

# HORIZONS

THE MAGAZINE OF COLEACP AND THE FFM PROGRAMME

## Khadija, Calvin & Caroline

Three young people, three  
futures in African agriculture

## EMPLOYERS SPEAK OUT

Karim Dostmohamed, DG, FrigoKen  
"I urge youth to get involved"

COLEACP VALUES  
**HEAR FROM  
THE YOUTH**

Yentyl Williams, ACP YPN:  
"Too many silos and not  
enough synergies"

EDITION

# YOUTH & TRAINING



## EDITORIAL

# DO YOUNG AFRICANS HAVE ANY ALTERNATIVE BUT TO WORK IN AGRICULTURE AND AGRIBUSINESS?

How many times have we heard that we need to make agriculture more “sexy” in order to attract young people? Using IT, drones, GSM and satellites you could reinvent agriculture to attract young people who cannot find work, lack hope or do not have a future in their country.

How can we keep them rooted in their homeland and avoid this inevitable exodus?

Are we putting the cart before the horse? Did they make the European coal mines “sexier” to encourage young people to work in them in the 50s?

With more than 80% of the population under 25 years of age and the need to create 18 million jobs each year, young Africans have no choice; they have to roll up their sleeves and take ownership of agriculture at all levels, from the labourer to the engineer, including technicians, from the poor to the millionaires, including the middle class.

It is not up to agriculture to adapt, but rather it is up to young people to adapt their skills to the agricultural needs of the future. It needs to be modern, efficient, sustainable and profitable.

However, it is our responsibility to advise and help them train.

The private and academic sectors need to define the short, medium and long-term needs of companies and together define and set up the necessary educational process with the support of public finance.

COLEACP has been working on this for 15 years (PIP - 2001) by focusing on strengthening the skills of all players in the supply chain, creating a pool of expertise both in companies and in public sector, as well as with private and academic service providers.

We have set up a training system known as the “Fair Revolving Training System”. “Fair” because it is implemented by local experts who go on to further train others in a cascading process; “Revolving” because they also feed back information into the training system and contribute towards constantly improving and updating current thinking, matching the training offer with real needs and developing the necessary tools.

These methods and tools are quickly adopted.

Over the last few years we have moved on from having a reactive stance to a proactive one. Previously we would react to market demands in terms of food safety, but now we have progressed to anticipating consumer trends and “producing in a more sustainable way and all the while improving our competitiveness”.

### PREPARING YOUNG PEOPLE FOR OPPORTUNITIES IN THE AGRICULTURE SECTOR

Today our main priority is to prepare young people so they are in a position to take advantage of the inevitable opportunities which will arise in the decades to come in agricultural development.

Some may say we have moved from “Reactive Capacity Building” to “Being ready to embrace Serendipity<sup>2</sup>! All sustainable economic growth depends on the ability of young Africans to grasp the opportunities provided by SMEs. It will be these young people who make up the workforce responding to the needs of large agricultural companies investing in Africa.

This special edition of the COLEACP magazine, whose name has never been more apt, features the opinions and experiences of young people: Horizons.

Guy Stinglhamber

*Delegate General of COLEACP  
Director of the Fit For Market (FFM) programme*

<sup>1</sup> PIP Programme Phase 1 2001-2007

<sup>2</sup> “When Walpole invented the word “serendipity” in 1754, he evoked the faculty of discovering “by chance and sagacity” what one did not originally set out to find. Today, the term is becoming increasingly popular in the sense of “discovering by chance”. However, if this focus makes it possible to affirm the unpredictable and non-programmable dimension of research, the concealment of wisdom prevents us from grasping what “serendipity” really means, and which is at the heart of all discovery.” (Sylvie Cattelin, Serendipity : from the tale to the concept, Editions du seuil 2014)

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The Europe-Africa-Caribbean-Pacific Liaison Committee (COLEACP) is a professional association created in 1973 whose mission is to develop inclusive and sustainable trade in agricultural food products (in particular in fruit & vegetables), primarily in the ACP countries and between these countries and the European Union.

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A man with dark curly hair and a beard, wearing a white button-down shirt and a black lanyard with a badge, is speaking to a group of people. He is holding a blue pen in his right hand and gesturing with his left. The background is a blurred indoor setting with a blue wall and a large speaker. The foreground shows the back of a person's head and shoulders, out of focus.

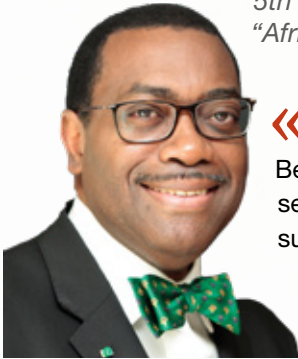
**NEWS**

**Youth: Everyone is talking about them!**



**Akin Adesina**, President of the African Development Bank (AfDB)

*5th Annual London School of Economics and Political Science (LSE) Africa Summit: "Africa at work: Educated. Employed. Empowered", 20th April 2018*



« **Y**oung people are the best investment Africa can make. (...) In every sphere: entrepreneurship, IT, new technology, medicine, engineering, agriculture, media, arts... Believe me the future billionaires and millionaires in Africa will come from the agriculture sector... Young agribusiness entrepreneurs will be critical to the objective of feeding Africa sustainably. AfDB will help to keep Africa's youth in Africa by expanding economics opportunities... Today's Africa belongs to you. You are the future and we believe in you ! »

**H.E.Sacko Josefa Leonel Correa**, AU Commissioner, Rural Economy and Agriculture

*October 2017, (ECDPM Great Insights)*

« **O**ur priority will be leveraging the required policy and institutional environment for responsible private sector participation and enacting reforms that catalyse opportunities for youth and women in an inclusive manner to engage in agricultural production and agribusinesses. These should be oriented to the best possible growth options and mainstreamed into existing national development strategies and activities with good prospects for achieving economies of national and/or regional scale and scope. The process should also result in transformed engagement with development partners in the context of a global economic architecture where Africa participates as an economic actor in its own right and where a shared vision exists of African countries networked into a coherent, continental economy and market. »



**Neven Mimica**, EU Commissioner for International Cooperation and Development

*October 2017, In the run up to the AU-EU Summit in November in Abidjan*



« **A**frica is the youngest continent of the world, with 60% of its population aged under 25. With "Youth" being the main focus of this year's AU-EU summit, we want to inject a youth perspective in the intercontinental dialogue. Their contributions are central, when discussing about a future that belongs to them. »

**Viwanou Gnassounou**, Assistant Secretary General of the ACP Group of States

*CTA brief "Youth in agribusiness: the future of agriculture" May 2017*



« **H**ow can we get more young people involved in agribusiness? I prefer to refer to agribusiness rather than agriculture. It is not about forcing people into the fields, we need to consider the whole value chain and create pathways towards new jobs. We do not force young people to go and work in banks, neither should we force them to work in agriculture. If there is a lack of interest, it is because something is wrong with the system and it is important to identify the specific hurdles faced by young people and overcome them through development related to these challenges, particularly on a demographic and climatic level. »

**Parminder Vir**, CEO Tony Elumelu Foundation (TEF)

*Among other projects she has worked to launch the Tony Elumelu Entrepreneurship programme*

« **F**or me, it is the human capital which offers the greatest opportunity. Africa has the youngest population in the world, with over one billion people living in Africa there is huge human capital. (...) Nobody will want to leave their home and country and go looking for work elsewhere if we can create those opportunities here. My advice (to young entrepreneurs) is not just applicable to those going into agribusiness, but business generally. They should identify the gaps in the market and align that with their own passions and interests and they locate the resources they need to get their ideas off the ground. Entrepreneurship is not something you can do on the side while you are holding down a job (...) You cannot say "I am an entrepreneur" until you have done an intense amount of research on your idea. »



**Paul Polman**, CEO Unilever

*CEO African forum April 2018*



« **T**he private sector must join governments in building a sustainable future. This includes getting involved in the fight against poverty and famine. Instability is not conducive to business development which creates jobs for young people or to development in general. If you treat the people in your value chain well they will be committed to you. »

*World Economic Forum in Davos (2017), Unilever CEO Paul Polman calls on the young leaders of One Young World to "Make your voices heard; actively participate in the political process; put your spending behind responsible companies; and yes, last but not least, live what you preach and put yourself at the service of others."*



**Francine Muyumba, Présidente de l'UPJ**

*Opening ceremony of the 5th summit of Heads of State and Government of the AU-EU, Abidjan November 2017*

« **W**hen discussing a new partnership between Africa and Europe, it is important to focus on entrepreneurship and youth employment. We do not want you to leave this room without reflecting on this question (...). Young people will only be able to reject the temptation of illegal immigration if resources are made available to them. It is very important that we focus on entrepreneurship and youth employment as it is the only way to overcome all the difficulties we face on the continent, especially related to crossing the Mediterranean. »





PROMOTING  
BUSINESS  
DEVELOPMENT



Dr Agnès Kalibata  
Interview at COLEACP  
by ACP YPN  
Brussels, March 2018

NEWS

# Speaking for Horizons

**Horizons : What is your advice to young people who are interested in a career in agriculture?**

**Dr Agnes Kalibata :** There are opportunities in Agriculture but you have to be equipped. Agriculture is a skill. It is not something you do because you know how to put seeds in the soil. It is a skill and you have to be prepared to learn the skill based on the commodities, and it varies by commodity, based on the commodity you want to go in; based on the value chain that you want to invest in ; based on what you are trying to do. If you want to do mechanisation and if you want to supply mechanisation services, you have to understand mechanisation. Machines break down. How do they get repaired? Where do you get services from? If you want to produce maize, maize requires A,B,C,D. How do you protect yourself from pests? What is your market? It is a skill and you have to be prepared to learn. It is not something you walk into just because your parents planted maize in the back yard and you are going to plant maize, and agriculture will work for you. It is a skill and these skills have to be acquired, and there are places to acquire these. For example, via the youth virtual learning centre that we are trying to set up, we would be very happy to link youth with sources of skills.



**WERNER HOYER**  
*President of the European Investment Bank*

"We need to focus on private-sector financing and the access to finance, but also enhance

partnerships between Europeans and Africans. We need to provide more opportunities for the young with programs such as our ACP internship programme. We also need to encourage more programmes that highlight the role young people can play in shaping Africa's future, such as the Africa-Europe Youth Summit. There are many encouraging examples of youth using new technologies and innovation to mitigate constraints and to modernize agriculture in general. There also are new jobs in agriculture that are appealing to young people because of the new technology. For example, we invest in impact funds like Novastar (...). Our Boost Africa program, a joint initiative with the African Development Bank, seeks to enhance entrepreneurship and innovation across Africa, creating new and high-quality jobs for young Africans in agriculture and other sectors."



**LEONARD MIZZI**  
*Head of Unit at European Commission*

"I believe in the power of people, and especially young people, as key agents of change. Africa has resources and talents and the EU will continue to invest to support opportunities for young people. What we need is our cooperation to be strong and strategic. We need the continued engagement of our partner countries and our development partners. To tackle challenges, we need sustainable solutions – in the economic, environmental and social sense. I believe we are moving in the right direction and I count on all of us to continue working together. (...) ACP YPN is a great initiative. Young peoples'

voices should be heard and listened to; young people need to have a say in policies that have an impact on their life: present and future. ACP YPN actively supports policy-making processes and they are doing a great job. Their response to the EU consultation 'Towards a new partnership between the European Union and the African, Caribbean and Pacific countries after 2020' is a good example of such a policy contribution regarding ACP youth. Keep it up!"



**JOSEPH OWONA KONO**  
*President of Afruibana, Member of Parliament (Cameroon) and Co-President of the ACP-EU Joint Parliamentary Assembly*

"Unfortunately, the agricultural sector still suffers from a false outdated image which is held by young people and it downplays the incredible diversity of careers and challenges that agriculture offers. I agree with the president of the African Development Bank, Akin Adesina, who said that we need to make agriculture "profitable and cool" for young people. Despite what people may think, agriculture is a very "business-oriented" career. Firstly, being a farmer means being the director of a company and they are real "agricultural entrepreneurs" as I explained in "Jeune Afrique" magazine. (...) Investing in young people in agriculture is non-negotiable if it is to modernise. (...) The gap between Africa's potential and its current status is still enormous, and we need to modernise the agricultural and industrial sectors as a priority. Finally, politicians need to put SMEs at the heart of public policy because this is the best way of combatting unemployment."





**PHIL HOGAN**  
*EU Commissioner for Agriculture and Rural Development*

"The Commission is convinced that the development of a sustainable agrifood sector in Africa is not only possible but also vital to ensure food security at continental and global level, as well as to create job opportunities for youth. To this effect, on 27 February 2018, I launched a call for interest for the creation of a Task Force Rural Africa (TFRA) to provide advice, examine possibilities and identify strategies to further boost public and private investments in African sustainable agriculture, agribusiness and agro-industrial development. Responsible investments in higher-value agriculture that will use services more intensively can make the agri-food sector attractive to young people. African youth will be prepared to play a key role in such a modernisation of agriculture and the necessary efforts should be made to reach this objective."



**LOUIS MICHEL**  
*Member of the European Parliament and President of the ACP-EU Joint Parliamentary Assembly delegation*

"It is clear that young Africans know that only sustainable agriculture can truly speed up the process of development of the continent. It is vital that we marry population growth, production-oriented agriculture and sustainable agriculture. This will vary from country to country. Some countries, such as Côte d'Ivoire, Cameroon, Ghana and Senegal, are better prepared than others. In an area such as agriculture, modernisation requires technical sophistication and therefore knowledge. Yet currently, in most African countries agriculture is only performed for subsistence. In order to play an important role in the modernisation of agriculture, we need to put in place a training system for young people driven by agricultural techniques and mechanisation methods."



**JETHRO GREENE**  
*Chief coordinator of Eastern Caribbean Trading Agriculture and Development Organisation (ECTAD)*

"A young population like we have in Africa can be an advantage in the long run. However, this must be linked to creating the enabling environment to ensure that youth are equipped with the right training/skills that can propel the development of the region. Youth entrepreneurship will serve the agricultural and structural transformation in the Caribbean if there is involvement in planning at the highest level. **Also, it's important that agriculture moves to the front of the training planning process.**"





*"Synergies not silos - Changing the narrative on youth and agriculture in the EU-ACP partnership"*





## YOUNG PROFESSIONALS NETWORK

# Synergies not silos - Changing the narrative on youth and agriculture in the EU-ACP partnership

**Y**outh organisations played an unprecedented role in EU-AU affairs in 2017 in the run up to the Heads of State summit held in November 2017 in Abidjan. The African, Caribbean and Pacific Young Professionals Network (ACP YPN) was co-organiser, of the 4th Africa-EU Youth summit and beyond the 'youth' remit, the ACP YPN was also consulted as part of the Africa-EU Civil Society Organisations (CSO) Forum. Indeed, the issue of 'youth' has now become omnipresent: the theme of the EU-AU Heads of State summit was "*Investing in youth for a sustainable future*"; "*Harnessing the Demographic Dividend through investments in Youth*" was the AU's priority for 2017; the EU has a new Youth strategy; there is long standing commitment to youth cooperation in the EU-African, Caribbean and Pacific (ACP) partnership. Yet, in the multiple policy processes internationally, ACP YPN has been able to see first hand that **despite a strong emphasis on youth, there are still too many silos and not enough synergies, especially on the topic of 'youth and agriculture'**.

ACP YPN, with the support of COLEACP, co-organises the Youth Forums of the ACP-EU Joint Parliamentary Assembly to provide a formal space for youth to engage with over 100 parliamentarians 4 times per year, rotating between the regions. This initiative was important due to the fact that **the majority of existing poli-**

**cy proposals concerning youth are top-down.** In other words, the government and international donors decide on the agenda and youth are passive participants or, worse yet, mere spectators despite young people being active leaders managing and participating in local and scalable solutions today. With COLEACP's support, ACP YPN has been able to reach youth networks and young entrepreneurs, and agripreneurs across the EU and ACP regions. This promotes **a bottom-up approach, which is youth-led and youth owned.** In each of the Youth Forums, we have pioneered a new approach of youth inclusion **whereby youth are active participants in the conception, implementation and evaluation of policy initiatives** in which they are involved. The results of four Youth Forums (in Namibia, Kenya, Malta and Haiti) and one Regional Youth Forum (Kenya – East Africa) confirms that we need **a triptych of innovations to breakdown the silos** that we currently operate in. This will allow us to be inclusive and to create more synergies. This must translate to:

1. **More investments in youth-led and youth-owned entrepreneurship initiatives;**
2. **Fostering inter-generational dialogues where youth-CSOs (Y-CSO) are effectively consulted;**
3. **Mainstreaming youth across policy sectors for inclusive policy-making (SDG16.7).**



These recommendations are based on the practical experience of ACP YPN innovating the relationships between young experts and international institutions. Moreover, it is also based on the concrete practical experience of partnership with the COLEACP with its long history, experience and understanding of EU-ACP agricultural relations. Our experience reinforces that fact that **investing in youth is a sustainable investment** and that we actively need to work together to change the current narrative based on the top-down approach. After all, **investing in youth could unlock 15 trillion USD for African countries over the next 30 years alone**, and the agricultural sector is central to unlocking this potential. For this reason, the COLEACP-ACP YPN partnership is not only innovative but also of high potential, not just socially but also economically.

Already at the European Development Days in June 2017, COLEACP and ACP YPN launched their partnership to highlight how agriculture can be attractive to young people through profiling young agri-Ambassadors across ACP countries. The partnership pioneered an active engagement on 'youth and agriculture' with the hashtag #agri4youth, even before the AU's Specialised Technical Committee (STC) on agriculture, rural development, water and environment noted that *"a narrow but closing window of opportunity still exists for the region to harness the 'demographic dividend' as the continent's youthful workforce grows"* (October 2017) .

Yet, ACP YPN was able to witness first-hand that such initiatives must be scaled up. Through COLEACP's sup-

port, ACP YPN was represented for the first time at the UN's Economic and Social Committee's Youth Forum at the UN HQ in New York (January 2018). Despite it being a strategic engagement for the ACP YPN delegation at the UN-level, more broadly, ACP Youth were under-represented and by extension, any debate on youth and agriculture was lacking in expert input from the regions. Achieving scalability and impact requires policy-makers and business leaders to actively engage young entrepreneurs that are unblocking saturated labour markets and providing opportunities for 'inactive youth' (see the profiles of some of the Agri-Ambassadors featured in this edition); like COLEACP and ACP YPN has done, it requires us to actively engage youth in consultations, to foster better and sustainable decision-making across rural and urban contexts; and lastly, youth must be recognised for their expertise and empowered to be part of a system which thrives on synergies and not in silos. Let's shift the emphasis: "Investing in youth for a sustainable future" and "Harnessing the Demographic Dividend through investments in Youth" is a first step, but **the strategic partnership is WITH youth - that is a sustainable investment for a sustainable future.**

By Yentyl Williams  
Founder and Director of ACP YPN



## FALSE CODLING MOTH

In July 2017 the European Commission published Implementing Directive 2017/1279 which required additional control measures relating to four new quarantine pests, including the False Codling Moth (FCM or *Thaumatomybia Leucotreta*).  
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# MARKET ACCESS: ANTICIPATING THE IMPACT OF THE NEW EUROPEAN REGULATION ON PLANT PROTECTION

**O**n 13 December 2016 a new regulation on plant health was introduced by the EU (regulation (EU) 2016/2031). It was a complete revision of the European Union phytosanitary legislation which had been in place since 1977. The regulation amended and replaced the seven current Council directives on pests. It will come fully into force on 13 December 2019. Between now and then, a series of delegated and implementing legislative acts will be adopted and the relevant authorities and operators must adapt to the rules outlined in the new legislation.

One of the main changes made by the new regulation is that it covers all pests (quarantine and non-quarantine) which will be documented after a risk assessment is carried out. It will concern priority pests, i.e. quarantine pests in the European Union which could potentially have the most serious impact for the EU. They will be subject to stringent measures, including surveys, eradication plans and emergency plans. The priority pests will be listed in a delegated act when the new regulation comes into force fully in 2019.

The regulation also introduces specific measures concerning imports and the movement of certain high-risk products within the EU. This is an additional precautionary measure. Appendices III and IV of Directive 2000/29\*\* regarding the current rules will still remain valid and an additional list of high-risk plants or plant products will be adopted.

Finally, the new regulation allows for important changes relating to phytosanitary certificate require-

ments, registration of professional operators, traceability of primary produce, plant passports (planting material), exports, re-export, and pre-export certificates.

Although imports of most plants and plant products from third countries is authorised in principle, in virtue of the new regulation, they will be subject to stricter controls which can have large repercussions on trade. The main current concerns are the introduction of the regulation itself, the requirement for phytosanitary certificates and the list of high-risk products.

Before the new EU regulation on plant health comes into force on 13 December 2019, COLEACP (via the FFM) is working closely with ACP representatives on the SPS Committee, relevant competent authorities from ACP countries, and industry representatives to avoid any loss or termination of trade which would have a negative impact on the development of their businesses in their countries.

For example, last November COLEACP organised a seminar in Uganda with support from the Director of Plant Resources of the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF). There were participants from MAAIF, the Ministry of Trade, Industry and Cooperatives (MTIC), the Uganda National Bureau of Standards (UNBS), the Ministry of Internal Affairs (MIA), the EU delegation, the Embassy of the Kingdom of the Netherlands (EKN) and the private sector.





# False Codling Moth

In July 2017, the European Commission published Implementing Directive 2017/1279 which required additional control measures relating to four new quarantine pests, including the False Codling Moth (FCM or *Thaumatomybia leucotreta*).

African countries exporting Capsicum (chillies, peppers) were also affected by this rule.

The new rules applied from 1 January 2018. The relevant authorities from African countries were therefore:

- To collect data on pests to demonstrate the effectiveness of control methods being used by growers;
- To compile a report on the methods used and data on their effectiveness to be submitted to EU authorities before 1 January 2018;
- To inform Capsicum growers and exporters of the regulatory changes. It is extremely important that they are up-to-date with the new Directive so they can take appropriate action and decisions relating to production plans, trade policies and investments.

The example of the False Codling Moth illustrates the importance of each ACP country having the national capacity to respond, not only to the challenges of the new European phytosanitary regulation, but also to more strictly apply the regulations currently in force.

The Directive specifies it is concerned with Capsicum exported to the EU from Africa, in particular from Cape Verde, Madagascar, Réunion and Mauritius. These countries are known to have an established presence of False Codling Moth and there have been historically high numbers of interceptions of chillies from these

countries.

Since 1st January 2018, producers from these countries could not export Capsicum to the EU unless it was given cold treatment (or another effective treatment). This should guarantee that it is free from False Codling Moth or that it came from an area of a country or designated False Codling Moth-free production area. This area designation may only be issued by a National Plant Protection office (NPPO) and in accordance with international standards. Furthermore, production sites must be subject to official inspections during the growing season in order to confirm its status as a contamination-free site.

The treatments outlined will be assessed by a board of EU experts. If they accept that the treatments are effective, exports may continue. However, if they reject the treatments applied, or if they had not received the file by 1st January, Capsicum imports from the countries concerned were to be rejected.





No guidelines have been provided by the European authorities on which treatments are likely to be accepted. The Directive mentioned cold treatment, which is a method used on citrus fruits. There is not much information available on whether it is suitable to use on Capsicum, particularly, on its impact on quality and shelf-life.

COLEACP is currently organising trials to measure this. Some countries grow Capsicum in net houses to create a barrier to keep out False Codling Moth. The NPPOs in these countries must collect data on these pests (in accordance with IPPC guidelines (<https://www.ippc.int/fr/>) in order to prove to EU authorities that this method is effective.



# A NEW TOOL DESIGNED BY COLEACP TO MEASURE SUSTAINABILITY OF SMEs

*The third pillar of the Fit For Market (FFM) programme<sup>1</sup> - along with training and the sustainability charter - is the COLEACP self-assessment tool. This system allows for the continued improvement of competition between producers and exporters of agricultural products.*

**T**raining (or capacity building of private operators) conducted through the FFM programme maintains best practice in relation to sustainable production and trade. It was designed after the COLEACP Sustainability Charter which comprises a number of principles aimed at helping operators conform with current regulations and standards, respond to consumer demand, to be competitive and to implement social and environmental best practices. It goes hand in hand with a self-assessment tool which encourages continuous improvement by providing operators with a framework to monitor their progress over time and give them feedback. In the longer term, the aim is also to help them align their operations with industry standards and inform clients of their progress. The self-assessment tool is also used as an internal planning and evaluation tool for COLEACP to assess and monitor the status of its beneficiaries. Having applied for the COLEACP programme, each beneficiary has also undergone a first evaluation at this stage. This allows us to identify the areas in which they can benefit most and to design the action plan.

The assessments carried out each year monitor the progress made and a final evaluation is made at the end of the FFM programme, which allows us to measure the global impact.

The first version of the self-assessment tool was developed and tested between May 2016 and June 2017. It has been revised on several occasions after consultations and pilot trials with relevant key stakeholders, particularly producers and exporters from Kenya, Ghana, Ethiopia and Madagascar. After each consultation



cycle, the comments were taken into account and the content was updated accordingly.

The self-assessment tool is made up of the following:

- A check-list (list of questions) on social, environmental and trade best practices;
- Measures (objectives) to calculate the main performance indicators, particularly the profit, yield, energy efficiency, water efficiency, staff retention and soil health;
- Guidance explaining the questions and how to approach them.

<sup>1</sup> Fit For Market is a COLEACP-managed programme which is financed by the European Union and the French Development Agency. The aim of the 5 year programme (2016-2021) is to allow smallholder farmers, groups of producers, farmers' organisations, and small and medium sized business from ACP countries to have access to national and international fruit and vegetable markets while conforming with SPS issues and market demands within a sustainable framework.





Discussions are under way with the International Trade Centre (ITC) of the UN and the WTO to bring the COLEACP self-assessment tool into the trade platform for ITC sustainable development. This involves creating an external system and interface which are easy to use and compatible with the main current industrial standards.

# SELF-ASSESSMENT SYSTEM (SAS) HOW DOES IT WORK?



SAS is made of two parts:

**1**

Questionnaire: a list of questions on social, environmental and trade practices, based on the COLEACP Sustainability Charter.

**2**

Indicators: measurement of sustainability indicators (following the COLEACP charter).

# ACCESS TO FINANCE FOR SMEs IN THE HORTICULTURAL SECTOR: WHEN SUPPLY MEETS DEMAND...

Lack of funding or access to it under restrictive conditions holds back development for SMEs and very small businesses, particularly in Sub-Saharan Africa.

Aside from this, these companies have the following needs:

- Funding to start production and marketing campaigns or to cover working capital (short-term debt);
- Investment to buy equipment (medium to long-term debt to obtain a packaging chain, production line, refrigerated warehouses or transportation vehicles);
- Capital to fund business development (rare).

All too often financial organisations only respond partially to short-term needs such as production campaign advances (allowing them to purchase primary produce and their packaging), which means SMEs lose out on opportunities for sales, however hard-won. It is an economic paradox: in the absence of cash, the company has to reduce its sales forecasts whilst there is both demand and orders. Banks generally argue that there is not enough business security (lack of land, assets, audited accounts). Having a sales contract is not enough.

For long-term credit, they also argue that there is no business plan.

However, there are more and more wide-ranging financial options on offer both internationally and locally, such as commercial banks, local projects, loan guarantee or facilitation services in order to access loans. But only 5% of bank credit in Sub-Saharan Africa goes towards agriculture. Banks finance some agribusinesses and traders, but too little goes towards agriculture production.

Companies are not aware of many local bank offers, capital investment funds or even guarantee schemes.

With these facts in mind, COLEACP is involved in a process based on the one hand on putting the demand (very small businesses, SMEs) in contact with supply (financial organisations specialising in projects for small businesses), and on the other hand by helping very small businesses and SMEs to articulate their financial needs and guarantee them. This makes more sense in the fruit and vegetable sector where there is a lot of demand whatever the destination market and where there is an abundance of small-scale and industrial transformation projects.

COLEACP is working to achieve this in three ways:

- By creating a database of financial organisations by country which are relevant to the needs of the sector;
- Promoting small businesses through particular financial organisations;
- Training senior management on business plans, specifically on projected business accounts.

This still leaves the question of business security. Even if companies had or were to gain better credibility among banks, by means of support from organisations such as COLEACP, the assets which are rarely available (due to land access problems) cannot be used as guarantees. Furthermore, fruit and vegetables are perishable, and it is difficult for a bank to guarantee stock. Guarantee funds involving public or private lenders are being considered.



Family Bank

Bank  
TION





# YOUTH



**C**OLEACP supports youth, in order to understand and influence the decisions which shape their future. As in Europe and beyond, COLEACP bases the development of its training programmes on the gaps identified between the companies needs and the skills actually available on the job market. This is far from a passing trend and follows a comprehensive methodology.

# INTERVIEWS WITH KHADIJA, CALVIN AND CAROLINE, THREE YOUNG PEOPLE WITH A FUTURE ROOTED IN SUB-SAHARAN AGRICULTURE



**Khadija Niang** One of nine children from a Senegalese family, Khadija Niang is a young, dynamic Agronomist. She is the first in her family to have attended further education. Her ambition is to run her own business. She has already demonstrated her great managerial skills through her experience in vegetable production, where she managed up to 1000 workers in the busy season. She also founded the “Globevert” association which aims to help young professionals in the agriculture sector who want to train to be production advisors. She is currently back to studying, but this time in Europe, so she can return to Senegal and be able to access the role and career she desires. Having just arrived in Brussels, Khadija spoke in the European Parliament, to great applause following her call for members to contribute to the creation of a new generation of Agronomists capable of transforming African agriculture. And to do this in Africa through its own universities and African institutions.

*Horizons: What are you currently doing and what are your projects in the agricultural sector?*

**Khadija :** I am an entrepreneur in the vegetable sector. I am currently training at the Gembloux Faculty, University of Liège, in Belgium.

*What attracted you to the agriculture industry?*

First and foremost, it was my background which motivated me, as back home the main challenge is food security as is the case throughout Africa. You cannot talk about emerging or developing economies without including agriculture. Africa has always suffered from famine and this problem needs to be resolved in order to rise out of poverty.

*What are the main obstacles you have come across when it comes to implementing your projects?*

The main problem I have found when implementing

my projects is that there is a lack of funding. Especially being young, it is difficult to find investors and lenders who believe in you.

*What is the main thing you need to achieve the next stage of your project?*

Funding to mechanise the business and processing plant.

Good quality, sound training, as well as funding.

*One of Africa's strengths is its youth. How do you think we can make agriculture more attractive to them (jobs, training, communication)?*

To make agriculture more attractive to young people we need to:

- Change the image of agriculture to one which is responsible and respectful, and make it a real career option;



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- Upgrade the status of young professionals in agriculture by giving them better training;
- Introduce young people to agriculture from a young age and why not have vegetable gardens in schools?

### *Where did you train? Why?*

I trained in Senegal at the University of Dakar. Because it is where I could.

### *Can you finish by giving a message of hope, some advice or a recommendation?*

To conclude I'm going to revisit the issue of training for

young people. Africa has a young population and this is its source of hope for today and for the future. But if they do not receive good-quality training, others will continue to come and direct Africa instead because the future of the world is being played out in Africa. We need to prepare our future leaders that they are in a position to lead Africa themselves.

Again, this depends on training young people. Agriculture is a science more than ever and it needs to be mastered for the good of all.



# Calvin Picker

**Calvin Picker** is Director General of Africa Bio, a fruit and vegetable production and export company based in Cameroon.

Calvin has been working in organic and sustainable farming for 8 years. He runs a family business. He often reminds us that it is not easy, especially in Cameroon and in the organic farming industry, but to him that means there is more value in his work for the benefit of the environment and for the men and women he works with. He is responsible for 35 hectares of land. Keeping the workforce to work on the land is one of the most difficult issues Calvin faces. Farming in a tropical climate is difficult and young people always prefer better paid jobs in the city, he says.

### *Horizons: What are you currently doing and what are your projects in the agricultural sector?*

**Calvin :** Growing, processing and marketing of organic tropical fruit.

### *What attracted you to the agriculture industry?*

I think it is a healthy, diverse and rewarding job which allows me to be in contact with nature.

### *What are the main obstacles you have come across when it comes to implementing your projects?*

The main obstacle is access to funding. In Central Africa it is very difficult for a small farming company to obtain funding to further develop activities. The second obstacle is that human resources are difficult to manage.

### *What is the main thing you need to achieve the next stage of your project?*

Funding to mechanise the business and processing plant.

### *One of Africa's strengths is its youth. How do you think we can make agriculture more attractive to them (jobs, training, communication)?*

To young people farming in Africa looks like a difficult job which barely allows you to survive, which is the case with most family businesses working on small plots of land without funding or tools. If young people could envisage the professional opportunities in the agriculture sector with the possibility of economic and personal development, they would turn to the sector. We need a change of mentality and a strong political will to show young Africans that agriculture can offer



them good prospects.

*Where did you train? Why?*

I first trained in the field. After almost 10 years of practical hands-on learning I qualified with a degree in Organic Farming from the Clermont-Ferrand University in France.

*Can you finish by giving a message of hope, some advice or a recommendation?*

All industrialised countries first developed through agriculture and the agro-food industry. African countries and young Africans do not need to invent anything new

but look at what is being done elsewhere, copy the good experiences and avoid the negative ones. Africa's economic development needs to happen through its agriculture and agroindustrial sectors. Therefore, we need to focus all of our efforts here.



**Caroline Kawira** is an Agronomist who studied at the University of Nairobi (Faculty of Agriculture) and the University of Ghent (Belgium). She works with small producers in rural villages in Kenya. She grows maize and beans. The main difficulty preventing her from reaching her yield potential is a lack of water and irrigation. Caroline is a member of the UNYA Kenya Youth Forum. She is also involved in the UNESCO Youth forum. Due to these related activities, she is involved in a number of charitable initiatives involving young people in the sustainable development of agriculture in Kenya. Caroline is the National Expert for ACP-YPN in Kenya.

*Horizons: What are you currently doing and what are your projects in the agricultural sector?*

**Caroline :** Currently I'm mainly involved in primary production of cereals. I am relying on rain fed agriculture, so it is not as productive as I would like. I also do research in agriculture. Just recently within the research group that I did my masters in, we visited a new project working with cooperatives in the dairy value chain in Western Kenya. We got a chance to visit the project with other researchers and analyse it for future improvements as it still has about 8 more years to run.

*What attracted you to the agriculture industry?*

I am attracted to agriculture because I grew up in a farming household and appreciated farming from a young age. As a nutritionist, I am also attracted to agriculture because I am convinced that it provides us with a sus-

tainable route to handling the food related issues we have here in Kenya and in most countries of the Global South. As an entrepreneur, I am attracted to agriculture because of the potential it holds. Everyone eats so everyone can be my client. Due to my training as a food scientist and my marketing experience, I know that if I had enough land to produce and add value, I will not only make money, but also create jobs and improved welfare in my community.

*What are the main obstacles you have come across when it comes to implementing your projects?*

Unreliability of rainfall has been the greatest challenge because I am doing rain fed agriculture. Poor prices of cereals like maize are also discouraging. Lack of viable land with water for irrigation. Another big challenge which is related to the prices is existence of too many

## HORIZONS YOUTH

middlemen and lack of contracts between processing companies and farmers which would ensure better prices.

*What is the main thing you need to achieve at the next stage of your project?*

My main priority now is to get access to a bigger piece of land with water for irrigation. I would be able to scale up if I had finances to buy a sizeable piece of land. When one owns land, they can be able to do long term investments on the land as opposed to when one is leasing. It is also possible to use it as collateral to develop the farming business further.

*One of Africa's strengths is its youth. How do you think we can make agriculture more attractive to them (jobs, training, communication)?*

If the youth were enabled to practise agriculture, then they will definitely find it interesting. By enabling I mean through being given financial incentives that they can get into farming. Remember most of our youth have no capital. Another way to motivate youth is to make the land available for this farming to be practised on. In Kenya, a few very rich people own huge tracts of land which are mostly idle. Our governments should compel them to lease out at affordable prices for a good period of time to youth so that they can get busy creating a living for themselves and improving the country's agricultural production. I also feel that in any ministry or government body making decisions about youth involvement in agriculture, youth need to be present. And this should not be the same youth who are at every meeting and simply play a role of rubber stamping what is said by the senior people who are mostly not youth and if they are, they are not really affected by the issues directly at hand. But these should be young people from the grassroots who understand the challenges being faced and are affected by it.

*Where did you train? Why?*

For my BSc in food science and technology, I was at the University of Nairobi and for my MSc in Nutrition and Rural Development at Ghent University. I chose to do my bachelors degree because I loved chemistry and I knew this course would have a lot of it. I choose my MSc because I fell in love with food science and the whole agricultural value chain. I felt that a degree with a combination of food processing, nutrition and rural development would position me well to be able to help my society not only become healthier, but also to become wealthier and happier. I had visions of holistic living and also being able to become an entrepreneur as the agricultural sector plays a very big role in the GDP of my country Kenya.

*Can you finish by giving a message of hope, some advice or a recommendation?*

It is an exciting time to be in the field of agriculture and nutrition as people have never been more concerned about what they eat. Additionally, here in Kenya and in Africa at large, we are realising that a robust agricultural sector will help us solve a lot of the challenges we face today and move us towards reaching the SDGs. It is the one sector that can enable us to not leave any one behind. I must say though that we in the agricultural sector need to investigate and be prepared for the role that technology will play in our field. A big technological wave is coming and anyone who is not prepared or willing to prepare will be overtaken.



# HEAR FROM THE YOUNG PEOPLE AT COLEACP

*Five of them talk to Horizons about one of the five COLEACP values*



*Wester Schepers, Laura Wauters, Margaux Muyle, Tracy Mc Gee, Marie-Hélène Delhove*

## COMMITMENT

"To flourish in the workplace you have to be committed. Motivation isn't enough. If motivation is the spark to get the engine started, commitment is the fuel which runs the car and keeps it going. Just as a company is dedicated to its project, COLEACP is committed to the support it provides. Our approach is flexible because each project is different and we only have one aim: to bring companies closer and closer to their goals. We are not just a spark to get a company's project off the ground, we contribute to bringing it to fruition ! This reminds me of a recent experience I had. In June 2017 a Gambian company requested support from COLEACP for a social audit. Although the Director was already committed to an ethical and sustainable approach, he needed to go further in order to satisfy the demands of one of his clients. However, he did not know where to start. After an assessment, COLEACP strengthened the capabilities of their technical staff while the company made the necessary investment. Everyone added their bit of fuel to move the project forward and the company will be audited in July 2018. We wish them every success!"

*Laura Wauters  
Agronomist  
COLEACP Project Manager*

"COLEACP's unique approach is what encouraged me to work for the association – I am very pleased to put this into practice on a daily basis. As project manager, I assist exporting companies and consultants with trainings and technical assistance. Even if the beneficiaries have similarities, we pay attention to customising our support to each individual company or consultant. We further encourage them to think out of the box and work on new types of support. Together we come up with new approaches that make them more resilient and excel. The richness of our interventions also comes from bringing companies and experts from various geographical areas together: this soon becomes an interesting blend of rich experiences and best practices. I am convinced that it is one of COLEACP's assets: we interact on an individual basis but as a team we implement tailored programs on a global scale and as such make a difference with our partners."

## DIFFERENCE

*Wester Schepers  
Agricultural Economist  
COLEACP Project Manager*



**PERFORMANCE** "I am involved in the organisation of group trainings, which allows for improved performance of the beneficiary companies, but also that of the trainers, Equally I am able to demonstrate my performance in a training organisation. This summarises my day-to-day work at COLEACP. This aspect comes across particularly clearly in the communication with beneficiary companies and trainers, because in order to ensure the training goes well and achieves tangible results for companies, it is vital that we communicate effectively and professionally."

*Marie-Hélène Delhove  
Agronomist  
COLEACP Project Manager*

"Nowadays, among political crises, migration crises and civil wars, humanity is at the heart of all discussions but it is often forgotten about in the business world where profit is king. Yet social and economic development, especially in ACP countries, happens through this avenue of "trade". At COLEACP, we support companies to comply with the demands of the commercial market, whether it is at the local or international level, in the fruit and vegetable sector, all the while keeping human beings at the centre of it all. We listen to their needs and try to respond to them as much as possible. We maintain regular contact with our beneficiaries. We guarantee that our actions and those of the Fit For Market programme will be effective and relevant by keeping and maintaining these good relations, by ensuring the HUMAN aspect stays at the centre of all of our activities. On a more personal note, staying available, being ready to quickly respond, meeting the beneficiaries directly during missions in the field is just as beneficial to me, professionally and personally. Being open to new people, open to different cultures, understanding the needs or problems which do not apply to our European way of life is also crucial to the work I do at COLEACP. I can summarise the work we do as follows: "Tell us your problems, your needs and we will do our utmost to help you and be at your side." For me, that is the very definition of humanity and what makes humanity beautiful despite everything. This makes the work more human and gives "my" humanity all its colours."

*Margaux Muyle  
Agronomist  
COLEACP Project Manager*

**EMPOWERMENT** "Empowerment in the COLEACP is one of their core values, and one of their main goals. I'm committed to the COLEACP association whose mission is to support EU and ACP interests. I therefore continuously align my own behaviour to the organisations needs and intrinsic values, acting with integrity in ways that promote the COLEACP mission to promote sustainable trade and agriculture, and also to empower people from ACP countries who only need some connections and support to be able to grow as successful and independent businesses. Empowerment does not only take place in the field, it starts within the COLEACP office itself, where everyone is committed to doing their best, in a respectful and stimulating environment. Thereby I continually keep an eye on performance, focusing on improving it, showing drive and determination to meet short and long-term goals. This is what empowerment means to me within the COLEACP."

*Tracy Mc Gee  
Graphic Designer  
COLEACP Project Manager*

# BERLIN CHARTER

The Berlin Charter is a G20 document drafted in April 2017 by a consultative committee made up of experts in rural development, civil society and the private sector and is based on the common vision of shared responsibility countries and societies have to global sustainable development, as defined in the sustainable development goals (SDG) of the 2030 Agenda for sustainable development.

**What the Charter says about young people:**

*"The youth, as agents of change, have an essential role to play in achieving the SDGs. Their great potential can improve scale, stability and impact of innovations for the development of rural areas. To unlock the potential of the young generations, their rights, and different needs have to be recognised. Youth living in often neglected rural areas need to be linked to the opportunities of innovation and digitalisation, and they need job opportunities."*





# TRAINING



## **BERLIN CHARTER: TEACHING, SKILLS AND AGRICULTURE**

1. Rural education, vocational training and apprenticeship systems must function as motivators for the young generation and foster their potential as drivers of change and empower them to negotiate and stand up for their rights. They specifically need to address the equal access and aspirations of girls and young women who remain disadvantaged in terms of access, especially in rural areas.
2. The skills and education of the young rural population have to match the requirements of the labour market as the economy grows and develops over time, including the types of skills needed for expanding value chains and retaining higher value addition in the rural economy.
3. Professional teaching and training linked to agriculture and the food system need to expand and be adapted to local conditions. Training which links economic skills and management to technical knowledge is needed to prepare young people for modernising food systems and agriculture in a sustainable way.



**F**rom Berlin (the Charter) to Abidjan (Heads of State Summit), training has been brought up by all young people and even younger ones, both in the public and private sector, as a solution allowing the young generation to take ownership and speed up the development of sustainable agriculture in Africa and beyond.

On a broader scale, the ambitious programmes put forward by the African Development Bank are a prominent example of the role that training has today in the economic and social context of Sub-Saharan Africa.

With regards to the fruit and vegetable sector in African countries (including the Caribbean and Pacific), COLEACP training is a tool which is founded on the needs of professionals and allows programmes to be proposed, tools to be adapted to the reality faced by small businesses in the sector and it is a source of numerous jobs, particularly for the young generation and women.

## PREPARING OPERATORS FOR RAPID CHANGES IN THE HORTICULTURAL SECTOR

Identifying training needs is essential for creating a coherent training approach and to design programmes and training programmes adapted to the problems facing companies and the needs of their workers/employees/agents.

In order to best define the relevance of a training project, there needs to be an internal analysis of requirements within a more global performance analysis. All of the factors contributing to lack of performance need to be considered and included in a systematic vision for improving skills.

By performing a thorough analysis of the requirements, we are able to move away from the traditional request for training and offer the choice of a better strategy: what type of training is required? What is the most appropriate method? What level of skills level (beginner, intermediate, advanced or expert)?

The objectives for COLEACP's training system are as follows:

- Support ACP providers keep their slice of the market and benefit from niche markets which offer interesting business opportunities (e.g. Fair trade, primary processing) and support their access to local and regional markets.
- Strengthen skills within companies. CEOs and managers, as well as local experts and public service workers need to have the necessary skills and tools to support companies' performance-enhancing projects.
- Make operators aware of the major market issues and sustainability principles, and of the importance of building links with businesses and small producers (community of interest).
- Satisfy the specific information and skills requirements of small producers, to ensure that

they do not lose out on access export markets to larger corporations.

- Support providers identify the training initiatives required to consolidate and improve performance by approaching all the topics proposed by COLEACP as a whole (e.g. the environment, waste management, labour laws, corporate social responsibility, disease prevention and health protection, sustainable agriculture, protection of biodiversity, etc.).
- Prepare providers for rapid changes in the horticultural sector (interest in strengthening links between small producers and export companies, or links between companies and service providers; changes in health and plant health legislation; labelling and traceability changes). Providers from ACP countries are constantly having to adapt their production and processing techniques and require more skills in terms of management, communication, and compliance-related process management.



## TRAINING ACTIVITIES DRIVEN BY INFORMATION ON THE GROUND



*To reach the objectives of the Berlin Charter, COLEACP has adopted an approach based on the following principles:*

**Training activities driven by information on the ground.** COLEACP strives to gear their training activities towards what their beneficiaries have requested, and also those identified by their network of experts. Because COLEACP has chosen to work almost exclusively with ACP experts selected based on their qualifications, the training programme offered can be tailored to fit the needs of the beneficiary because they have daily contact with them. Requests come from the ground and the topics chosen drive COLEACP's approach. COLEACP also plays the role of watchdog for companies. They ensure they regularly update CEOs and managers on new topics which might require, in time, a need for certain new skills in their company.

**Improve skills in a sustainable and thorough way.** COLEACP's training aims to sustainably strengthen students' skills. To reach this ambitious objective, COLEACP developed apprenticeship routes after analysing the needs and skills of companies. It is based on a skills tool kit (technical or behavioural) defined by different jobs (to date tool kit is partially complete). These routes aim to thoroughly improve managers', CEOs' and experts' knowledge, and also to impact their behaviour. The ability to analyse a management problem, ability to react to a crisis situation in a company, ability to identify potential solutions by using technical, economic, social, ethical or legal constraints...

**Combine group training with tailored training.** COLEACP organises individual training (consolidation of skills in specialist domains), specific tailored training

for one entity, or group training bringing together staff from different entities to work on a common topic.

Each beneficiary will be able to find an appropriate solution to their requests and each grade will benefit from personalised support from the moment they request it in the way they desire. When COLEACP identifies a new request relevant to a group of beneficiaries, they can organise group training and deploy it at a later date.

**Adapt their approach and capacity building tools to the targets deemed to be a priority due to their impact on the supply chain.** Each target group is important for COLEACP, because whether directly or indirectly, they have a role to play on the quality and security of products and influence the performance of companies in the horticulture export sector. COLEACP's training system is naturally aimed at improving operational management of companies in a sustainable way, through a smooth workflow (respecting "Best Practices"). COLEACP has adapted its learning methods and its support to the qualification levels and the needs of each of its targets.

**Final results from COLEACP's training initiatives must be more than the sum of the individual actions suggested to each beneficiary.** COLEACP wanted to create a real "training mechanism" through its implementation unit. In its conception it was system to ensure consistency of training activities. It is led by a group of experts specialising in initiating training and it is driven by them. Within COLEACP, training is considered to be a service in its own right. Training initiatives are also devised based on the real needs of beneficiaries and is directly linked to technical assistance initiatives. They act as a "lever" to facilitate access to markets. COLEACP also ensures coherence

and consistency between consolidating certain skills and the beneficiary's project and avoids pointless duplication of some activities.

**To integrate local resources, shape approaches, make the most of knowledge and skills, and to collate experiences in order to achieve more with less.** Each company is different, and their requirements are many and varied. COLEACP has a training unit which allows them to make the most of each development, experience and tools created in order to easily repeat a successful initiative. Standard training routes can also be reproduced over and over, tailored and improved to achieve high quality training results, with well-defined objectives and guaranteed results with solid experience.

**Make the most of the multiplier effect.** The means are limited and the challenges numerous. The COLEACP training system uses the multiplier effect to upscale its initiatives and especially looks for possible synergies with other development projects or programmes. It also consolidates the skills of trainers who work within NGO relay structures who are in direct contact with farming associations. Having been trained by COLEACP to communicate better and armed with the skills at their disposal, they are more equipped to spread COLEACP's messages to thousands of small producers who are active in the horticultural sector of ACP countries.

**The principle of continued improvement.** The world is on the move, legal requirements are changing, learning methods are improving, and the experience of local trainers is invaluable. COLEACP therefore ensures that it is continually improving its effectiveness (conveying key messages in a practical way), the effectiveness of its actions (increasing leverage by providing performance training to companies), and ensuring the sustainability of its actions (by influencing long term behavioural change towards better and more efficient practices).

Furthermore, COLEACP is continually reviewing its training materials, including manuals, brochures, images and educational guides. For each new topic requested by beneficiaries, COLEACP adapts its training and creates new appropriate tools. The work is therefore never complete.

**Sharing knowledge, experiences and tools.** Through its capacity-building initiatives with local experts, COLEACP has a broad network of highly-qualified people throughout ACP countries. Thanks to COLEACP, each expert or executive in an ACP country can access training material, feedback and tools developed by the experts. COLEACP ensures that it invol-

ves the local experts in the development of its training tools and training pathways. The trainers reports and feedback, following these training initiatives, are systematically analysed and recommendations and lessons learnt reinjected into the overall system whereby the Training service then makes available "the overall knowledge and expertise generated." The beneficiaries can continually avail of this continuous progress!

**Never compromise on quality.** COLEACP has made high-quality training initiatives and support a priority. To guarantee the quality of their learning initiatives, COLEACP relies on the continued strengthening of their expert trainers and their support, both technically and with regards training techniques. Among other things, COLEACP has organised capacity-building sessions, coaching, group activities, analysis and competence evaluation. Expert trainers are continually monitored by experts from the COLEACP training unit who regularly attend their sessions to guide and help them to continuously improve. COLEACP has ne-





## HORIZONS TRAINING

ver compromised on the quality of its support or training tools for beneficiaries. All training tools (manuals, guides, brochures, videos, e-learning) have been developed with special care and particular attention has been given to making them attractive and user-friendly.

**Sharing the cost of training initiatives.** COLEACP values the efforts made by beneficiaries, including companies, company staff, and independent experts who invest in the training. Freeing up time to train staff is expensive. Companies should value the time spent consolidating skills and consider it a worthwhile trade-off. Training costs are usually shared. Transport cost, meals and sometimes accommodation costs are paid for by the company. The experts who regularly take part in the training of trainer sessions for COLEACP do not receive fees or expenses. These gestures and voluntary financial sacrifices demonstrate the commitment that participants and partners have and have had since COLEACP first started its training initiatives.

**Respecting the code of ethics.** COLEACP requests that all experts and service providers respect strict rules on personal ethics. They ask that experts show respect by listening attentively to requests and bear in mind the culture of the company they are dealing with, they should respect the participants during training, by maintaining a professional attitude, respecting local customs, being on time and adhering to the given timetable. COLEACP also attributes a lot of importance to respecting deontology, particularly to guarantee the independence of these expert trainers in relation to providers of goods and services to companies. They must also guarantee companies that they will treat any information received in a confidential manner. Experts and service providers working with COLEACP agree to these terms.



# MAKING YOUTH AWARE OF OPPORTUNITIES IN THE HORTICULTURE SECTOR

In many countries and in many sectors the average age of small producers is high, which presents a real risk for this model of production in the medium term and makes it more difficult for small producers to introduce innovations such as health and safety requirements and traceability. Young people do not perceive agriculture to be a lucrative profession and sometimes it is difficult for them to access land.

To overcome this problem, an awareness module will be created by COLEACP for CEOs of companies who are supplied by small producers. Awareness raising will be done in places where people gather such as at church on Sunday, and will allow CEOs and technicians of these companies to explain to young people in an interesting way in a few minutes what production can bring to the market in terms of a monthly salary and what type of support they can benefit from as new producers in the export community.

## From fruit and vegetable to cocoa: the emergence of a “new generation” of farmers as a result of training

"New Generation" is a Cocoa and Coffee Inter-professional Council (CICC) programme specifically for young farmers.

COLEACP has contributed towards this programme through training, coaching, technical tool development, particularly with a coffee sector guide and by implementing a cascaded training system in 8 production areas. This was with a view to improving agricultural best practices which directly influence the quality of the cocoa and coffee produced. The improved practices also ensure compliancy with regulations and standards and has a direct impact on improving revenue for small producers. Through the NEW GENERATION programme, the CICC supports young people in agricultural vocational training centres so they can become real agriculture professionals within these supply chains suffering from an aging workforce.

COLEACP also contributes towar-

ds the development of a mixed model (fruit, vegetables, coffee and cocoa) which allows for varied and sustainable agriculture. Furthermore, promoting and valuing horticulture within the cocoa and coffee production chain offers an income opportunity for women and young people within coffee and cocoa producer organisations. COLEACP also facilitates the transfer of institutional skills from inter-professional agencies in the coffee and cocoa sectors to organisations representing horticulture. Within the framework of the FFM programme and at the request of relevant authorities in Cameroon, the CICC serves as a model for support for the restructuring and capacity-building of RHORTICAM (Network of Providers in the Horticulture Sector in Cameroon).

COLEACP and the EDF National Support Unit (CAONFED) signed a collaboration convention on 22 March 2018 agreeing to share their knowledge and experience on ca-

capacity-building to benefit both public and private horticultural sectors in Cameroon.

The main objectives of this partnership are as follows:

- To promote the horticulture sector as a lever for macro-economic growth by creating jobs for the younger generation, by practising more productive, competitive agriculture oriented towards national, regional and international markets.
- To attract investment to the most promising horticulture value chains in order to ensure the necessary means are available to contribute to the implementation of the national horticulture strategy. CAONFED is the appointed liaison entity and facilitator between the government of Cameroon and the European Union delegation.



## KARIM DOSTMOHAMED, MEMBER OF THE COLEACP BOARD

"Through its training system, COLEACP could tap in to the specific gaps and challenges we face in youth engagement in the food industry, across the entire value chain – from growing to processing. As Frigoken, we want to be relevant and competitive in the market at all times and this comes from innovation – innovation in our products, our models and systems and most importantly in how we approach and tackle the challenges brought about by climate change and the speed and magnitude of technological advancements. Our youth are the source of that innovation but there needs to be a lot more of their presence in agriculture and food processing. For that to happen, they need to know the scope and opportunities in the industry, they need the right skills and knowledge and COLEACP trainings can bring a lot to the table to bridge this."

## "We grow the future"

The company Blue Skies in Ghana is a pioneer in fruit production and processing. Its chopped fruit and juice are prepared on site and exported to England, France, and the Netherlands, and also sold in Ghana. The Blue Skies foundation, which was established in partnership with Albert Heijn and Waitrose, launched a competition in 2016 with secondary schools (12-18 years) to set up a vegetable garden. After a first test in 2015, the first edition of this inter-school contest brought together 60 schools in 2016 and proved to be a great success. The Blue Skies foundation repeated the competition again in 2017 for 60 schools and there were requests for even more to be included.



# ARE YOUNG PEOPLE TRAINED TO SUIT THE NEEDS OF SMEs?

*Employers speak out*

## FRIGOKEN LTD, Karim Dostmohamed, General Manager

**T**he main activity of Frigoken (FKL, Kenya) is growing and processing of high quality horticultural produce for international markets. FKL turnover is 25 million USD. Frigoken employs over 3000 employees. FKL is one of the largest vertically integrated export-oriented horticultural processing companies in East Africa. The Company adopts an inclusive business model, engaging over 70,000 small scale farmers in its value chain. It offers farmers a guaranteed, year-round market for their produce through direct contractual agreements (without engaging brokers/intermediaries), as well as farming inputs on an interest free credit basis and extension services (on good agricultural practices). FKL contributes to income diversification and the economic empowerment of farmers, in particular women, by enabling farmers to diversify their crops, and subsequently, their source of income. The company adds value to horticultural produce, through processing, producing products for niche export markets. Products are carefully tailored to meet customer requirements and range from fresh, frozen and processed. FKL is a COLEACP member and Karim Dostmohamed is part of the COLEACP Board of Directors.



### *Horizons : How many people do you employ?*

**Karim Dostmohamed :** Frigoken employs over 3000 employees, 80% of them being women and about 35% of them youth (under 30). The nature of employment we create is part and parcel of our inclusive business model. We recognize that employee welfare and engagement is key to the success of the company; hence we adhere to standards set by the Business Social Compliance Initiative, which is derived from the ILO standards as well as to the principles of the UN Global Compact. We also ensure high standards of health and safety, and move beyond compliance improve employee wellbeing through our comprehensive workplace wellness programme; an employee run, peer educator system on creating awareness and connecting staff to health services for physical, psychosocial and financial wellness. Additionally, we have an onsite Early Child-

hood Development-focused baby care for employees, providing a stimulating environment for children aged 6 month to three years.

Secondly, we promote local employment. Our out-growers are spread across the country and around our collection centres which are in close proximity to the farmers. The local extension team comprising of agronomists, supervisors and field assistants (1,000 employees) are mostly native to the communities they serve.

### *Is youth training tailored to the needs of your business?*

Yes. We have a few different ways in which we engage youth, such as through trainings and internships. Professional trainings are offered to students who are still in school and internships are offered to students soon to be or recent graduates. This programme runs throughout the year and is across all departments (R&D, agriculture, engineering, processing, quality control, administration, HR etc.). These opportunities and the

training and experience helps youth gain the necessary skills for the industry.

*Are there specific youth profiles that you plan to prioritize over the next five years?*

Yes – The Young Farmers project aims to promote and encourage farming among youth, who tend to be less attracted to farming as a vocation, due to a number of reasons. These include the fact that parcels of land are becoming smaller as they are split among family



**E**osta (Netherlands) is an international distributor of fresh organic and fair fruit and vegetables, with a focus on overseas fruit and greenhouse crops. They maintain a close working relationship with more than a thousand growers in six continents. Their "trace & tell" system Nature & More provides consumers with transparency about organic products. Food transparency is very important to them. Responsibility, togetherness and authenticity, their core values, are at the heart of their innovative approach. Its turnover is 100 million Euros. 60% of the Eosta staff are under 30 years old. Eosta is member of COLEACP.

**Volkert Engelsman, CEO, Eosta, Netherlands**

*Horizons : Is youth training tailored to the needs of your business?*

In EU : No !

In Africa : No !

*Are there specific youth profiles that you plan to prioritize over the next five years?*

Yes, youth with potential, realistic ideals and an affinity with sustainability.

*Based on your activities and your human resource needs, what skills are most young people missing?*

Meditation, co-creation skills, sustainability and expertise on sustainability and organics .

*Why were you interested to work in agriculture?*

Karma !

*Can you conclude on a note of hope, with some advice, or a note of caution concerning the topic "Youth and agriculture"?*

It is of high importance to unfold the unique potential of young people to contribute to healthy and sustainable food & agri systems.

members; the perceived low wages of farmers; the view of farming as being laborious and dirty; and differing livelihood aspirations among educated youth.

As part of this pilot program, our technical experts provide funding, inputs and basic equipment for a nursery and fencing. Students are trained on good agriculture techniques using practical methods and establish small kitchen gardens on school compounds. The produce can be used for school feeding programs or be sold, and the profits used to purchase equipment or improve the school's infrastructure, for example. We recognise this as an important initiative due to the ageing population of farmers and the need to promote and educate young people about sustainable farming practices. We plan to roll out the program to other schools, including regional high schools, recognising that this focus on youth is an important investment for the company's future.

*Based on your activities and your human resource needs, what skills are most young people missing?*

With the young people we engage and recruit today, we are finding that there is gap in hands-on, technical and practical know-how in certain fields such as engineering, agronomy, maintenance etc. This can be attributed to the fact that a lot of the technical and vocational institutions have become universities and their syllabuses are more theory heavy. We are also finding that the youth have a different approach or sense of discipline, you could say, where it takes them a longer time to adapt and blend in to the work place, so those soft skills on how to behave and navigate in the work-place is missing and it is increasingly more challenging to smoothen the process.

*Why were you interested to work in agriculture? Where were you trained for this?*

Kenya's economy relies heavily on the agricultural sector, which is dominated by small-scale farmers who provide much of the horticultural produce destined for the domestic and exports markets. Agriculture contributes to over 20% of the nation's GDP. Now, you might ask, what has that got to do with me, an engineer? I will say that this emphasizes my point that the solutions we need in the agribusiness sector will come from all fields and schools of thought, and the youth of today need to recognize this and see the potential and opportunity it has for them.

I would say that why I work in agriculture is very much intertwined with Frigoken's values and why they came to be in the first place – to mitigate the risks small-scale farmers faced at the time, through value addition and inclusive business while creating a development impact. In the past, the green bean export market was



only available during the late autumn to the early spring period in Europe, meaning that farmers lacked a guaranteed year-round market for their produce. They also had no fixed contracts or guarantees from the intermediary brokers for their produce, which put them at the mercy of volatile market prices. Third, unlike other agricultural produce, there has only been a limited local market for green beans in Kenya. Farmers also lacked high-quality farming inputs and had little in the way of agronomic training. Frigoken has successfully mitigated these risks through its mode of operation.



*Can you conclude on a note of hope, with some advice, or a note of caution concerning the topic "Youth and agriculture"?*

Here, I will re-emphasize what I have been saying all along – the scope, the potential and the opportunities in agribusiness are tremendous. I urge youth to get involved not only as an economic benefit to them but because the sector needs them. The world is changing so fast and the impacts of climate change are very real and being felt by the small-scale farmers we engage. We need the innovation and the energy that young people can bring to address these challenges.



**S**unripe (1976) Ltd is a vertically integrated independent grower, processor, exporter and marketer of fresh vegetables, fruit and flowers. Sunripe is based in Kenya. Its turnover is 15 million euros. They employ 800 employees. 60% are under 30 years old. Over 40 years Sunripe has evolved as a leading grower, processor and exporter of highest quality fresh vegetables, packed to the highest standards. Their range includes organic, bulk, conventional, and elaborate lines across a wide range of vegetables and fruit. Sunripe is a member of COLEACP.

**Tiku Shah, CEO, Sunripe, Kenya**

*Horizons : Is youth training tailored to the needs of your business?*

No... we have to train and induct youth.

*Are there specific youth profiles that you plan to prioritize over the next five years?*

We will look for youth with attention to detail, an understanding of processing, food safety, education through high school, and those with food tech diplomas.

*Based on your activities and your human resource needs, what skills are most young people missing?*

Simple hygiene, ability to remain focused, attention to detail.

*Why were you interested to work in agriculture? Where were you trained for this?*

My family was in agribusiness so I was surrounded by it, although I studied Computer Engineering and Applied Math.

*Can you conclude on a note of hope, with some advice, or a note of caution concerning the topic "Youth and agriculture"?*

There is a lot of potential to earn a living from producing good food for the global population. It will become more lucrative as demand will outstrip supply over the coming years. This however does not mean one will become a multi-millionaire. Working in Agriculture will be satisfying but not as financially rewarding as other more lucrative sectors.

# EVENTS

## EUROPEAN DEVELOPMENT DAYS 2018

*Youth and women at the forefront*

Organised by the European Commission, the European Development Days (EDD) brings the development community together each year to share ideas and experiences in ways that inspire new partnerships and innovative solutions to the world's most pressing challenges. The European Development Days (EDD 2018) take place at Tour & Taxis on 5-6 June 2018 in Brussels, Belgium. For its twelfth edition, EDD 2018 aims to jointly address the European Union's commitment to gender equality and women's empowerment, and the 2030 Agenda for Sustainable Development. Gender equality and women's empowerment are at the core of European values and enshrined within the EU's legal and political framework.

The EDD Global Village features stands showcasing successful projects and reports from around the world. It is a great opportunity to network with participants and share stories from the field.

COLEACP stand highlights the "Fit for Market"(FFM) programme, its training system with first results and impact, focusing on women's empowerment throughout the agricultural industry, from the fields to top management positions, paving the way for sustainable agricultural development in ACP countries.

50% of the direct workforce of 400 SMEs supported through FFM and their service providers are women. They occupy all positions: general manager, quality control manager, consultant, trainer, technician, pack house employee, harvester, farmer...



# E-MARKETING LAUNCH ON EDD FOR YOUNG INNOVATIVE SMES

STRENGTHENING GIRLS'  
AND WOMEN'S **VOICE AND**  
**PARTICIPATION**



**D**uring the European Development Days 2018, COLEACP will launch a new e-marketing initiative to promote products and small and medium-sized businesses from Sub-Saharan African countries. Each company has a history of project managers who are often female entrepreneurs.

On the programme: presentation display on the COLEACP stand in the EDD development village, promotion and communication via social media to encourage consumers and citizens to discover and encourage beautiful future stories.





HORIZONS

# INTERVIEW





# LOUIS MICHEL

*"It is clear that Africa's youth know that only sustainable agriculture can truly speed up the development process of the continent"*

**Horizons :** *Are you aware of COLEACP and ACP YPN? What do you believe are the main missions of these organisations?*

**Louis Michel :** I know and admire the work of COLEACP.

In 2015 the ACP-EU Joint Parliamentary Assembly invited the European Commission to form the partnership. It is an excellent example of a public-private partnership that supports and educates at a time when we are looking for innovative models involving the private sector in development. Mr Guy Stinglhamber, Delegate General of COLEACP and Mr Jeremy Knops, Director of COLEACP, operations briefed us on the organisation's main actions and activities during the assembly. At the time, the organisation managed two European Development Fund (EDF) programmes, known as models for development practitioners. Their main mission was to support the development of sustainable and competitive agriculture and agribusiness...

I am not as familiar with the ACP YPN which is a network of young professionals in African, Caribbean and Pacific countries. However, I find that initiatives which give young people an active role in creating development policies on a national, regional and international level, indispensable. Given Africa's growing population, we need to encourage youth to build their own future through projects which are useful to the community and to not be led astray by easy money.

We call upon Public-Private Partnerships (PPP) which make private sector knowledge available, to play an essential role in development, provided that the policies are clear and predictable.

**Is demographic change in ACP countries, particularly in Sub-Saharan African countries, an advantage or a disadvantage for economic development?**

In 2015 Africa's population rose to 1.3 billion people. According to United Nations predictions, it will double between now and 2050, and will account for a quarter of the world's population. More than 60% of the population is under 25 years of age.

The population issue in Sub-Saharan Africa could end up causing both development and under-development.

A young African population could spark economic transformation for the continent if it is guided by good governance, including institutional reform and investment, particularly in the areas of healthcare, education, social and economic independence of women and young people. This is especially true for girls, by creating decent jobs and strengthening gender equality.

I, like Jean-Michel Severino, am among those who see Africa's youth as an opportunity for growth. As he so rightly wrote: "A decrease in fertility rate after a period of rapid growth opens up many economic opportunities and has already set Africa on the right track."

One positive result is the emergence of a middle class who is prospering.

On the other hand, if there is uncontrolled population growth and people are not equipped with a good education, this will soon prove to be a major disadvantage for a country. A lack of education and social infrastructure is an easy prey for terrorist networks and organised crime. It slows development.

**How can we tip the balance in the right direction?**

We need to consider all of the factors linked to population growth and have a target-

ted policy in education. Without good governance or education all these efforts will be useless. Currently, unemployed youth turn at best to the informal labour market, and at worst to organised crime and jihadist movements.

The first thing to do if it has not already been done, is to embark on a process of demographic transition, particularly in the area of birth control. This is particularly relevant for some Francophone countries. Advances in healthcare have resulted in a significant reduction in infant mortality, yet this has not translated into a decline in fertility rate. This is a particular problem in the Sahelian region.

With Africa's population set to double in 2050, the continent will face some real challenges. Between 15 and 20 million young people will join the ranks of job-seekers each year. If we fail to provide a good education, many of them risk entering the ranks of malicious groups or jihadists.

In the absence of demographic change and a sound family planning policy, Central and West Africa will have enormous difficulty managing its future. I cannot stress enough that the "global gag" is a catastrophe for human rights and women's rights. By doing this we are limiting women and their rights to freedom of expression, association, and restricting their capacity to strengthen civil society, institutions and democracy.

We must use the partnership to compensate for inequalities in knowledge and expertise. Africa's youth have rights and duties, and we must offer them a future of dignity. If we do not measure the scale of the challenge we will end up being passive actors and we will be to blame for the youth being lured into violence and extremism. We will be responsible for them choosing the dangerous path of exile, resulting in disastrous consequences, such as modern slavery.

### *Are young Africans suitably equipped to play a key role in modernising agriculture?*

It is clear that young Africans know that only sustainable agriculture can truly speed up the process of development of the continent. It is vital that we marry population growth, production-oriented agriculture and sustainable agriculture.

This will vary from country to country. Some countries, such as the Ivory Coast, Cameroon, Ghana and Senegal, are better prepared than others.

In an area such as agriculture, modernisation requires technical sophistication and therefore knowledge. Yet currently, in most African countries agriculture is only performed for subsistence. In order to play an important role in the modernisation of agriculture, we need to put in place a training system for young people driven by agricultural techniques and mechanisation methods. In order to prepare production for cities and rural areas doubling in size, we need to start thinking about agri-

culture today. "Because if cities explode due to mass rural exodus, rural areas will not empty, but rather the opposite. This is an African paradox which no other continent has ever known to date." Due to its one-child policy, China is seeing a population decline. And India's population rate is much steadier. China's emergence can be attributed to a long period of economic growth at almost 10%, and also a policy deliberately aimed at reducing birth rate.

### *How can African countries become self-sufficient and net exporters of food products between now and 2050?*

To become self-sufficient and net exporters of food products by 2050 African countries must have:

- Sound land law which attracts agricultural activity. We need to address the issue of land ownership for women and indigenous people ;
- Land grabbing by multinationals must be subject to the control of public authorities in order to protect small scale farmers and prevent one whole sector of the population falling into poverty ;
- Ensure legal stability and sound taxation ;
- Create strong and independent groups or agro-pastoral cooperatives (with financial and technical autonomy) with a socio-economic vision. An isolated farmer is not in a position to face certain challenges, such as product processing, access to the best markets, or export ;
- Help small scale farmers, especially smallholders, regain confidence in themselves and in their critically important profession as a farmer ;
- Develop farming areas relevant to the environment and type of climate; adapt to the situation but also to the aspirations and skills of the people in those communities; ensure they are provided with





- good-quality seeds ;
- Encourage the development of national public laboratories to invest in improving seeds, while keeping the original properties and genes from national land ;
- Set up a bank or agricultural fund to finance agricultural projects ;
- Create an Import-Export international trade network of agricultural products ;
- Reform the agricultural sector to make it more attractive, encourage private initiatives and subsidise the production of some products.

*How can we make agricultural development more inclusive?*

Agricultural development can only be inclusive if all sectors of the population play a part in wealth-creation initiatives, decision-making, creating new opportunities and profit redistribution.

It will only be inclusive if governments have the belief and the political will to do so, and if farmers believe in their future and have the ambition to make it happen. The state must help its farmers in the same way the EU helps theirs, by offering subsidies (e.g. for buying fertiliser). This will bring them into a position to offset low-cost imports in a sustainable way. Human life depends on agricultural produce. By helping small scale farmers become more autonomous, they will be in a position to build lasting and robust economic and social models.

*How can agricultural development create a win-win situation for Africa and Europe?*

For there to be a win-win situation Africa and Europe need to share expertise and/or experiences in this area. Africa and Europe need to respect their differences. If Europe wants to help small scale African farmers, it needs to guide their projects and help plan for the future. It needs to secure a sustainable economy, and develop high-quality products which ensure food security, income stability and soil fertility. Africa possesses land with great farming potential and through their partnership with Europe can request the technical and financial means to make this land arable, resulting in a win-win partnership.

*Which cooperation instruments can facilitate a win-win situation? Which are the most effective?*

To facilitate a win-win situation, the EU should use instruments such as budgetary support, public/private partnerships, the Overseas Development Assistant (ODA), European Development Fund (EDF) and the Development Cooperation Instrument (DCI). However, this will not be beneficial if it is not supported by a coherent, reasoned national strategy. Africa needs to build its own social model based on its values of solidarity, dignity and respect for themselves and others.



*Can you finish by giving a message of hope, some advice or a recommendation?*

For the European Union to be Africa's partnership of choice, it needs to maintain leadership in all areas of development by offering technology, expertise and skills-transfer.

While Africa needs economic growth, it also needs its states to be stable.

The market economy is capable of creating enormous wealth, but this is useless if the wealth is not shared fairly and if we cannot achieve social peace by increasing salaries. It is pointless if we do not use it to benefit the most disadvantaged families, to create a minimum universal healthcare to combat infant and maternal mortality, and act to defend sexual and reproductive rights to combat the negative impact of the world gag. Our world reflects the interdependence of all in a necessary solidarity. Our main challenge has become that of the unity of humanity, that is, to be able to live in soli-

## HORIZONS INTERVIEW

parity with all peoples, in peace with the world.

To a globalisation of indifference, we must oppose a humanised globalisation.

As a humanist, as a universalist we must remain vigilant and mobilize to defend a world respectful of man.

More than ever, it is time to convince oneself that what brings the wealth and hope of this earth to humanity is precisely the belief in the unity of the human adventure.

Because beyond differences, we are all crossed by a fundamental aspiration to know the dream of justice, happiness and equality.

Paraphrasing Monsignor Desmond Tutu on the ideology of Ubuntu, I will conclude with his words: "My humanity is linked to yours. I need you to be me. I need you to be... We can only be free together."



# "WE CAN ONLY BE FREE TOGETHER..."







HORIZONS

# FLASHBACK

10 years ago...





***"This result would not have been possible without technical support from COLEACP."***

**Sir John Kaputin,**  
Secretary General of the ACP Group 2005-2010

*10 years ago the Secretary General of the ACP group of countries featured in a special edition of the PIP programme magazine discussing the final evaluation of the PIP programme.*

**T**he final evaluation of the Pesticide Initiative Programme in 2008 at the end of the first phase, was positive. It highlighted the fact that the objectives aimed at helping ACP suppliers respond to the Maximum Residue limits and traceability, were reached. Furthermore, the PIP also surpassed expectations for its initial mission by approaching important issues for the horticultural export sector of ACP countries, such as market access. Actions from the PIP have proven to be decisive in allowing ACP actors to maintain access to the EU market. This would never have been possible without COLEACP's technical support.

Recent surveys carried out in West Africa as part of a WTO Standards and Trade Development Facility (STDF) study on best practice in technical cooperation in the area of Sanitary and Phytosanitary Measures (SPS), revealed several elements of best practice from the PIP approach. This programme was implemented by respecting the fundamental elements of the Paris Declaration on Aid Effectiveness.

In the context of the Economic Partnership Agreement (EPA) negotiations, the ACP-EU Joint Parliamentary Assembly adopted a resolution in 2007 on the reduction of poverty for small scale farmers in ACP countries, focusing on the fruit, vegetable and flowers sectors. Horticultural exports provide a good (and rare) opportunity to generate income in rural areas. A lot remains to be done in order to reach the Millennium Development Goals and poverty growth in rural areas is still a critical problem in many ACP countries. The ACP Secretariat has therefore decided to continue to offer support for programmes which, as the PIP does, put small producers in a position to trade high-value horticultural products.



**Sir John Kaputin,**  
Secretary-General of the ACP Group of States

**"This result would never have been achieved without the valuable technical support of COLEACP."**

The final evaluation of the Pesticides Initiative Programme in 2008, following completion of their first phase, was very positive. It highlighted the fact that the objectives of supporting ACP suppliers to meet new MRL and traceability requirements were met, but also that the PIP had exceeded its original remit by addressing broader issues of market access facing the ACP horticultural export sector. The PIP has been instrumental in enabling ACP players to retain their access to the EU market. This result would never have been achieved without the valuable technical support of COLEACP.

Recent reviews conducted in East Africa under the WTO STDF research into good practice in SPS-related technical cooperation identified many elements of the PIP approach as good practice. It has been implemented in accordance with key elements of the Paris Declaration on Aid Effectiveness.

Within the context of the EPA negotiations, in 2007 the ACP-EU Joint Parliamentary Assembly adopted a resolution on poverty reduction for small farmers in ACP countries, focusing in particular on the fruit, vegetable and flower sectors. Export horticulture provides important (and one of very few) opportunities for income generation in rural areas. Much remains to be done to meet the Millennium Development Goals, and increasing rural poverty is a critical problem in many ACP countries. The ACP Secretariat is committed to the continued support of programmes such as the PIP that facilitate and enable the rural poor to participate in the trade of high-value horticultural crops.

12 - 9 - 14 NOVEMBER 2008

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# 10 years ago...

## PIPMAGAZINE

N°14 NOVEMBER 2008 MAGAZINE OF THE PIP PROGRAMME



QUALITY & CONFORMITY FRUIT & VEGETABLES

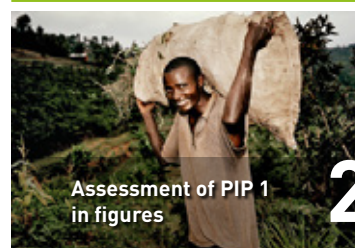
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# Final evaluation of the PIP

EXTRACTS FROM THE FINAL EVALUATION REPORT

THE ORIGINAL VERSION OF THE REPORT IS IN FRENCH



Assessment of PIP 1 in figures

2



Evaluation of the impact of the PIP

6



The PIP cited as an example of good practice in technical cooperation

8

[www.coleacp.org/pip](http://www.coleacp.org/pip)



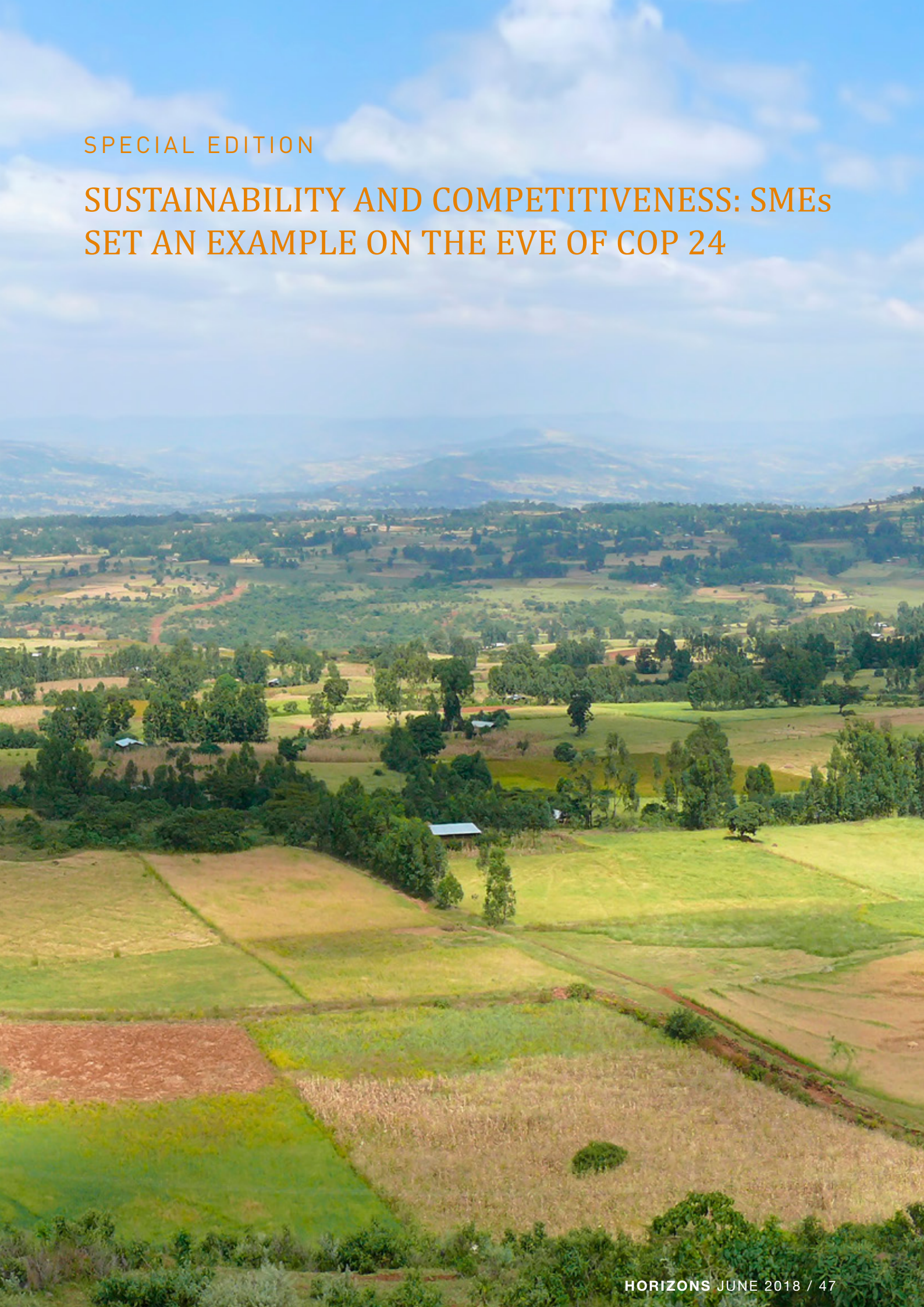
# NEXT HORIZONS





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# SUSTAINABILITY AND COMPETITIVENESS: SMEs SET AN EXAMPLE ON THE EVE OF COP 24





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