLEACP has opted firmly for initiatives rooted in sustainable and inclusive development. Its objective is clear: to give small and medium-sized companies and small-scale farmers the means to contribute, as key players, to the development of the ACP agrifood sector.



COLEACP's objective forms part of a specific approach to the development of agriculture in ACP countries: an agrifood sector developing on the basis of its own lifeblood, that is, small-scale farmers and the local companies that market their produce.



COLEACP aims to focus its development cooperation work on the needs set out above. To be able to exploit market opportunities, small and medium-sized agricultural firms and small farmers in ACP countries must achieve a certain level of technical, agronomic and commercial know-how. COLEACP's role is simply to help them achieve this level.

This objective forms part of a specific approach to the development of agriculture in ACP countries: an agrifood sector developing on the basis of its own lifeblood, that is, small-scale farmers and the local companies that market their produce. It is a vision closely linked to the notion of sustainable and inclusive development. Sustainable development targets economic growth without depleting resources and without harm to the natural environment or the social fabric. Inclusive development makes it possible to share the fruits of growth across all segments of society.

However, the concentration of commercial demand in industrialised countries and the increasing complexity of food standards and regulations could result in a concentration of supply in ACP countries.

'Currently, the balance of power within the agrifood value chains, which are operating increasingly at a global level, greatly favours major businesses and players higher up the supply chain', remarks Guy Stinglhamber, Delegate General of COLEACP. *'While the products of small farmers correspond increasingly to the expectations of European and African consumers, the regulatory requirements and constraints do not always allow them*

to satisfy this demand and to benefit from these new opportunities'.

It is essential to maintain a balance that does not penalise those initially benefiting from inclusivity: local SMEs and small producers. But as they do not have the leverage to intervene in policy decisions that concern them, whether in relation to development, regulation or trade, government bodies, donors and major agrifood companies have a tendency to view them as 'operators' or 'beneficiaries', rather than as partners. This is a delicate position, too delicate

for the agronomic and commercial challenges they face.

By giving them access to know-how and building their capacities to produce commodities that meet the expectations of purchasers, COLEACP is helping to lend weight to their trade relations. The final objective is to enable small-scale operators to connect (or to remain connected) to the local, regional and international value chains that are developing. They can then profit equally from the benefits of this development and, little by little, play a positive role in food safety and nutritional diversity.





From vision to action: a new Sustainability Programme

The development model required for such a vision calls for the commitment of all private and public-sector players in the agrifood sector. This commitment is far from trivial as it affects a company's choices, whether in terms of land acquisition, partnerships, suppliers, clients, inputs or farming methods. It also affects the policies of governments and public services, which may or may not favour this model.

It was to re-emphasise that this commitment goes beyond good intentions and demands concrete action that COLEACP launched its PPP-4-PPP declaration in November 2003 (see inset) along with a

new capacity-building project, the Sustainability Programme, which will take over from PIP2 and EDES from 2015.

'We want to go one stage further than PIP2', Guy explains. 'This stage will be that of corporate social responsibility. Up to now, our programmes have helped ACP companies act defensively with regard to international market requirements. We now want to support these companies to improve their economic performance, their agronomic techniques, their human resources management and their environmental impact, not just to satisfy regulatory requirements, but to position themselves in a dynamic market.'

This new programme will be based on COLEACP's key areas of excellence: training, technical assistance and research &

development, which will be targeted to guide beneficiaries towards achieving the items in their sustainability charter⁶.



6. See Objective: Sustainable and inclusive development, in Horizons n°2, pp 6-9, April 2014.



The concentration of commercial demand in industrialised countries and the increasing complexity of food standards and regulations could result in a concentration of supply in ACP countries.



By helping them to build their capacity, COLEACP gives small-scale farmers and SMEs a firmer framework for tackling the markets. The final objective is to enable them to connect to the local, regional and international value chains that are developing.



PPP-4-PPP declaration

On 27 November 2013, COLEACP launched a declaration entitled PPP-4-PPP (Public Private Partnership for People, Planet, Profit) during the European Development Days. This declaration reaffirmed the commitment of COLEACP and the signatories to corporate social responsibility and to inclusive and sustainable growth, particularly targeting young people and the eradication of poverty.

PPP-4-PPP is proof firstly of the support of COLEACP and its members for the development policy of the European Union as laid down in its Agenda for Change⁷: support for developing countries in their efforts to foster inclusive and sustainable growth in favour of human development.

The declaration makes the private sector the key player in this programme through public-private partnerships. But it is not a blank cheque. The partner companies must genuinely contribute towards sustainable and inclusive development.

'We are not making any demands', explains Guy Stinghamber, Delegate General of COLEACP, launching this initiative. 'We offer our participation in the dialogue with the European Union by affirming our support for its development policy and by showing that the private sector - or at least the companies and organisations that have signed our declaration - stand ready to do more as regards social responsibility'.

Through this declaration, COLEACP's objective is to create a platform bringing together ACP organisations representing small-scale farmers and agricultural SMEs so that they can take part in the development dialogue on equal terms with the giants of the agrifood sector, making it clear that they hold the key to sustainability and inclusiveness.

The declaration quickly gathered over 300 signatures from various protagonists in the ACP agrifood supply chains. Among the first to sign were the small farmers' organisations of East Africa (EAFB), West Africa (ROPPA) and the Caribbean (CaFAN) representing 80 million family farms. Alongside them are local SMEs (producers, exporters and importers), trade associations, NGOs, universities, training centres, consultants, etc.

In February of this year, PPP-4-PPP gave rise to two regional variations. One in Dakar, contributed by a group of Senegalese producer-exporters, received the support of Dr Macoumba Diouf, National Director for Horticulture at the Ministry of Agriculture. The other, in Rome, was launched at the initiative of the Caribbean Farmers Network (CaFAN) while it was taking part in the global meeting of The Farmers' Forum.



7. Com (637)2011



Mango: R&D and COLEACP training courses

Mango epitomises West Africa's buoyant fruit and vegetable export activity. To help the sector become even stronger, COLEACP has carried out a number of innovative projects. The aim is to strengthen orchard protection and productivity.



Mango producers will be able to adopt modern growing techniques, either the full range or just a few, depending on the advantages they seek.



The West African mango market is doing quite well. Exports to the European Union (EU) tripled during the past decade, rising from 11 615 tonnes in 2003 to 35 059 tonnes in 2013. This is still a long way from the 90 000 tonnes imported from Brazil, but progress by the region's leading export countries is significant (see table): over the past 10 years, exports from Côte d'Ivoire doubled, those from Burkina Faso and Senegal increased fourfold and from Mali fivefold, to cite a few examples.

There is no question about it: the sector has become professionalised. The role of development aid programmes such as PIP has doubtless been one factor contributing to this success. Mango cultivation requires specific methods and techniques, and a lot of attention from producers. Since the PIP programme was launched in 2001, COLEACP has ensured that producers receive all the technical support they needed to strengthen this major value chain.

In parallel with general technical assistance aiming to guarantee suitable use of plant protection products and to improve the sanitary conditions for fruit handling, COLEACP recently carried out several



projects as part of the PIP programme to help maintain the sector's strength and enable it to prevent mango diseases.

Bacterial canker: stepping up the fight

The fight against mango bacterial canker (*Xanthomonas citri* pv. *mangiferaeindicae*) in West Africa is under close scrutiny by COLEACP, which is collaborating with the French Agricultural Research Centre for International Development (Centre de coopération internationale en recherche agronomique pour le développement, CIRAD).

Bacterial canker is also known as bacterial black spot, because its most obvious symptom is the appearance of black spots on the foliage, branches and fruit of contaminated trees. There is no effective remedy for this disease. When a mango tree is affected, the only solution is to cut out the affected parts as quickly as possible and burn them to prevent the bacteria from spreading to the rest of the tree and to other trees. It is therefore crucial to diagnose the contamination swiftly, take immediate steps to contain it and reduce risks of it spreading.

The disease has been present in Mali, Burkina Faso and Ghana for a number of years and appeared in orchards in northern Côte d'Ivoire in 2013. Alerted by importers,





Understanding epidemiology

In May 2014, the West and Central African Council for Agricultural Research and Development sponsored a workshop in Ouagadougou (Burkina Faso) to boost awareness and knowledge of mango bacterial canker. Following the workshop, the agronomy research centre of the Université Félix Houphouët-Boigny (Côte d'Ivoire) launched a sampling campaign in all West African orchards. The operation aims to determine which bacterial strain(s) are causing bacterial canker, to determine their virulence, and to draw up a detailed map of all of West Africa indicating their presence. This work will support understanding of the epidemiology of the infection and may lead to the development of effective ways to tackle the problem, especially with bactericidal products.

COLEACP took immediate steps to keep the epidemic from affecting the mango trade.

In summer 2013, experts assessed the presence of bacterial canker in northern Côte d'Ivoire, which varies considerably from one area to the next. During their assessment mission, the experts taught producers how to detect the early signs of the disease and to take actions to keep it from spreading, based primarily on the size of trees, a minimum distance between trees and orchard maintenance.

COLEACP then published a 14-page technical brochure⁸ that describes the symptoms of the disease and outlines the different ways to prevent it and to treat affected trees. The brochure can be downloaded on the PIP site (pip.coleacp.org/en, Publications section).

8. COLEACP-PIP, *New pests and invasive diseases: 1. Mango bacterial disease.*

In February 2014, a train-the-trainers course was held to take the fight against bacterial canker further. Fifteen West African consultants were given the knowledge and teaching tools needed to disseminate control and prevention methods, in particular among small producers.

COLEACP continues to monitor the disease closely and stays abreast of initiatives taken by agronomists in the region, for example the characterisation of disease strains, which over the longer term could lead to the development of new ways to combat it (see box).

Modern orchard management: informing and training producers

Meanwhile, prevention is still the best way to tackle bacterial canker, and prevention

is precisely a focus of a new COLEACP project on modern orchard management. COLEACP, CIRAD and Durabilis, an impact investment company, are pooling efforts in this project.

The concept of 'modern orchards' is not limited to disease prevention alone. It is first and foremost about improving productivity through swift implementation of methods and techniques resulting from the most recent progress in agronomic research.

Producers in Burkina Faso who wished to adopt new crop practices triggered the project's development. When preparing to renew their ageing orchards, they wondered whether it would be best to lay them out based on these new techniques.

'What's at stake is the productivity and profitability of orchards', explains Philippe d'Arondel de Hayes, General Manager of

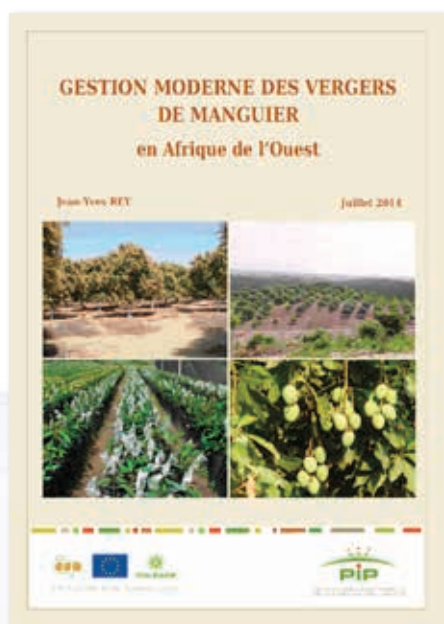
the Burkina Faso-based export firm, Houet Select, who is very interested in this new management approach. 'With these new methods, for example, trees can be planted every 5 metres instead of 10 because they are kept smaller in size. Likewise, for irrigation, if the producer is lucky enough to have a well, a drip system can be set up, which distributes the fertiliser more evenly. The way trees are pruned is very important because proper pruning increases, and limiting the height of trees does away with the need for poles.'

Emmanuelle Prunier, in charge of the PIP Training Unit, is very clear, however: 'The idea is not to call established practices into question. The experts we work with stressed the complexity of the choice that producers must face. It is important for the orchard to remain profitable, and modern

techniques can entail additional costs, for irrigation, for example. So we have to make sure that these costs ultimately lead to a productivity gain.'

To make the choice easier, COLEACP decided to inform and train producers. On the information side, it published a technical factsheet as a supplement to its mango production guides. This factsheet outlines modern practices and explains the conditions in which their implementation becomes advantageous. On the training side, experts from COLEACP, Durabilis and CIRAD developed a group training course on modern orchards. The first was held in late July 2014 in Burkina Faso and is expected to be repeated soon in neighbouring countries.

COLEACP recently implemented as part of the PIP programme a number of research projects specifically focused on mango orchard management.



Mango producers will now be better equipped to come to an informed decision on whether to adopt modern crop techniques, either the full range or just a few, depending on the advantages they wish to obtain and opportunities to boost both their productivity and their presence on regional and international markets.



Technical brochures on mango can be consulted and/or downloaded in the 'Publications' section of the PIP website (pip.coleacp.org/en).

Mango and papaya exports (tonnes) to the European Union (source: Eurostat)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Côte d'Ivoire	7 194	11 432	9 858	14 433	14 706	11 249	11 702	11 326	10 178	15 266	16 553
Senegal	2 067	2 810	3 011	6 194	4 702	6 037	6 239	2 748	5 341	6 196	8 267
Mali	947	2 097	2 559	3 477	4 317	4 903	3 480	3 673	1 796	3 816	4 802
Burkina Faso	770	927	1 173	2 153	3 190	2 405	1 987	3 301	2 129	2 126	2 933
Ghana	83	179	276	295	983	1 096	880	427	226	846	1 627
Gambia	552	592	608	784	857	695	1 246	775	1 502	981	876
Guinea	458	561	85	345	469	543	388	842	927	856	820

Dominican Republic: two programmes for pineapple producers

COLEACP is working with ACP-EU TBT (Overcoming Technical Barriers to Trade), a development cooperation programme funded by the European Union, to support the pineapple sector in Dominican Republic. The idea is to build synergy between complementary programmes.



'COLEACP's expertise is complementary to ours in the agricultural sector, especially on compliance with sanitary and phytosanitary standards.' Caroline Garcia (TBT)



In October 2013, the Centre for Export and Investment of the Dominican Republic⁹ (CEI-RD) approached the ACP-EU TBT Programme¹⁰ about developing the country's pineapple exports. Specifically, its request concerned technical support for producers in the central part of the country (Sanchez Ramirez province) to help them sell their pineapples on the European market.

TBT, like PIP and EDES, is a development cooperation programme for the ACP states financed by the European Union (EU). It was launched in March 2013. The programme aims to facilitate access to international markets for ACP products by reducing technical barriers to trade. To achieve this goal, it supports institutional and private players as they strive to comply with export market regulations and with international quality standards.

Following CEI-RD's request, the TBT Programme initiated a project titled 'Strengthening quality and safety management systems for Pineapple Producers with

export potential'¹¹. The project is designed to help pineapple producers fulfil European market requirements, whether regulatory or private standards - notably GLOBALG.A.P., a quality standard for the retail trade. Given the focus of this initiative, the TBT Programme decided to work with COLEACP.

'We were interested in this collaboration for three reasons', explains Caroline Garcia, TBT's communication expert. 'First, the European Commission encourages synergy between programmes funded by the EU and we wished to make progress in that direction. Second, COLEACP's expertise is complementary to ours in the agricultural sector, particularly on sanitary and phytosanitary standards. Third, this allows our young programme to benefit from COLEACP's long experience.'

Training and technical support

Following an initial needs assessment mission in May 2014, COLEACP and TBT

experts met representatives of CEI-RD in June to finalise the action plan. It has two main components: on one hand, specific support for enterprises that wish to set up a food safety management system; on the other, train-the-trainers courses to develop a team of instructors capable of guiding producers in the area of food safety and quality standards.

The train-the-trainers sessions are designed for around 20 participants who are referred by the Agriculture Ministry, the local producers' association and various consulting offices. An initial session was conducted in July 2014 by TBT experts on general aspects of the international pineapple trade - market access, quality standards, good agricultural and industrial practice, documentation procedures, etc. COLEACP was charged with organising a second session on technical and agricultural aspects.

This is the first collaborative effort between the two structures, facilitated by their shared objectives and their complementary fields of expertise. This synergy may lead to other joint initiatives in the future.

9. Centro de Exportación e Inversión de la República Dominicana - www.cei-rd.gov.do.
10. www.acp-eu-tbt.org.

11. Fortalecimiento de los Sistemas de Gestión de la Seguridad y la Calidad para los Productores de Piña con potencial Exportador en la República Dominicana.



World Economic Forum: the debate focuses on nutrition

In the context of the World Economic Forum on Africa, held in Nigeria in May 2014, COLEACP took part in a side event focusing on nutritional challenges in Africa. Guy Stinglhamber, COLEACP's delegate general, was a speaker, along with Akinwumi Adesina, Nigeria's Minister of Agriculture, Onyebuchi Chukwu, Minister of Health, and other players in Nigeria's agrifood sector. Malnutrition, rather than food shortage, may prove a major obstacle to Africa's economic development. The speakers stressed the key role of the private sector in the production of energy-rich and nutritious foods. This role requires guidance and assistance from the public authorities, in particular to support certain especially appropriate crops.

**WORLD
ECONOMIC
FORUM**

*World Economic Forum on Africa
Side event
High Energy Nutritious Foods
Abuja (Nigeria)
8-9 May 2014
www.weforum.org*



Managers' Days: presenting the Sustainability Programme

COLEACP is developing a new development cooperation project to succeed PIP-2, which ends in 2015. The Sustainability Programme aims to set up corporate social responsibility (CSR) principles in beneficiary companies. These will be steered progressively towards full application of a sustainability charter that will introduce the dimension of sustainable and inclusive development in their activities. The programme will offer a framework for raising a company's CSR profile to reinforce its commercial attractiveness. COLEACP has set up a road-show to explain the programme to managers of companies and of public services in several ACP states. The schedule of presentations will be announced on COLEACP's website.

*Managers' Days
Several presentations in 2015
www.coleacp.org*



COLEACP Training Unit participates in eLearning Africa

COLEACP took part in this year's eLearning Africa, held in May 2014 in Uganda. This annual event brings together experts in training and information and communication technologies (ICT) from all over the world to take stock of progress in distance learning in Africa. Nearly 1500 experts made the trip to Kampala this year. Among them was PIP Training Officer Emmanuelle Prunier, who took part in a workshop on ICT in agriculture and presented COLEACP's distance learning platform (training.coleacp.org). The workshop considered how ICT can facilitate the sustainable development of agriculture, particularly through mobile applications and mixed learning programmes.

*eLearning Africa 2014
Kampala (Uganda)
28-30 May 2014
www.elearning-africa.com*





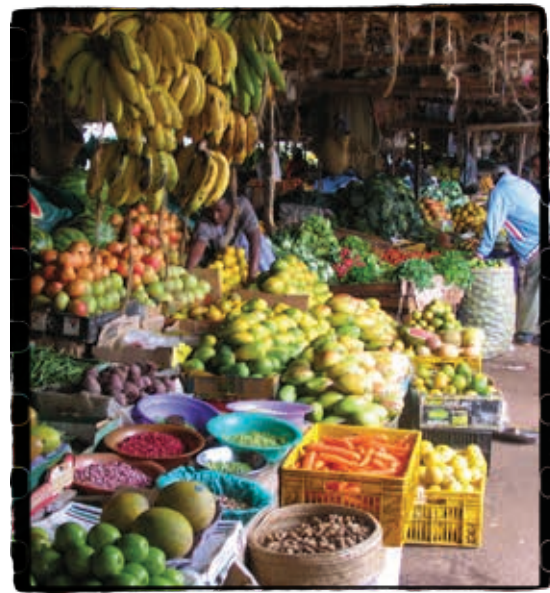
Tapping into local and regional markets

COLEACP helps farmers improve the quality of products for the local market. As the standard of living rises in the ACP states, short supply chains now offer real opportunities for economic development.



COLEACP provides local supply chains with the methodology and capacity-building tools developed for the export sector.

Local and regional markets are developing into important outlets for the agrifood sector in Africa and the Caribbean. They represent an attractive alternative to export.



In many African countries, selling goods at a stall or a local grocery is no longer limited to the informal economy. National and regional markets are developing into important outlets for the agrifood sector in Africa and the Caribbean. They represent an attractive alternative to the export trade for SMEs and small producers.

With the growth of the middle class, retail chains are being put in place in African countries (see box), with quality standards close to those of export markets. Urban authorities also tend more and more to adopt measures to improve the hygiene and sanitary conditions of covered and open-air markets. To connect - or stay connected - to these local value chains, (small-scale) farmers have to be able to meet the new requirements of local distributions channels.

COLEACP has always been concerned about the impact on food production of its work on export crops. The PIP-2 and EDES programmes have both included this dimension and can advise on production for local and regional markets. This represents an opportunity for COLEACP to make available its methodology and capacity-building tools, originally developed for the export sector, to short supply chains.

Train-the-trainers sessions for short supply chains

In 2011, the government of Côte d'Ivoire asked COLEACP to become involved with small operators who sell their goods at local markets. It wished to help them maintain access to this outlet as the public authorities launched a programme to improve the sanitary and phytosanitary conditions for goods sold on the markets.

Based on a fact-finding mission, an ambitious action plan was drawn up targeting five essential crops: banana, cabbage, tomato, aubergine and sweet potato. The main challenge was to select the key personnel to be trained in a context of extremely fragmented production. COLEACP turned to the many cooperatives and associations that help structure small-scale operators in the country, and to two other key players in local distribution: the National Agency for Support for Rural Development (Agence nationale d'appui au développement rural - ANADER), active in agricultural extension, and Océana, a new private operator in large-scale vegetable production.

Around 15 technicians selected by these structures will be trained as part of the PIP Programme. The training will focus on improving the agricultural practices of small operators: safety, hygiene, traceability, crop protection and sensible and safe use of inputs. It will also teach training practices, giving future trainers a method and tools enabling them to share their knowledge with interested parties.

COLEACP has regularly organised train-the-trainers courses such as the one implemented in Côte d'Ivoire, always with a view to spreading new know-how to small producers, working through their associations or through private and public extension agencies.

In Mali, 15 trainers were trained in September 2013 based on a request by three cooperatives of small producers and two non-governmental organisations. COLEACP has taken the same initiative in the Caribbean. Working together with the Caribbean Farmers





Network (CaFAN), in December 2013 it trained around 30 agriculture extension workers from throughout the Caribbean. The ultimate goal is to give 500 000 small producers in the CaFAN network access to more promising markets, including hotels, restaurants, and minimarkets and supermarkets. Last January, 14 trainers from Burundi, Rwanda and Congo were trained in technical aspects of organic crops for local markets.

Zambia: small-scale producers involved in a participatory guarantee system

Pursuing the same objective, COLEACP has implemented a different initiative in Zambia, where it has been working with the International Federation of Organic Agriculture Movements (IFOAM) to set up a participatory guarantee system (PGS).



A growing middle class

The existence of a solid middle class is crucial for private sector growth, in Africa and in all the ACP states. The middle class accounts for the bulk of demand for goods and services offered by local companies. Its expansion gives agricultural producers an opportunity to benefit more from the local market, to join the formal economy and to become part of the growing South-South trade.

The middle class is an abstract concept. It is the social category that lies between the large segment of the population living in poverty and the few individuals belonging to the social elite. Economists and statisticians have identified the concept more concretely as the individuals who spend from \$ 2 to \$ 20 a day on consumer goods.

The most recent study¹² on the African middle class as a whole focuses on the situation in 2010. Some 326 million people fell into this category, i.e. 34.3% of the continent's population. This figure masks large differences from one country to the next, however. In sub-Saharan Africa, Gabon ranks first with 75% of its inhabitants belonging to the middle class, while Liberia ranks last with the middle class accounting for only 1.9% of the population.

Nevertheless, the African middle class is rapidly expanding: 115 million people in 1980 (26.2% of the population), 157 million in 1990 (27%) and 204 million in 2000 (27.2%). Its growth has occurred mainly in the past 10 years. The core

ingredient for such progression is economic growth. But economists consider that it results first and foremost from poverty alleviation policies, primarily measures to reduce income inequalities, support the private sector, develop infrastructure, improve higher education and enhance healthcare.

It is difficult to make quantified projections, but the growth of the middle class seems certain to continue. In any case, this is the outlook on which certain local and international investors are basing their presence in a promising consumer market.

12. *The Middle of the Pyramid: Dynamics of the Middle Class in Africa*, in Market Brief, 20/04/2011, African Development Bank.

The beneficiary of the project is Lumuno Organic Farm, a spice producer and seasonings manufacturer. Its flagship product is the Lumuno Chilli range of red pepper sauces, sold mainly in the country's supermarkets. The company grows its raw material at its farm in Chongwe, around 50 km from Lusaka, and obtains additional supplies from around 200 small-scale producers scattered across the country.

To develop its market under the organic label, Lumuno decided to introduce PGS. With this system, organic production is certified not by a third party, but by a group of local players in the supply chain: farmers, processors, distributors and consumers. It is particularly well adapted to short supply chains.

Two expert missions helped put the system in place with the involvement of small-scale producers and taught PGS to officials of the Organic Producers and Processors Association of Zambia (OPPAZ), the umbrella organisation for organic farming in the country.

'For the organic sector and the Zambian community in general, this workshop is an important step towards the development of a quality assurance system suited to small-scale producers', observed Munshimbwe Chitalu, CEO of OPPAZ, after the workshop. *'We at OPPAZ will be transferring this idea to other groups and other areas.'*

To connect - or stay connected - to these value chains, small-scale producers must be able to meet the new requirements of local distribution channels.



Large-scale retailing flourishes in Africa



Minimarkets, supermarkets, hypermarkets, shopping centres: large-scale retailing is thriving on the continent. All operators, including major international groups, plan to expand. The sector is focusing its development on three core areas: South Africa, Kenya and Senegal.

- *The sector is strongest in South Africa, where four large groups compete: Spar (Superspar, Spar, Kwikspar, Savemor); Shoprite (Shoprite, Checkers, Usave, OK, etc.); Pick'n Pay (Pick'n Pay, Boxer) and Massmart (Makro, CBW, Shields, Cambridge Food). The latter three are pursuing a strategy of expansion in southern Africa. Shoprite is even venturing further and has also launched activities in Uganda (2000), Tanzania (2001), Angola and Ghana (2003), Nigeria (2005) and Democratic Republic of Congo (2012). Since 2011 Massmart Group has been owned by the American group Walmart, the world's number one mass distributor, which aims to establish an operational base in Africa.*
- *Local companies in Kenya have benefited from this country's early growth to develop their business. Nakumatt and Tuskys are two family-owned groups; Uchumi is a semi-public initiative from the 1970s that has been privatised and is now a listed company. All three run well established networks of supermarkets and minimarkets and are expanding into neighbouring markets (Uganda, Tanzania, Rwanda, Burundi and South Sudan), demonstrating their determination to reach a scale covering the entire East African Community.*
- *West Africa has become the focus area of two French giants. In 2007 Casino sealed a franchise deal with the Senegalese firm Damag for expansion of its activity in the French-speaking countries of West Africa. Carrefour, number two worldwide, has a similar goal. In 2013 it teamed up with CFAO Group, specialising in automotive and pharmaceutical distribution in Africa, with the aim of developing supermarkets and shopping centres in eight countries: Senegal, Côte d'Ivoire, Ghana, Nigeria, Cameroon, Gabon, Congo and Democratic Republic of Congo. There are also local operators, well established in their market, such as Prosuma (Côte d'Ivoire), which is on the lookout for an international partner, and Artee (Nigeria), a Spar national dealer that heads Park'n'shop.*



PORTRAIT OF APOLLO OWUOR

Apollo Owuor: an impassioned agronomist

Apollo Owuor is a member of COLEACP's Board of Directors. He is also director of production for a major Kenyan fruit and vegetable exporter. Maintaining quality when working with 1 500 small producers requires an attitude of constant attention.





'Farmers used to buy their pesticides themselves. But now we have set up total oversight of this sourcing. We have also taken full responsibility for spraying at all farms.'

Apollo Owuor, aged 42, is an agronomist, a graduate of the Faculty of Agriculture of Egerton University in Kenya. His professional experience was one step along a lifelong path to become a fruit and vegetable production quality expert. It all began when he was growing up in Elboret, in the western part of the country.

'From a very early age I loved working in the fields', he explains. 'I like to see the to-ing and fro-ing of the farm machinery, of the people working. I am very sensitive to the beauty of fields of wheat, maize and other crops.'

After a brief stint at a sugar cane plantation, in 1997 he entered the fruit and vegetable export sector and settled in Nairobi, where he still lives with his wife Lavinia and their two daughters. It was at Indu Farm that he discovered what was to become his chosen field.

'That is where I built my experience in organising small producers', he continues. 'The company sold produce grown exclusively by small producers organised in a number of groups. My job was to mobilise these groups to ensure production.'

In 2003, this experience led to a job with Kenya Horticultural Exporters (KHE), a large exporter of beans, peas and avocados to the European Union, primarily the United Kingdom. The company directly operates 2700 acres (1100 ha) and organises the production of 1500 small-scale producers.

At the time, KHE had to adapt to new regulatory requirements and quality demands on the part of European buyers. Apollo Owuor was the first agronomist hired by KHE, which now employs 16 in total.

'That was when I started working with COLEACP', he recalls. 'We had to put GLOBALG.A.P. in place and comply with new food safety rules. As part of PIP, COLEACP helped us set up our quality management system and train our staff and small producers. Within a year, our three farms were GLOBALG.A.P. certified. And in 2005, all our agricultural production obtained accreditation for GLOBALG.A.P, LEAF and Tesco Nature, as requested by our clients.'

Constant attention

Maintaining these advantages naturally requires constant attention. For example, an energetic reaction was needed to cope with today's crisis in Kenyan fruit and vegetable production¹³.

'The problem is pesticides', he explains. 'We took steps to exclude any risk of detection of residues in our production. Farmers used to buy their pesticides themselves. But now we have set up total oversight of this sourcing. We have also taken full responsibility for spraying at all farms. It took us around two months to set up a team in charge of this task, but things are now expected to go in the right direction.'

For the future, Apollo Owuor, who was appointed to the COLEACP Board of Directors in June 2013, finds that support for agricultural undertakings should include greater use of ICT to enable the dissemination of knowledge and production procedures, especially to small-scale producers. The technology exists, and African mobile networks are effective. The time is ripe to take this step, says Owuor.

'The work of supporting agricultural businesses should include more use of ICT to facilitate the dissemination of knowledge and production procedures, especially to small-scale producers.'

¹³ See Kenya: beans and peas experience growing pains, in *Horizons* No 1, June 2013, pp.14-16.



Akinwumi Adesina, Nigeria's Minister of Agriculture

Brussels (Belgium), 31 March 2014 - Europe Africa Business Forum



'We have great agricultural potential. But no one is fed on potential. We have to unlock it. And that is what we have started doing in my country... We see agriculture as a wealth-creating trade, not as a development programme, not as a charitable programme. I repeat: this is primarily about creating wealth. In 2011, the President of Nigeria launched the Agriculture Transformation Agenda aiming to make the agricultural sector a driver of growth. And, I would add, of inclusive growth. We are now reaching the end of the opening phase. We are also focusing on investments in agrifoods and we are enhancing attractiveness for the private sector.'

Kalilou Sylla, Executive Secretary of Roppa

Brussels (Belgium), 31 March 2014 - Europe Africa Business Forum

'African small producers are not on social assistance. They are entrepreneurs and they want to do business. They ask nothing more than any other business people worldwide. They ask simply that governments give them the same opportunities available to others. We do not want large companies to come in and take the land. It is clear that six large companies can mobilise African farm land and feed the population. But what would 60% of Africans live on, in that case? That is the fundamental question - the one that must be answered.'



Rhoda Peace Tumusiime, Commissioner for Rural Economy and Agriculture at the African Union Commission

Brussels (Belgium), 31 March 2014 -
Europe Africa Business Forum

'Above all, it is important and imperative to examine the problems and challenges that small producers face. And as we strive to include these producers in value chains, we have to be sure that we have solved these problems.'

Andris Piebalgs, European Commissioner for Development

Brussels (Belgium), 31 March 2014 - Europe Africa Business Forum

'The subsidies we grant to the private sector in the form of investments can play a crucial role in mobilising financing. What we are expecting is that the alliance of public and private investments will go to the areas where financing is necessary. Because the main challenge facing small and medium-sized firms is access to finance. And it is also our expectation that, through this alliance, we can reach sectors other than those of major infrastructures - job-creating sectors. A sector to which we are giving special attention is agriculture and food processing.'





Stephen Muchiri, CEO of Eastern Africa
Farmers Federation

Brussels (Belgium), 31 March 2014 -
Europe Africa Business Forum

'It is essential that farmers participate in political processes and discussions, whether at national or regional level. This has been done on a one-off basis. But I think that we need to institutionalise such processes and see to it that small producers can participate in them while being involved in and having access to all necessary information.'



Winifred Byanyima, Executive Director of Oxfam International

Abuja (Nigeria), 8 May 2014 - World Economic Forum on Africa



'If we want shared growth, there is a lot to do. To start, it is important that Africans, men and women, who work hard on the job every day, obtain free and universal access to education and healthcare. That is how America, Europe and Asia lifted themselves out of poverty and into development. Africa is not doing so. As a result, growth continues but people lack the capacity to participate in it. You can say that there is no money for education and health in Africa. But the truth is that the resources are there. The African Development Bank has said so: the continent loses USD 63 billion a year in illicit financial flows. That adds up to 1.3 trillion over the last 30 years. What are governments doing to halt this draining of resources and to steer the money back into the population? That is the question. We have set up a business-friendly environment in Africa. There

is none better on Earth! Think about the tax breaks and opportunities for tax evasion. Large companies are making money in Africa and paying almost nothing in return. It is high time for the business world to pay its fair share, so that money returns where it is needed: to agriculture, industry, energy and the like.'

Guy Stinglhamber, Delegate General of COLEACP

Abuja (Nigeria), 8 May 2014 - High Energy
Nutritious Foods workshop

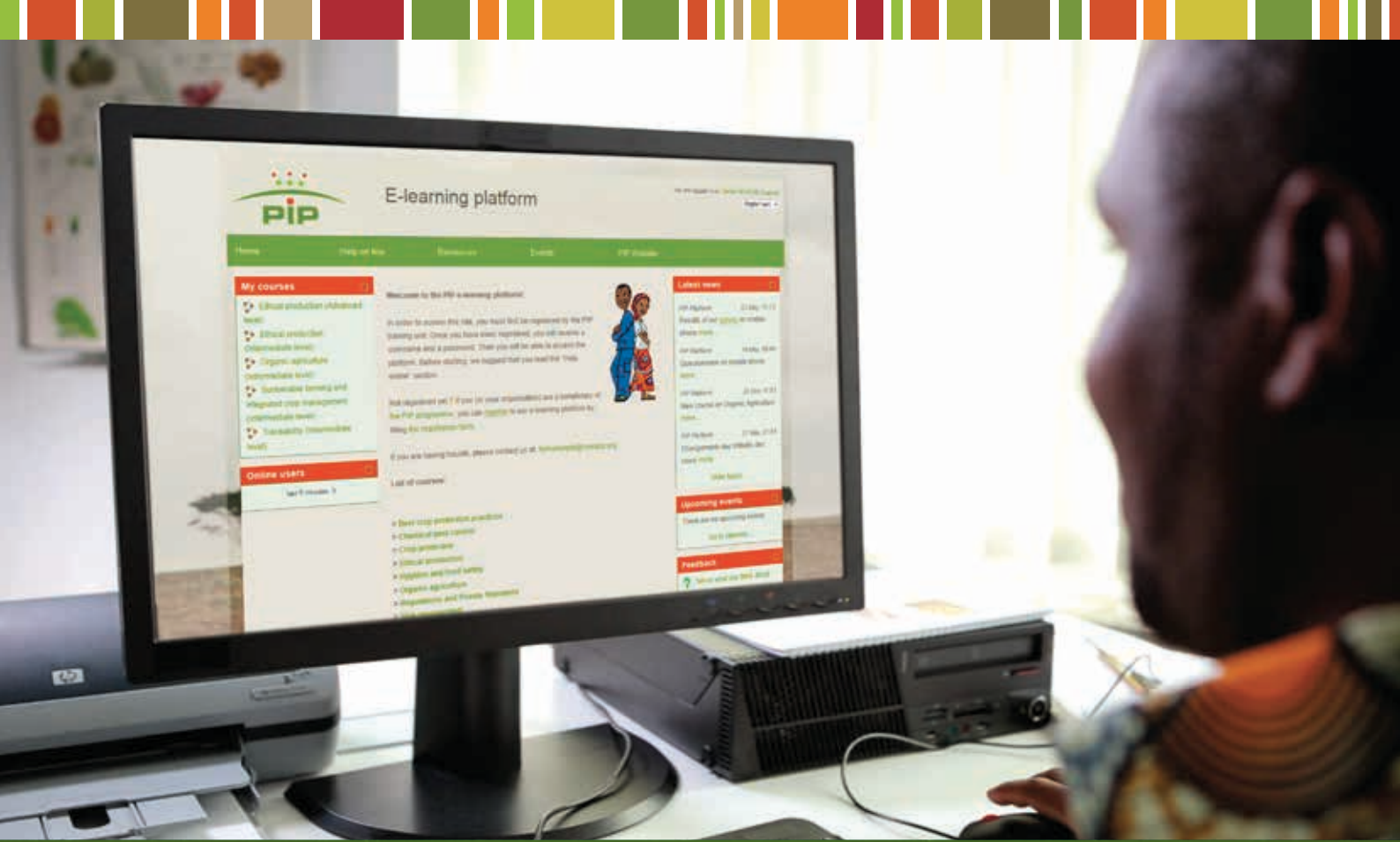
'We have to step up COLEACP's support for agriculture, applying our leitmotiv: the export sector must be a factor in the modernisation of local cultures. We hope to have the backing of all our partners to coordinate integrated support with repercussions for poverty reduction, export, food security, the trade balance, food sovereignty and sustainable agriculture.'

Brussels (Belgium), 31 May 2014 -
Charity gala of the Association
of Spouses of ACP Ambassadors

'All of COLEACP's actions are based on the principles of capacity-building and empowerment. And no-one is better equipped to achieve that than local players. COLEACP

simply offers a link between two ingredients: developing new solutions together and sharing the collective experience of producers and exporters from all the ACP states in seeking new recipes for human development.'





COLEACP E-Learning platform



**A training system for professionals involved
in the ACP agricultural industry !**

<http://training.coleacp.org>

