



# ANNUAL REPORT

OF COLEACP AND ITS PROGRAMMES



COLEACP





*Our association has continued to welcome many new members in 2019, representing the entire horticultural value chain in the ACP States and the EU – as well as eight new members of COLEACP's Board. I wish a very warm welcome to all of you. This has been a year of growth for COLEACP with the continuation of the Fit For Market programme and the startup of Fit For Market SPS, followed later in the year by the launch of two new STDF programmes. My thanks to the growing COLEACP team of staff and associated experts throughout the ACP countries for their commitment to realising our mission – to support a sustainable transformation of the ACP horticultural sector through global, regional and local trade.*

Stephen Mintah,  
President of COLEACP

COLEACP is an association of companies and experts committed to sustainable agriculture. Its mission is to develop inclusive, sustainable trade in fruit & vegetables and food products, focusing on the ACP countries' trade with one another and with the European Union.







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## IMPACTS – ECONOMIC, ENVIRONMENTAL AND SOCIAL















# FOREWORD



## FOREWORD

*“Growing people” for growing resilience*

COLEACP’s signature, **GROWING PEOPLE**, reflects its vision that the ongoing pressing changes in the global agri-food model at all levels – production, processing, marketing and consumption – call for a system of continuous training and professional development adapted to current generations and to all economic operators in the agricultural and food sector. This applies particularly to ACP countries – and especially in times of crisis, as we are experiencing today – as these countries are well placed to become the driving force behind a new sustainable agricultural model. This global transformation will involve increased production while minimising the impacts on climate, ecosystems and the productive environment through the adoption of agro-ecological practices and mainstreaming of innovation. At the operational level, this vision resonates with the climate emergency and the new commitments of the **European Green Deal** as well as the **Paris Agreement** signed in 2015. It also highlights the need to address the social and economic dimensions of sustainability in agriculture, with a particular emphasis on job creation, small-scale family holdings, youth and gender.

To achieve this, COLEACP and its partners must firstly capitalise on and disseminate the knowledge and know-how acquired mainly in the fruit and vegetable export sector, which has the potential to be transferred to local markets and other value chains. COLEACP’s main strengths are its values, a strong team of committed women and men, its ability to bring people together, and its international and multidisciplinary network of expertise that constantly enhances its knowledge base.

*the COVID-19 pandemic could also represent an opportunity for a paradigm shift regarding the way people produce and consume food*

To maximise this collective intelligence, COLEACP intends to carry out consultative processes on a continuous basis in 2020 in order to advocate better on behalf of its ACP and European members, and to uphold its distinctive position in serving the public interest.



Deeply anchored in its history by a result-led culture, and dedicated to its liaison role between Europe and the Organisation of ACP States, COLEACP listens in order to constantly adapt, co-construct and evolve, adapting to the realities of its members and partners.

The year 2019 has been rich in activities, notably with the rapid implementation of the new Fit For Market SPS programme, which operates in synergy with the existing Fit For Market programme, in addition to other projects with our partner STDF in several Sub-Saharan African countries.



2019 also saw many changes for our main partners – for the European Union, Brexit, the new Commission and the Green Deal; and for the ACP Group, now the Organisation of ACP States (OACPS), the finalisation of the post-Cotonou agreements.

However, none of us could have foreseen the COVID-19 pandemic that has marked the world from the end of 2019 onwards. We cannot yet measure all the consequences for our societies, and currently we have more questions than answers. One certainty is that we have learnt lessons from this extraordinary international context.

### **COVID 19: a global crisis – but also an opportunity for paradigm shift**

The pandemic is triggering a massive global humanitarian and economic crisis impacting billions of livelihoods. To cope with this crisis, public actions will be pivotal. However, private sector and civil society organisations will also play a vital role in working both individually and collectively to respond to the immediate crisis, and to develop plans for medium- to longer-term recovery and resilience. Agri-

food MSMEs in ACP countries are particularly affected by the COVID-19 outbreak. On top of the health threat it poses to workers and stakeholders along their value chains, it has highlighted the vulnerability of supply chains to trade disruption on national, regional and international levels. The impact of these trade disruptions proves particularly severe for MSMEs and associated producer groups supplying and commercialising short shelf-life goods such as fresh produce. MSMEs



are already vulnerable due to very limited cashflow reserves. Disruption to cashflows resulting from decreased sales on domestic, regional and/or international markets are devastating for small-scale producers and their communities, leading to the loss of jobs and declining revenues, with severe knock-on effects in terms of poverty, food security and nutrition in ACP countries.

The extent to which the COVID-19 pandemic is affecting the overall stability of food markets in ACP countries depends, among others, on the capacity of MSMEs to continue to produce food and access markets; the functioning of national, regional and international markets; and the preservation of trade corridors. The latter must also ensure the continued inflow of key agricultural inputs (seeds, fertilisers, crop protection) and staple food crops (in addition to much-needed medical supplies).

However, the COVID-19 pandemic could also represent an opportunity for a paradigm shift regarding the way people produce and consume food. Health and safety concerns, transparency in the value chain, and closer relations with producers have become a strong feature in many markets. The fruit and



# 1 Foreword

vegetable sector had continued growth before the pandemic, and will be even more needed in the post-COVID period. The conditions must be created so that this crisis leads to new opportunities for a regional approach to food security, increased intra-regional trade, and the acceleration of investments in logistics and infrastructure. Domestic markets for food could become more diversified through improved technologies and innovations. Food production and distribution channels that are well coordinated are best positioned to adapt to changing patterns in demand and take advantage of new business opportunities (e.g. processing). Regional markets will offer new opportunities for diversification in production and marketing. The acceleration of uptake in information and communication tools will also be required in support of business opportunities.

*The year 2019 has been rich in activities, notably with the rapid implementation of the new Fit For Market SPS programme*

## COLEACP mitigation measures against COVID-19 and beyond

Since the outbreak of the global pandemic,

COLEACP has been strengthening its programme activities towards helping to mitigate the negative impacts of COVID-19 on the agricultural and food economy of ACP countries. This is taking the form of a five-point action plan, based on a set of clear principles while fully leveraging the possibilities offered by technology in terms of digital learning and off-site technical assistance:

- Workstream 1: Information and communication
- Workstream 2: Health and safety



- Workstream 3: Business support
- Workstream 4: Market access and food security
- Workstream 5: Advocacy.

The objective is to enable smallholders, farmer groups and MSMEs to produce and sell horticultural products sustainably and improve their access to national, regional and international markets while implementing COVID-19 preventive health and safety measures.

Despite – and also in response to – COVID-19, COLEACP remains focused on its mission in the service of its partners, remaining agile and adapting to the changing environment in Europe, the ACP countries, and globally. We aim to achieve this particularly by accelerating our digital activities and regional anchoring, seen already in 2020 with new national projects, for example in Kenya, where COLEACP has just signed a programme with the Delegation of the European Union for the sustainable development of the country's horticultural value chains.

Jeremy Knops  
General Delegate, June 2020













# 2

## OVERVIEW



## MEETINGS AND EVENTS

JAN	FEB	MAR	APR	MAY	JUN
<p>PARIS</p> <p>FARM Working Group 2 on Farmers' Contracting in Africa</p>	<p>ADDIS ABABA</p> <p>Global Food Safety Partnership report on Africa mapping project</p> <p>First FAO/WHO/AU International Food Safety Conference</p>	<p>ROME</p> <p>WTO SPS Committee</p> <p>GENEVA</p> <p>STDF Working Group</p> <p>LONDON</p> <p>UK Fresh Produce Consortium Technical Working Group</p>	<p>ROME</p> <p>14<sup>th</sup> IPPC Commission on Phytosanitary Measures</p> <p>BRUSSELS</p> <p>Forum for the Future of Agriculture</p> <p>Public policy exchanges: DG SANTE; DG DEVCO</p> <p>LONDON</p> <p>Freshfel Food Quality Working Group</p> <p>LONDON</p> <p>FARM Working Groups 3 &amp; 4 on Farmers' Contracting in Africa</p>	<p>GENEVA</p> <p>UN ECOSOC Working Party on Agricultural Quality Standards</p> <p>LUXEMBOURG</p> <p>Welcome2Africa International Innovative and Sustainable Finance Summit</p> <p>PORT LOUIS</p> <p>ACP-EU Private Sector Development Event, East and South Africa</p> <p>ROME</p> <p>Working meeting COLEACP-IPPC</p> <p>ROME</p> <p>World Banana Forum Steering Committee</p> <p>LONDON</p> <p>4<sup>th</sup> Biopesticides Europe conference, IBMA</p>	<p>BRUSSELS</p> <p>European Development Days</p> <p>Central Africa Investors' Round Table</p> <p>LONDON</p> <p>Freshfel AGM at the London Produce Show</p> <p>LOMÉ</p> <p>1<sup>st</sup> Togo-EU Economic Forum</p> <p>AMSTERDAM</p> <p>Sustainable Foods Summit Europe</p> <p>PARIS</p> <p>FARM Working Group 5 on Farmers' Contracting in Africa</p> <p>FARM Working Group on the role of public authorities in African value chains</p>



JUN	JUL	SEP	OCT	NOV	DEC
ROME	GENEVA	ACCRA	GENEVA	DAKAR	PARIS
Ministerial Conference for Agriculture, AU and EU	Global Aid for Trade Review	African Green Revolution Forum	STDF Working Group	ACP-EU Private Sector Development Event, West and Central Africa	78 <sup>th</sup> Plenary Meeting, OECD Fruit and Vegetables Scheme
SANTO DOMINGO	ACCRA	NAIROBI	BASLE	ACCRA	NAIROBI
ACP-EU Private Sector Development Event, Caribbean	Ghana Mango Week, Federation of Associations of Ghanaian Exporters	Stakeholder consultative workshop, Kenyan horticultural industry	Annual Biocontrol Industry Meeting, IBMA and FiBL	West African Organic Conference	9 <sup>th</sup> Summit of ACP Heads of State and Government
	BRUSSELS	Food Kenya Trade Show	PARIS	ROME	East African Community Public Private Forum on Fruit and Vegetables
	Subcommittee on Trade and Commodities, ACP Secretariat	BRUSSELS	FARM Working Group 6 on Farmers' Contracting in Africa	WTO SPS Committee	
		ENABEL Debates		BRUSSELS	NADI
		EGHAM, UK		Freshfel technical meeting: SPS and customs operations	ACP-EU Private Sector Development Event, Pacific
		CABI 20th Review Conference			LONDON
					Freshfel Food Quality Working Group and Sustainability Working Group



# 2 Overview

## TRADE EXHIBITIONS

FEB

BERLIN

Fruit Logistica 2019

NUREMBURG

BIOFACH 2019

MAY

RIMINI

MACFRUT

SANTO DOMINGO

Agroalimentaria - agricultural and agro-industrial products of the Caribbean

SEP

NAIROBI

FPEAK Fruits, Vegetables and Herbs Exhibition

OCT

MADRID

Fruit Attraction

NOV

ABIDJAN

SARA - International Exhibition of Agriculture and Animal Resources





## COLEACP MILESTONES

APR	JUN	JUL	SEP	OCT	NOV
ROME	PARIS	PARIS - BRUSSELS	ACP COUNTRIES	YAOUNDÉ	BRUSSELS
Launch of <b>Fit For Market SPS</b> programme	Board of Directors and General Meeting  -  Election of new Board of Directors (18 Directors elected or re-elected for 3 years) Re-election of President Stephen Mintah for 3 years  New General Delegate, Jeremy Knops, replacing Guy Stinglhamber	Management Committee of COLEACP and its programmes: General Delegate (Jeremy Knops), Finance and Administration Lead (Sebastian Marino Coto) and Marketing and Engagement Lead (Emmanuel Bourcelet)	First COLEACP Country Websites	Launch of <b>STDF Cameroon</b> programme  -  Commencement of <b>STDF Guinea</b> programme	Board of Directors and Fit For Market Consultative Committee





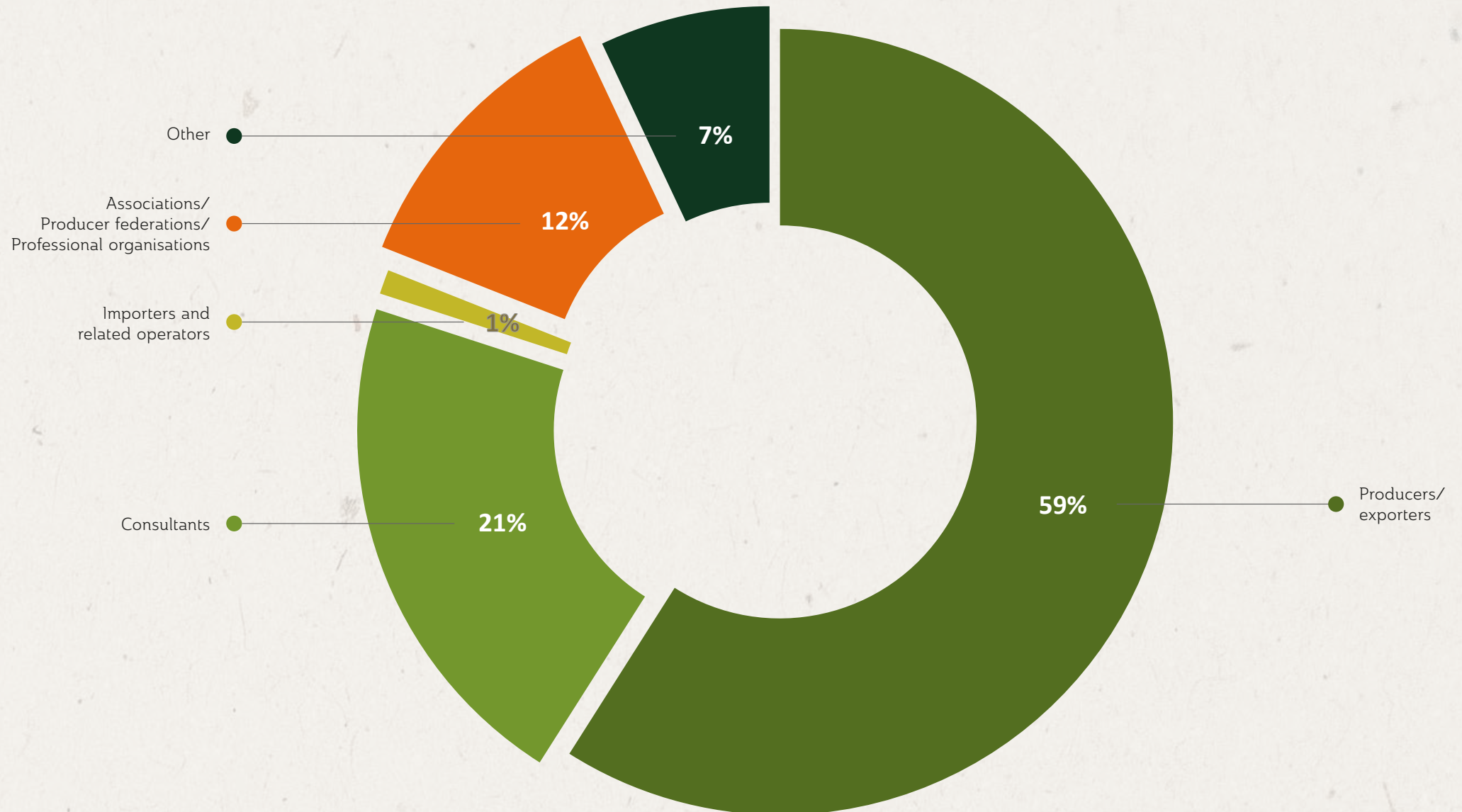
## Members of the association

New members by country (in 2019)





## New members by category (2019)





### Four priority themes



SUSTAINABILITY  
ASSESSMENT



SPS CHALLENGE



REGIONAL/LOCAL  
MARKETS



ACCESS TO FINANCE









## Sustainability assessment

*“The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all.”*

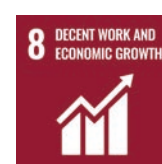
[un.org/sustainabledevelopment](https://un.org/sustainabledevelopment)

COLEACP focuses on what sustainability means in practice for African, Caribbean and Pacific (ACP) companies in the fruit and vegetable sector, and particularly for micro, small and medium enterprises (MSMEs). How can companies assess their sustainability, and how can they value their progress? The COLEACP Sustainability Self-Assessment System is a business management tool for fruit and vegetable producers and suppliers in ACP countries. Value chain operators can use it to prevent bad practices, integrate good practices and consolidate their financial viability. The tool provides companies with a framework for continuous improvement.

Answering simple questions about practical and achievable actions leads to step-by-step improvements and encourages compliance with regulations and standards. This facilitates market access by enabling companies to provide evidence of good practice to meet buyers' expectations. For ACP fruit and vegetable producers and suppliers, the adoption of sustainable practices can have a positive impact on their company's financial results. With the right assessment and monitoring tools, a sustainable approach can make farms and businesses more efficient, profitable and resilient. Improved soils increase yields and reduce the need to use inputs

such as fertilisers; reduced post-harvest waste increases profits; efficient energy use reduces costs; and better conditions for workers improve productivity.

In 2019 COLEACP's Sustainability Self-Assessment System has proved to be a valuable tool both for individual ACP horticultural companies (see Part 4 of this report), and in providing aggregated data to measure programme impact (see Part 5).





## The SPS challenge

*“Protecting plant health can help end hunger, reduce poverty, protect the environment, and boost economic development.”*

[fao.org/plant-health-2020](http://fao.org/plant-health-2020)

African, Caribbean and Pacific countries can only fully benefit from agricultural trade if they are able to provide competitive products that comply with existing regulations and standards. Increasingly stringent sanitary and phytosanitary (SPS) measures, combined with market requirements for environmental, social and ethical standards, pose a challenge to ACP suppliers and increasingly affect their ability to access national, regional and international markets.

In 2019, the evolution of European Union (EU) SPS regulations continued to have an impact. The year saw the strengthening of phytosanitary rules under the current Directive 2000/29/EC, particularly affecting mango and capsicum, and preparations for the new EU Regulation 2016/2031 (the ‘New Plant Health Rules’), which entered into force in December 2019.

Regulation (EC) No. 1107/2009 concerning the placing of plant protection products on the market, which aims to protect workers, consumers and the environment, also leads to the loss of authorised plant protection products, and therefore to an increase in

production costs for ACP producers – and in the number of interceptions due to plant health non-conformities and pesticide residues.

While all of these regulations aim to prevent the introduction or spread of harmful organisms in the EU, they also impose increased requirements on ACP exporters, inspection services, National Plant Protection Organisations (NPPOs) and pesticide registration authorities. Capacity development of these authorities in ACP countries is essential to maintain trade flows and export potential in the high-value horticultural sector, as well as to protect consumers in all markets – national, regional and international.



### Fit For Market SPS

In this context, from January 2019 COLEACP’s private sector-focused Fit For Market programme has been complemented by a new programme to strengthen national SPS systems in the ACP horticultural sector – Fit For Market SPS. This new all-ACP support will be provided by COLEACP at the request of the ACP Group of States (now the Organisation of African, Caribbean and Pacific States) between 2019 and 2022, with a budget of €15 million under the 11th European Development Fund. The programme emphasises raising awareness of SPS regulations and standards, strengthening the capacity of public authorities to improve the management and enforcement of SPS rules, and research innovation to develop the knowledge and technologies necessary for SPS compliance.

Examples of Fit For Market SPS activities during 2019 are described in Part 4.





## Access to regional markets

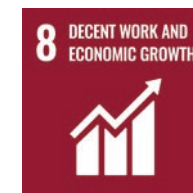
*“The entry into force of the African Continental Free Trade Area (AfCFTA) will likely expedite regional integration efforts and promote intra-regional trade in agri-food products, which is projected to expand by 20–30 percent by year 2040.”*

FAO and African Union, [www.fao.org/3/ca8633en/ca8633en.pdf](http://www.fao.org/3/ca8633en/ca8633en.pdf)

For the first time at the end of 2018, the volume of fruit and vegetables marketed on local and regional markets by partners in the Fit For Market programme exceeded the volume exported to the EU. COLEACP’s upcoming Market study of the fruit and vegetable industry in Sub-Saharan Africa demonstrates that this trend is continuing. The reasons include:

- growing popularity of fruit and vegetables with consumers due to their health benefits;
- the growing middle class in Sub-Saharan African cities;
- local producers and processors investing in higher value-added production chains;
- professionalisation of international exporters enabling them to better meet the demands of local and regional markets;
- local supply chains being restructured by major distribution groups;
- the African continental market becoming more liberalised.

While all markets offer rich opportunities, accessing them remains complex. While this applies especially to the European market, with its constantly evolving regulatory requirements, COLEACP also supports access to ACP local and regional markets. Technical assistance to companies through Fit For Market includes market intelligence, support for companies attending international trade fairs, coaching in marketing, participation in multi-stakeholder working groups on market access conditions for ACP SMEs, and training tools and programmes. Support for competent authorities through Fit For Market SPS includes strengthening ACP countries’ inspection services and NPPOs, improving trade with regional as well as global markets. Activities in all these areas are described in Part 4 of this report.





## Access to finance

*“Approximately two thirds of Africa’s workforce is engaged, directly or indirectly, in agriculture. Yet, in most countries, less than five percent of net bank lending goes to agriculture.”*

[mastercardfdn.org/work/rural-agr-finance/](https://mastercardfdn.org/work/rural-agr-finance/)



To develop a company in the horticultural sector requires investment – for example, for packaging stations that meet the standards of new target markets, or for fruit-processing equipment. But the fruit and vegetable sector, with its challenges of limited shelf life and high exposure to SPS risks, is particularly unattractive to financial institutions.

Local banks in ACP countries generally have few long-term loan facilities, or offer very high loan rates for the agricultural/horticultural sector; local facilities are sometimes poorly disseminated; investment funds may be unknown, unsuitable or difficult to access; and application processes to obtain such loans are often complex. Companies face a double challenge: to identify finance opportunities, and to prepare the credit application file.

COLEACP provides its members and partners with technical support on access to finance through its business development department (see Part 4). The assistance offered includes support at three levels:

- internal technical support;
- external technical support;
- linking up with financing structures for which investment criteria are met.









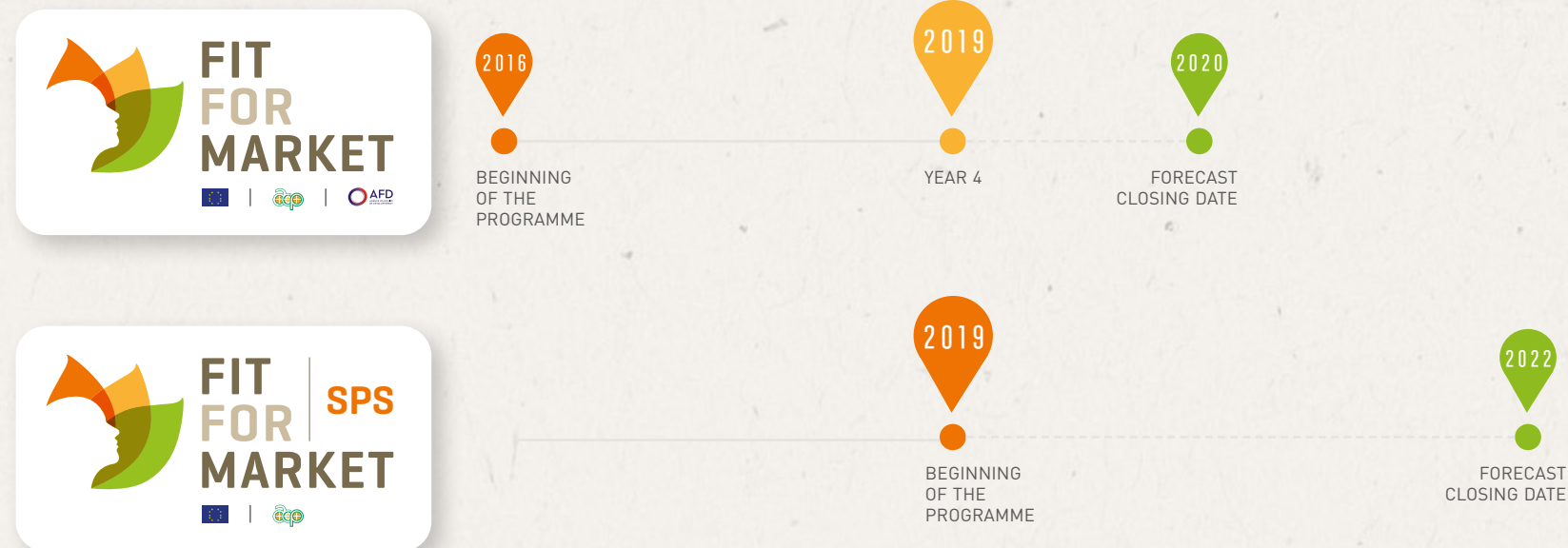
# 3

## 2019 PROGRAMMES



## COLEACP's current programmes

Programmes financed by the EU at the request of the ACP Group of States (now the OACPS), with funding from the 11th European Development Fund



The two **Fit For Market** programmes operate in synergy:

- **Fit For Market**, in its fourth year of operation in 2019, aims to strengthen the competitiveness and sustainability of the ACP horticultural sector, primarily for the private sector;
- **Fit For Market SPS**, which began in January 2019, focuses on strengthening the sanitary and phytosanitary (SPS) systems of the ACP horticultural sector, primarily for the public sector.





## Programmes financed by STDF



STDF currently finances three COLEACP projects, in:

- **Togo** – Strengthening the phytosanitary monitoring and certification system for the country's fruit and vegetable sector;
- **Guinea** – Strengthening the national phytosanitary monitoring and certification system;
- **Cameroon** – Improving the SPS quality of Penja pepper to facilitate access to international markets.

Between 2015 and July 2019, COLEACP also contributed to the major **Regional Fruit Fly Management Programme** (Programme régional de Lutte contre la Mouche des Fruits, PLMF) in West Africa. COLEACP's role within the consortium in charge of implementing the project was "backstopping" at the service of the Coordination Committee and the National Committees.




## The two Fit For Market programmes





FIT FOR MARKET – CUMULATIVE YEARS 1-4

IN 2019


FIT FOR MARKET SPS IN 2019


  
**767**  
REQUESTS FOR  
SUPPORT

  
**50**  
ACP  
COUNTRIES

  
**188**  
REQUESTS FOR  
SUPPORT

  
**32**  
ACP  
COUNTRIES

  
**51**  
REQUESTS FOR  
SUPPORT

  
**25**  
ACP  
COUNTRIES

COUNTRY	FFM 2019 – NUMBER OF REQUESTS	FFM CUMULATIVE YEARS 1-4	FFM SPS 2019
Angola		2	
Antigua and Barbuda	1	3	
Bahamas		1	
Barbados		1	
Belgium		3	
Benin	11	27	4



COUNTRY	FFM 2019 – NUMBER OF REQUESTS	FFM CUMULATIVE YEARS 1-4	FFM SPS 2019
Burkina Faso	5	28	1
Burundi		11	1
Cameroon	9	49	5
Comoros	1	2	
Congo-Brazzaville	1	4	
Côte d'Ivoire	19	65	2
Dominica		1	
Eswatini			1
Ethiopia	3	10	
Fiji	1	2	
The Gambia		6	1
Ghana	8	35	1
Grenade		1	
Guinea-Conakry	5	17	3
Haiti		1	
Jamaica		2	
Kenya	19	99	7
Liberia	1	1	
Madagascar	4	15	1
Malawi		1	
Mali	6	25	2
Mauritius	5	7	
Mauritania		1	
Mozambique	2	3	
Niger		1	
Nigeria	8	54	3
Uganda	12	31	2

COUNTRY	FFM 2019 – NUMBER OF REQUESTS	FFM CUMULATIVE YEARS 1-4	FFM SPS 2019
Papua New Guinea	1	2	
The Netherlands			
Democratic Republic of the Congo	7	27	1
Dominican Republic	1	10	1
United Kingdom		2	
Rwanda	3	8	1
Saint Lucia		2	
St Kitts and Nevis		1	
St Vincent and the Grenadines		4	1
São Tomé and Príncipe			1
Senegal	17	56	3
Sierra Leone	7	16	2
Somalia	2	2	
Suriname	3	10	1
Tanzania	2	26	
Chad	3	5	1
Togo	13	52	3
Trinidad and Tobago	1	1	
Zambia		1	1
Zimbabwe	7	33	1
Total	188	767	51



# 3 2019 Programmes

## Fit For Market

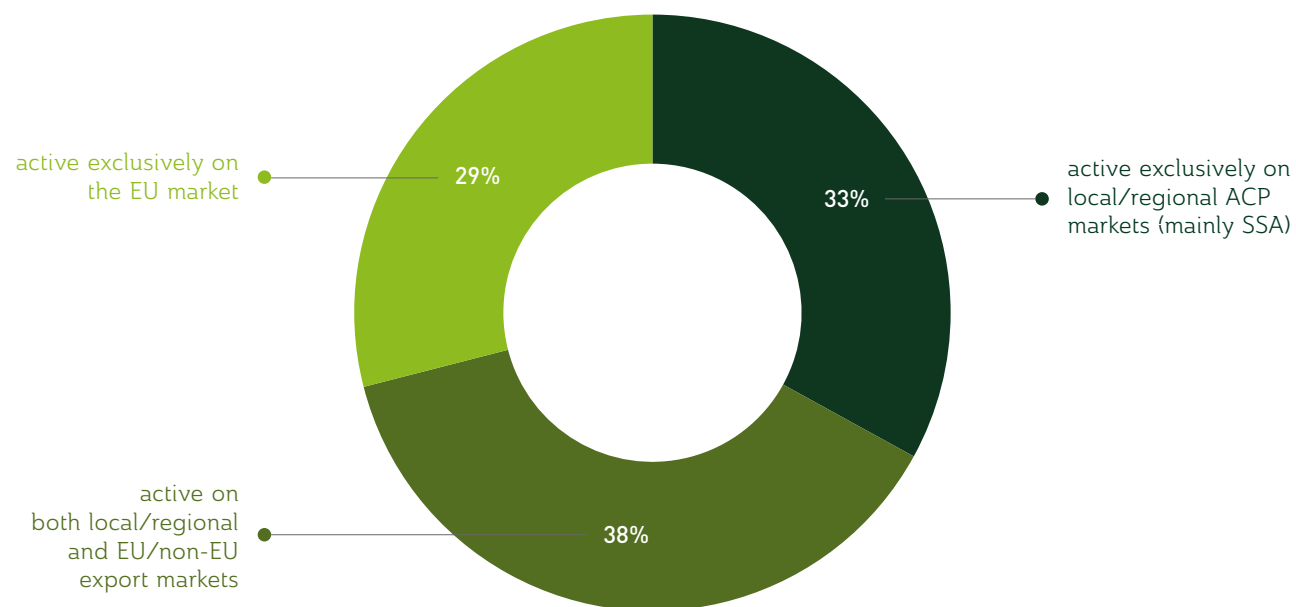
2019 was the fourth year of operation for the Fit For Market programme. During 2019, 212 Memoranda of Understanding were signed, bringing the cumulative total for years 1–4 to 518, and by the end of 2019 the entire budget of the Fit For Market programme was committed.

Requests for support reflect the dynamics observed in trade. The European market remains attractive, dynamic and remunerative; the breakdown of companies receiving Fit For Market support is shown in the graph opposite.

This is a reflection of what is happening on the market for agricultural products, particularly fruit and vegetables in Sub-Saharan Africa.

The total number of small producers supported by Fit For Market by the end of 2019 was 1,861,287, notably through capacity building of public and private extension services and support for the establishment of cascading training systems within umbrella producer associations.

The prioritisation of capacity-building activities stems from the results of the roll-out of COLEACP's economic, social and environmental Self-Assessment System to companies and producer groups. In economic terms, of the 328 SMEs and producer groups that have completed the self-assessment tool to date, 31% consider that they do not



currently have access to sources of finance on acceptable terms. One of the priorities for the Fit For Market programme in 2019 was to continue to strengthen its business management training offer to increase technical support for the finalisation of applications for access to financing. In environmental and social terms, 73% of SMEs and producer groups are already adopting good production practices in terms of health quality and environmental protection, and almost 30% of them hold social certification. The progress made by these operators individually as a result of Fit For Market support will be measured at mid-

term and when their respective action plans are finalised, with the aim of strengthening their competitiveness through the adoption of sustainable production and management practices.

**1,861,287**  
**SMALL PRODUCERS SUPPORTED**

Examples of specific activities carried out by the Fit For Market programmes are presented throughout Part 4 of this report.



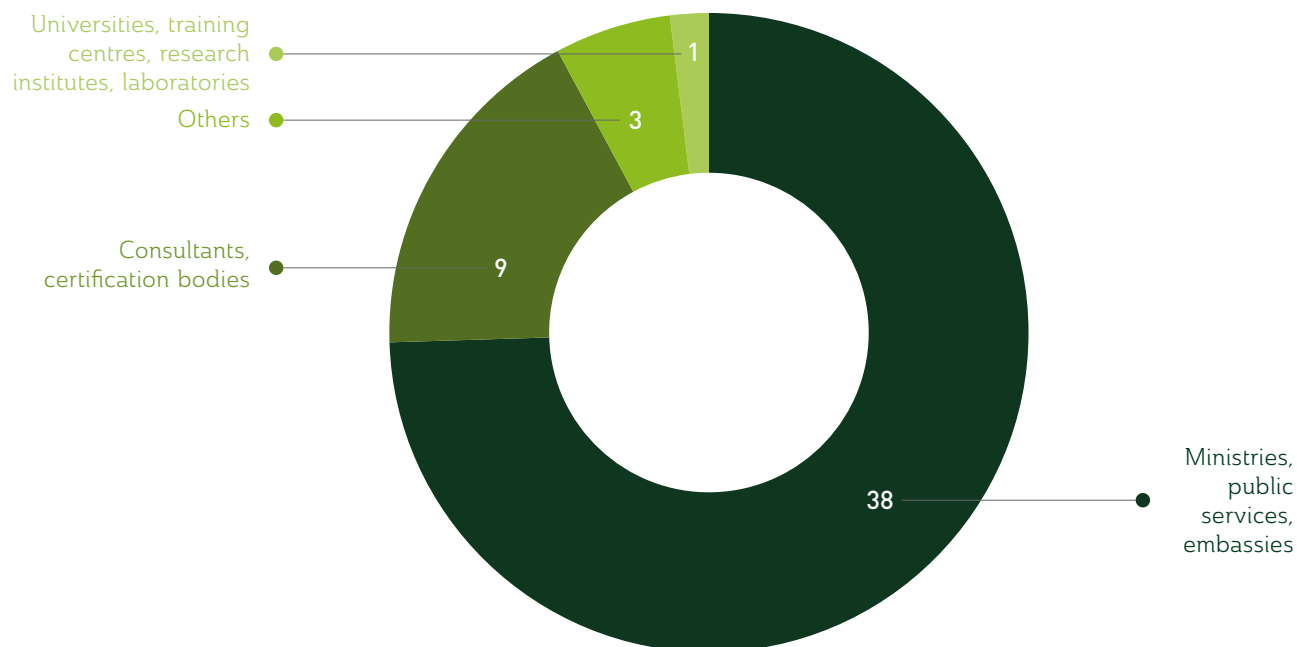
## Fit For Market SPS

Although 2019 was a startup year for Fit For Market SPS, the urgency of the more stringent phytosanitary rules due to the new European plant health regulations, along with the loss of plant protection products due to changes in the regulatory framework (see page 48), meant that the new programme had to hit the ground running in response to requests for support from ACP NPPOs. This was facilitated by synergies with the existing Fit For Market programme.

Seven national relays were established in Cameroon, Côte d'Ivoire, Ghana, Guinea-Conakry, Madagascar, Sierra Leone and Suriname, and two regional relays: Benin/Togo and Burkina Faso/Mali. Like all of COLEACP's programmes, Fit For Market SPS has benefited from the creation in 2019 of a business intelligence tool (Microsoft PowerBI; see page 75) which serves both market intelligence and continuous monitoring of performance and development indicators.

By the end of 2019, 51 requests for support had been received from 26 ACP countries. Of these, 47 have either been finalised in the form of a Memorandum of Understanding or are still undergoing technical analysis. The majority of requests for support came from ACP competent authorities, particularly NPPOs. In ten cases, technical analysis required workshops to be organised in the respective ACP countries.

Breakdown of requests for support by type of organisation



# 3 2019 Programmes


80% of EUROPHYT interceptions are concentrated in ten ACP countries, all of which have submitted a request for support under Fit For Market SPS. With regard to RASFF notifications, 95% are also concentrated in ten ACP countries, and all except Mauritius applied for support in 2019.

For each country covered by the programme, a country strategy is drawn up summarising an inventory of the horticultural sector, an analysis of the sector's strengths and weaknesses, and the programme's mode of action in the country (priority commodity chains, priority targets, activities, etc.). These country strategies will feed into the COLEACP country websites planned for early 2020, to keep national and regional stakeholders informed about programme activities.

Examples of specific activities carried out by Fit For Market SPS are presented throughout Part 4 of this report.

Breakdown of requests for support by country, received through the FFM SPS programme

Countries	Total	Countries	Total
Benin	4	Democratic Republic of Congo	1
Burkina Faso	1	Dominican Republic	1
Burundi	1	Rwanda	1
Cameroon	5	Saint Vincent and the Grenadines	1
Côte d'Ivoire	2	Sao Tome and Principe	1
The Gambia	1	Senegal	3
Ghana	1	Sierra Leone	2
Guinea-Conakry	3	Suriname	1
Kenya	7	Eswatini	1
Madagascar	1	Tchad	1
Mali	2	Togo	3
Nigeria	3	Zambia	1
Uganda	2	Zimbabwe	1
Overall total			51

 Reinforcement of controls (EC 669/2009): Pineapples (Benin), Peas (Kenya), Peas (Dominican Republic, Uganda), Melons and watermelons (Sierra Leone), Eggplants (Dominican Republic, Uganda), Momordica (Dominican Republic, Kenya), Beans (Dominican Republic, Kenya)

 FVO Audits



## STDF: Three projects to improve national SPS capacity in West and Central Africa

The Standards and Trade Development Facility (STDF) is a global partnership established by the Food and Agriculture Organization, World Organisation for Animal Health, World Bank, World Health Organization and World Trade Organization. STDF currently co-finance three COLEACP projects, one in Togo since 2018, and two new projects that began in 2019, in Guinea and Cameroon.

### Cameroon: Improving SPS capacity in the Penja pepper value chain

Cameroon's Penja pepper, prized by chefs worldwide and described as "the world's best peppercorn", is Sub-Saharan Africa's first Geographical Indication. Penja pepper, which benefits from eastern Cameroon's volcanic soils, may soon become the country's newest cash crop – production has increased more than fifteenfold over the past 5 years. However, non-compliance with international SPS standards creates a barrier to market access, poses a risk to the sustainability of the Geographical Indication, and can affect the livelihoods of producers in the value chain.

A new STDF project, implemented by COLEACP, was launched in October 2019. The aim is to bring Penja pepper into line with international SPS market requirements without altering its traditional quality. The project will analyse the SPS issues affecting the production and export of Penja pepper; develop training materials; and roll out technical assistance to enhance the application of good practices



throughout the value chain. The outcomes will also include strengthening of local knowledge sharing, coordination and public-private dialogue across Penja pepper production areas.

A well-attended project launch workshop in Douala brought together 61 stakeholders in the pepper sector from both public and private sectors. Following introductions from all the project's donors, the workshop was officially opened by the Regional Delegate

for Agriculture and Rural Development, representing Cameroon's Ministry of Agriculture and Rural Development (MINADER). Following a press conference, the workshop discussed details of the project's aims and the implementation timeline for year 1. Activities began in January 2020 with a series of awareness-raising meetings for stakeholders in the different production areas, presenting the project's objectives to the whole value chain to ensure good collaboration. Following the awareness meetings, in 2020 a Cameroonian expert has begun an analysis of the different stages of the Penja pepper production chain to identify all SPS risks and develop a good practice guide that will be the basis for the capacity-building activities.

This STDF project is co-financed by the Penja Pepper Geographical Indication Group (IGPP), the Chamber of Commerce, Industry, Mines and Crafts (CCIMA), the Ministry of Commerce of the Republic of Cameroon, and COLEACP's Fit For Market SPS programme.

## Guinea: Targeting mango and potato

This STDF project, which also began in October 2019, aims to build phytosanitary capacity in Guinea on the basis of recommendations arising from the Phytosanitary Capacity Evaluation (PCE) by the International Plant Protection Convention (IPPC), and consultations with national stakeholders. The PCE carried out by the IPPC in Guinea in 2017 drew attention to several gaps in the phytosanitary system and revealed an urgent need to implement a phytosanitary control system in conformity with international standards, with a view to increasing exports and maintaining access to key markets. The project involves structuring activities in view of the main challenges identified during the PCE and in conjunction with past programmes (such as the Project to Develop the Mango Sector in Guinea, PRODEFIMA) and national and regional initiatives (such as those of the Economic Community of West African States, ECOWAS). The project aims specifically to improve the legislative and regulatory framework for phytosanitary control; the technical and operational capacity of the NPPO to implement a risk-based phytosanitary inspection and certification system; and the capacity of operators in priority sectors to apply good practices. It is initially targeting two strategic sectors (mango and potato) due to their socioeconomic importance and

potential for market access. It will also address the need to improve the collaboration and partnerships between the NPPO and other public and private stakeholders in the SPS system.

An initial mission to Guinea in October 2019 met with the main stakeholders in the potato and mango sector and made preparations for a launch workshop of the STDF Guinea project, scheduled for January 2020. The mission met with project partners and stakeholders from the mango and potato sectors, including the Direction Nationale de la Protection des Végétaux, des Denrées Stockées et du Contrôle Technique (National Directorate for the Protection of Plants, Stored Foodstuffs and Technical Control, DNPVDS-CT). Discussions also related to the need to produce a dossier for a system of fruit fly control in mango, in response to changing European plant health legislation.

*It is initially targeting two strategic sectors (mango and potato) due to their socioeconomic importance and potential for market access.*





## Togo: Upgrading certification systems

Togo's fruit and vegetable exports to Europe are primarily pineapples (fresh and processed), leafy green vegetables and other ethnic products. Although still at low levels, exports of fruit and vegetables from Togo to the EU have more than doubled over the past 10 years, and exports to the West African Economic and Monetary Union (UEMOA) region have increased by almost 30% over the same period. Horticulture offers one of the few income-generating opportunities for women in rural and urban areas, and has a considerable impact on development.

Since 2016, the country has been facing a significant increase in interceptions owing to the presence of quarantine pests (especially whiteflies, *Bemisia tabaci*), mainly in leafy green vegetables, and it is necessary to tighten control measures nationwide and at the borders. If this is not done, Europe could introduce more stringent controls for products originating from Togo, or even prohibit imports of certain Togolese plants and plant products to European territory. It is also important to strengthen the organisation and technical capacities of private operators and their supporting structures in order to improve pest control in the field and to introduce harvesting and packing measures that will minimise the presence of pests.

In June 2019, COLEACP representatives met with the Plant Protection Division (Direction de la Protection des Végétaux, DPV) and the Coordinator of the STDF Togo project to discuss planned activities and the implementation schedule for the next 6 months. Activities included upgrading the texts governing official control, inspection and phytosanitary certification in Togo; operationalising the fruit and vegetable export registration system in relation to the risk profiles of exporters and follow-up of interception notifications; training officers of the Plant Protection Division on sampling methods; training managers from the DPV and other divisions on biochemical and toxicological risk analysis; and organising a second public-private consultation workshop. On the same mission, COLEACP gave presentations at a workshop on

"Export conditions for agricultural and agri-food products on the European market and financing opportunities" on the sidelines of the first Togo-EU Economic Forum in Lomé. A further mission in November enabled meetings and working sessions to organise the final activities for 2019 (sampling training, technical assistance for revision of regulatory texts on phytosanitary control) and to plan activities for the first half of 2020, taking into account new issues related to recent developments in plant health regulations. A meeting with the Minister of Agriculture identified support required for a certification system for Togolese products. COLEACP is planning a workshop with stakeholders to address the roles and responsibilities of political decision-makers, government technical services and private operators in a national certification scheme.

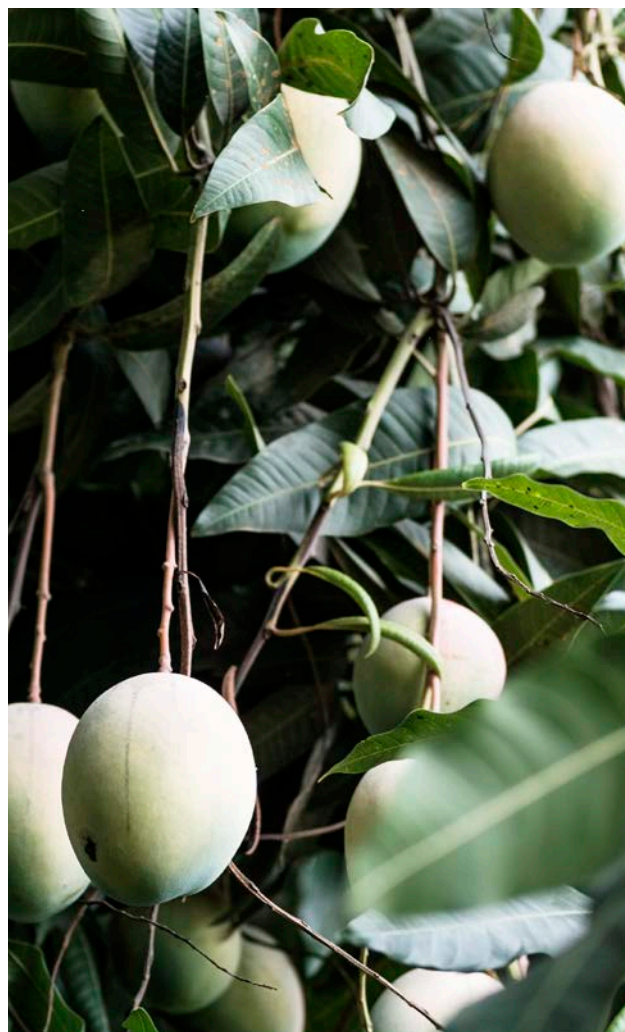


## Contribution to West Africa's Regional Fruit Fly Management Programme

Between 2015 and 2019, COLEACP contributed to the major Regional Fruit Fly Management Programme (Programme régional de Lutte contre la Mouche des Fruits, PLMF) in West Africa in a “backstopping” role at the service of the programme’s Coordination Committee and National Committees. Backstopping was intended to provide an overview of long-term objectives, and to share COLEACP’s technical expertise in the fruit and vegetable sectors in West Africa. For each technical component of the Coordination Committee, a member of the COLEACP permanent team was designated as a reference point.

Thanks to the monitoring system set up under the PLMF, and assisted by private–public consultation meetings organised by COLEACP under its other programmes (first PIP, then Fit For Market), campaign closure dates have been used more and more frequently in mango-exporting countries, based on the risk of fruit flies as determined by monitoring data. This simple measure has reduced the number of interceptions of infested mangoes.

COLEACP programme activities also contributed, directly or indirectly, to approvals of plant protection products against fruit flies in pilot orchards and large-scale integrated



pest management activities by supporting trials, through contacts with phytosanitary firms, and by sharing information on the status of registrations.

In 2019 COLEACP was involved in technical coaching for the programme, and preparations for capitalisation and sustainability of the results obtained, particularly on the monitoring system, before the programme came to an end in July. Backstopping surveillance produced a comparative mapping of daily catches for the four regions of Mali and also for Côte d’Ivoire. This mapping takes into account the levels that have been set (green, amber and red) to trigger a fruit fly alert. COLEACP also contributed to planning for capitalisation on the programme outcomes through contributions to a series of capitalisation texts produced by the Coordination Committee. A meeting was organised in Brussels with the surveillance component manager, Kemo Badji, to discuss the sustainability of the surveillance system and of the project outcomes, as well as synergies with COLEACP programmes. In June and July the capitalisation document was finalised, and COLEACP contributed to the planning and execution of a project closing workshop, held 29 July–1 August.













# 4

## 2019 ACTIVITIES

TECHNICAL ASSISTANCE

TRAINING

MARKET INTELLIGENCE

RESEARCH AND DEVELOPMENT

PARTNERSHIPS AND ADVOCACY

INFORMATION AND COMMUNICATION

BUSINESS DEVELOPMENT





# TECHNICAL ASSISTANCE



MEET THE COLEACP  
TEAM FROM  
THE TECHNICAL  
ASSISTANCE  
DEPARTMENT

## Technical assistance

COLEACP supports ACP horticultural companies, producer groups and competent authorities through a tried-and-tested methodology for providing demand-driven technical assistance.

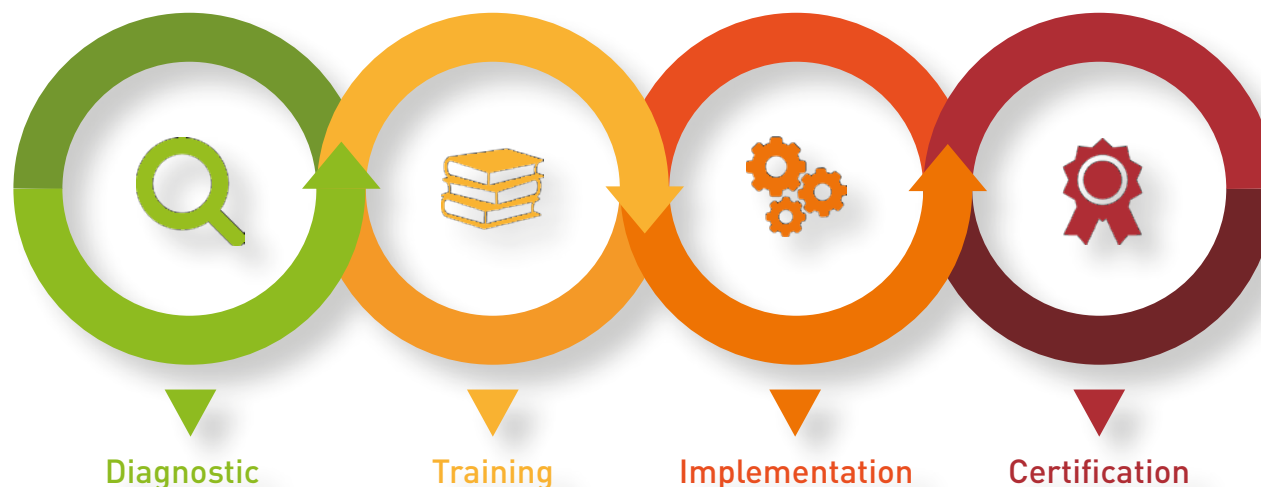
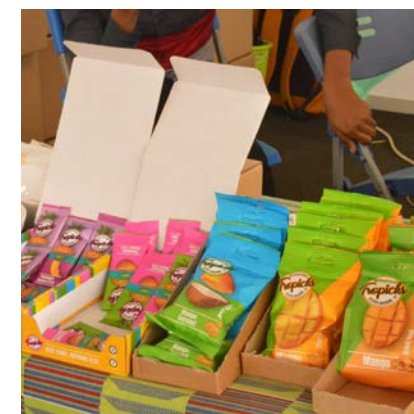
In 2019, requests for support to the two Fit For Market programmes resulted in 356 technical assistance activities.

A request for support leads to an action plan that is built up together with the company or organisation. The process is demand-driven, responding to specific requests and taking into account any actions already carried out under previous programmes, along with information gathered via the Self-Assessment System.

The general process is:

- Diagnosis of the existing situation – review of practices and procedures, human resources, infrastructure, etc.
- Support for implementation of activities – strengthening technical and teaching capacities through group or tailor-made training; organisational support, etc.
- Validation – depending on the support requested, this may take the form of certification.

For example, in the case of compliance with private standards, the process would be as follows:





## COLEACP missions

In 2019 COLEACP's regional programmes and project managers carried out 23 missions to 17 countries. Activities included discussions on partners' requirements, formulation of Memoranda of Understanding, meetings and project workshops with stakeholders, and field visits to learn more about the issues facing national competent authorities, and horticultural producers and exporters.

All COLEACP missions to ACP countries take advantage of the clear synergies between all of COLEACP's programmes, and use the opportunity to meet with:

- both private and public stakeholders in the horticultural value chain to discuss current and potential support, collaboration and capacity-building
- producer, processor and exporter companies and their representative organisations (Fit For Market)
- national competent authorities including NPPOs (Fit For Market SPS);
- representatives in the country of Fit For Market donor organisations: the EU Delegation and the French Development Agency;
- representatives in the country of other organisations, such as STDF and PMLF;
- current and potential partner organisations to identify possibilities for collaboration.





# 4 2019 Activities



## TECHNICAL MISSIONS CONDUCTED IN 2019



**23  
MISSIONS**



**17  
COUNTRIES**

COUNTRY	NUMBER OF MISSIONS	COUNTRY	NUMBER OF MISSIONS
Cameroon	1	Mali	1
Côte d'Ivoire	1	Uganda	1
Ethiopia	1	Dominican Republic	2
Fiji	1	Senegal	3
The Gambia	1	Sierra Leone	1
Ghana	1	Tanzania	1
Guinea-Conakry	1	Togo	3
Mauritius	1	Zimbabwe	1
Kenya	2		



MAR	APR	MAY	JUNE	JUL	SEP	OCT	NOV	DEC
Ethiopia	Zimbabwe	Dominican Republic	Dominican Republic	The Gambia	Kenya	Cameroon	Côte d'Ivoire	Kenya
Senegal		Mauritius	Togo	Ghana	Tanzania	Guinea	Senegal	Mali
Sierra Leone				Senegal		Sierra Leone	Togo	Senegal
							Uganda	Fiji

The following pages present selected examples of COLEACP's technical assistance in 2019 across the different programmes and regions.



## Fit For Market – supporting companies in the value chain

### Ghana: Successful access to finance



Maphlix Trust Ghana Limited (MTGL) is a Ghanaian company headquartered in Accra, incorporated in December 2013. MTGL is currently growing orange-fleshed sweet potatoes, yams, cassava (high-quality cassava flour, dry cassava starch and coconut-flavoured gari) and other vegetables (peppers, onions, okra, tomatoes, etc.).

MTGL was seeking funding to upscale its sweet potato production and processing capabilities for the domestic and export markets. It also wanted to expand its small-scale farmers network through a nucleus-outgrower operating model to bring enhanced benefits to neighbouring communities by incorporating them into the project, as well as to enhance its packing and storage facilities. The total overall project is expected to lead to a total investment of US\$5.3 million over 3 to 5 years, initially expected to be financed 60% by debt and 40% by equity.

COLEACP's business development department provided guidance on the first revision of MTGL's business plan, and on approaching global investors. In the process, MTGL obtained a grant from the African Development Bank to support the finalisation

of its business and investment plan. Between July and October 2019, MTGL was introduced to multiple grant facilities, social investors and impact funds with which COLEACP is developing formal and informal partnerships. With prior consent from MTGL, the following information was shared: technical assistance, Sustainability Assessment System report, business support provided so far, training, and status of activities carried out as part of the individual action plan.

## US\$ 5.3 MILLION over 3 to 5 years

Following the financial and environmental, social and governance due diligence processes, MTGL has been granted a credit facility of €407,650 (nominal value of the loan, 10% nominal interest rate) by the ABC Fund to finance the production and export of sweet potatoes and the acquisition of key capital expenditure items for the farming season starting in 2020.





## Ghana: Support for a professional organisation



Ghana's Sweet Potato Value Chain Association (SPVCA) requested Fit For Market support for its work as a professional organisation. Demand for orange-fleshed sweet potato is currently growing rapidly in Ghana due to its high nutritional value, and there is increasing interest on the international market. The SPVCA (formerly the Sweet Potato Innovation Platform, SIP) is a nationwide platform, created in Ghana in 2017 to encourage innovation among stakeholders in the orange-fleshed sweet potato supply chain (producers, processors, merchants and consumers) and stimulate cooperation between the stakeholders.

COLEACP supported the SPVCA to produce a development strategy and an action plan to achieve the autonomy of the association by the end of 2020, as currently the organisation is supported by external funds. The newly created professional association was assisted to achieve a clear definition of its vision, mission and objectives; the needs of its members; and the role it aims to play for them and for the country and region. The analysis also included consideration of the external factors affecting the sweet potato market, competitiveness in relation to other importers on the European market, and potential niche

markets. The team reviewed the organisational system of the horticultural sector in Ghana to link the assessment with other national professional organisations.

The sweet potato value chain is not fully developed, but SPVCA members and stakeholders are in agreement about its potential to create wealth and healthy outcomes for the country. The association is now better placed to bring its stakeholders together to deal with the challenges that limit the growth of the sector.



## Kenya: Bringing stakeholders together



Work with the avocado value chain in Kenya in 2018–2019 illustrates COLEACP's potential to bring stakeholders together around a particular challenge.

In collaboration with the Kenyan Horticultural Crops Directorate (HCD) and the Kenyan professional associations Fresh Produce Exporters Association of Kenya (FPEAK) and Fresh Produce Consortium of Kenya (FPC-Kenya), COLEACP organised a workshop in November 2018 to bring together stakeholders in the avocado sector. The aim was to take stock of the latest campaign, share the findings of a COLEACP-sponsored evaluation of the factors impacting on the quality of Kenyan avocados, and consider ways to improve the collective image of avocados of Kenyan origin in order to seize opportunities in the expanding international market. Key stakeholders (producers, exporting companies, regulatory institutions, industry associations, shipping companies, freight forwarders and consultants) contributed to the success of the workshop by sharing their experiences and critically observing current practices, while the Dutch importing company EOSTA made a presentation on how the reception of avocados is managed in the EU.

### *Two pilot training courses, led by an international fruit quality expert*

Participants concluded that considerable losses occur throughout the supply chain due to pre- and post-harvest problems and handling. Poor management of post-harvest activities such as handling, storage, processing, packaging, transportation and marketing contribute to losses. Effective supply chain management plays a crucial role in reducing post-harvest losses and enhances the reputation of Kenyan avocados in international markets.

So in March 2019, COLEACP initiated technical training on quality management for avocados in Kenya. Two pilot training courses, led by an international fruit quality expert, provided an opportunity to strengthen the capacity of Kenyan exporting enterprises to implement best practices at the orchard, harvesting and packing levels. The technical training revealed that many actors in the value chain had difficulty in determining levels of physiological maturity of fruit and sampling

orchards, so emphasis was placed on sampling in the orchards and analysis of dry matter as essential tests to ensure the commercial quality of the avocado.

Several HCD staff members who monitor the quality of avocados in Kenya, extension staff from avocado-producing counties (Murang'a and Kisii), and technical staff from FPEAK participated in the training, and continue to use this learning in their daily work. Through local capacity building, COLEACP involved Kenyan service providers to improve their technical skills on quality requirements for avocados. Subsequently, these experts will be able to assist local businesses to improve the reputation of Kenyan avocados.

Following the success of the March 2019 pilot technical training sessions, several participants set up systematic tests on the dry matter of fruits before shipment to foreign markets. Communicating dry matter values to customers increased transparency and trust, and led to a perceived improvement in quality during the 2019 season.



## Madagascar: Supporting the supply chain



The Fit For Market programme provided support to Kintana, a cooperative of mango producers located on the west coast of Madagascar, and MPE SA, the company to which the cooperative provides mangoes. MPE is a processing company founded by Scrimad Group in Madagascar and its partner, French cooperative Ethiquable (specialising in fair trade and organic products). The company produces fruit juices and purées – mango, lychee, passionfruit, pineapple – for export.

Madagascar is not a fresh mango-exporting country (like Peru, for example), and local demand remains limited. MPE's project with Kintana produces fruit purées at the MPE factory to valorise part of the production surplus. The fair price paid to the producers is 20–30% higher than the prices in the capital.

The COLEACP mission considered harvesting/sorting practices, transportation and storage. Recommendations to improve the regularity of supply from Kintana to MPE included better capacity for logistics management

and understanding of market requirements (Kintana); and improved skills in working closely and to some degree flexibly with cooperatives (MPE). Planning and team-building meetings at the start of the campaign were also recommended.





## The Gambia and Ghana: Waste valorisation strategies

**Tropingo Foods** is a locally owned company in **The Gambia** that buys fresh mangoes from outgrower farmers in The Gambia and Senegal and processes them into dried mangoes for the European and Nigerian markets. High-quality Kent and Keitt mangoes are also exported fresh by shipping container, and in smaller quantities by air freight. Tropingo holds a group organic certification for its registered outgrower farmers, and buys mangoes from 268 farms in 13 locations. COLEACP experts visited to gain an understanding of the organisational structure, how it might be contributing to increased waste production, and how the structure could be improved to reduce waste in future. An assessment was carried out of the types and quantities of waste produced, as well as the extent of the problems it currently creates, including costs, in order to develop a waste valorisation strategy in line with the company's overall corporate strategy and investment plans.

**HPW Fresh & Dry Ltd** in **Ghana** exports pineapple, mango, coconut and papaya, mostly in dried form. Through the Fit For Market programme, COLEACP launched an assessment of the different options for production

waste valorisation in alignment with the company's policy of corporate environmental responsibility. Based on the recommendations, HPW made the decision to further valorise its waste with a vision for a future zero-waste policy. The main objectives were to establish a clear understanding of the organisational structure with regard to waste generation, to be able to evaluate where changes within the organisation could help to reduce, recycle and reuse waste.





## Sustainability Self-Assessment System



All companies applying for support under Fit For Market must sign COLEACP's Sustainable Development Charter and complete our Self-Assessment System. Companies receive support from local COLEACP experts at the start of the partnership in order to use the system. This enables us to establish with each of our partners an initial reference point for their company in terms of sustainability, and to identify gaps and opportunities. The results of this exercise are used to guide the personalised action plan implemented as part of Fit For Market.

Companies are advised to complete the Self-Assessment System once a year to establish their profile, assess their progress, and demonstrate improvements in key performance indicators. This allows them to adjust and evaluate their Fit For Market action plan – and also provides reports that they can use both to demonstrate their financial viability to potential service providers, and to market their sustainability status to their customers.

By the end of 2019, 328 SMEs and producer groups had completed the Self-Assessment tool, and a further 200 were in progress.

The Self-Assessment System is not an audit – it is a management tool at the service of the participating company. The data provided belongs to the company and is not shared. COLEACP uses the data to manage its support to the company and, anonymously, to provide aggregated data as part of our impact monitoring (see Part 5).

### BY THE END OF 2019



**328** SMES AND  
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A FURTHER  
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## Fit For Market SPS – capacity building for ACP systems

In 2019 in particular, ACP exporters of fruit and vegetables to the EU faced evolving and stricter phytosanitary rules that aim to prevent the introduction and spread of harmful organisms in importing countries. This poses severe challenges for exporters of some crops – in 2019 mangoes and capsicum were particularly affected – and means increased requirements on ACP inspection services and NPPOs. The Fit For Market SPS programme primarily targets support to enable compliance with evolving SPS regulations in the EU. It demonstrates how, with the appropriate resources and means, we can turn these challenges into opportunities to promote the overall development of agri-food value chains in ACP countries.

The main regulatory changes that affected ACP producers in 2019 are:

EU REGULATION	PURPOSE	ENTERS INTO FORCE	EXAMPLES OF IMPACTS ON ACP COUNTRIES
Implementing Directive (EU) 2019/523	Amends Annexes I–V of Directive 2000/29/EC on protective measures	September 2019	<p>New EU Directive on <b>mango</b> imports: exporting countries must apply an effective treatment to ensure fruit is free from Tephritidae (fruit flies) and provide evidence in a dossier before export</p> <p>New EU Directive on <b>capsicum</b> imports: dossiers describing the treatment for <i>Thaumetobia leucotreta</i> (false codling moth) must now provide evidence of the treatment's effectiveness</p>
New Regulation EU 2016/2031 (replaces Directive 2000/29/EC)	On protective measures against pests of plants	December 2019	The 'New Plant Health Rules' – rigorous new rules to prevent the introduction and spread of pests and diseases in the EU



For most countries applying for programme support, a prioritisation exercise was carried out via public–private workshops to identify the most important commodity chains in terms of volume and socioeconomic impact, also taking into account the human resources of the NPPOs, and the time available before the next exports. In West Africa, mango clearly stood out as a priority crop.

The new EU Directives meant that in the mango and capsicum sectors, dossiers were urgently required by September 2019. Fit For Market SPS provided support for the production of:

- Mango dossiers – Burkina Faso, Cameroon, Dominican Republic, The Gambia, Guinea, Mali, Senegal
- Capsicum dossiers – The Gambia, Rwanda, Senegal, Zambia
- Citrus dossier – The Gambia



## Dominican Republic: Mango dossier

To ensure continuity of mango exports, COLEACP supported the competent authorities in drafting a dossier, to be transmitted to the EU, related to interceptions of fruit flies in consignments of mangoes.

The new EU Directive on mango imports introduced new rules in response to high numbers of interceptions of fruit fly (non-European Tephritidae) on mango imports from most exporting countries. The new rules specify four possible options for action, but for most countries where fruit flies are known to be present, only the option related to an effective treatment to ensure fruit is free from Tephritidae is currently achievable, given the widespread distribution of the pest. The NPPO in each country was required to send a dossier to the European Commission before September 2019, outlining in detail the treatments/measures that are applied to mitigate the risk of infestation. This treatment can include post-harvest control of fruit fly, and/or a pre-harvest systems approach that covers control and management (IPM) of the pest in the field. To prepare the dossier, the NPPO must work with the mango industry to agree on the effective treatment. Once the dossier is

submitted, all growers must strictly follow the agreed treatment.

Under its Fit For Market and Fit For Market SPS programmes, COLEACP supported the Ministry of Agriculture (NPPO) and the mango industry in the Dominican Republic to develop the dossier and to help put the necessary actions in place. In this context, COLEACP gave a presentation at EXPO MANGO in Bani in June 2019 (around 200 participants), and attended a workshop for around 50 key public and private sector stakeholders to raise awareness about the new regulation and promote discussion to start establishing the required dossier. Following those events, the principal stakeholders organised other meetings to finalise the document, which was submitted to the EC in August 2019.

As a second step, an action plan is being developed with the Ministry of Agriculture to strengthen the phytosanitary inspection system in the Dominican Republic and implement correctly measures mentioned in the dossier transmitted to the EU.



*The first consultation workshop on development of the mango/fruit fly dossier was held in June 2019*



## The Gambia: Becoming a pest-free country for citrus greening

In response to a request from The Gambian authorities, Fit For Market SPS explored potential for its establishment as a country free from citrus greening (a bacterial disease transmitted by insects) so that the country can resume exporting curry leaves – the shiny, dark green, aromatic leaves of a tree from the citrus family. Exports of curry leaves from the whole of Africa to the EU are currently prohibited and, although citrus greening has not been reported from West Africa, no country has yet submitted a dossier as required by the European Commission. Following a mission to The Gambia in October, as well as providing training and capacity-building, COLEACP analysed the technical

and financial implications of conducting a pest-free country exercise for citrus greening. Based on this information, The Gambia's NPPO considered the viability of setting up the necessary surveillance system and procedures, and took the decision to start the pest-free country process. Following data collection, COLEACP will provide support to complete the EU pest-free country dossier in 2020. The Gambia is also keen to explore the possibility of establishing pest-free places of production for other pests.

### How to develop a dossier?

In addition to assisting NPPOs to develop specific dossiers, COLEACP published a guide, *Developing a Mango Dossier for Submission to the Directorate-General for Health and Food Safety (DG SANTE)*, to inform future work on dossiers.

For each country, the dossier was developed within a technical working group (existing or created for the occasion) bringing together public actors (including the NPPO) and private actors (producers, exporters, etc.). COLEACP strongly encouraged the involvement of the private sector at each stage of dossier development to encourage private sector buy-in to the approach, and to ensure the feasibility of certain measures and understand their impacts on the private sector.

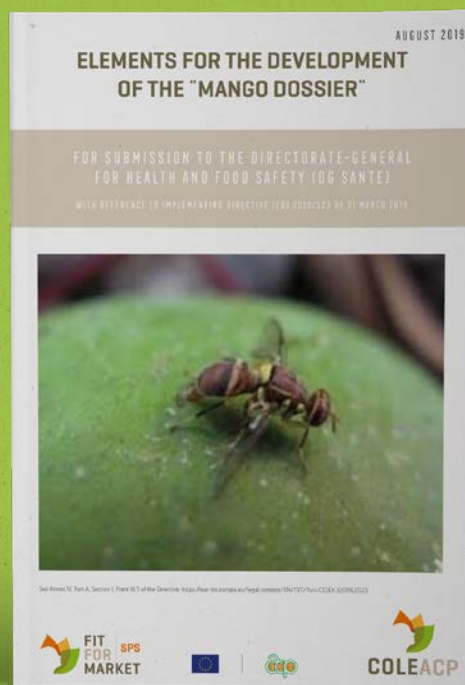
The procedures involved include:

- registration of exporters;
- development of a risk profile assessment and exporter categorisation grid;
- inventory of integrated fruit fly management methods;
- phytosanitary inspection and certification;
- national surveillance and monitoring of fruit fly.





► The Fit For Market programme has established a French-speaking expert group on EU plant health regulations, the content of the dossiers, and the development of certain procedures and International Standards for Phytosanitary Measures. This means national resources are available to support and guide the NPPOs in a timely, specific and local manner.



## Preparation for EC Plant Health Audits



Where the number of notifications to a country for quarantine pests is too high and poses an additional risk, the EU may organise an audit of the country's inspection and certification system.

In Suriname in 2019, following 103 notifications of harmful organisms (mainly *Thrips palmi*, *Spodoptera* spp. and *Bemisia tabaci*), the European Commission scheduled an audit of Suriname's official control system for the export of plants to the EU.

**Suriname** exports a range of vegetables to the EU, mainly to the Netherlands where a large Surinamese diaspora community exists. The vegetables are produced largely by small and medium-sized farmers who supply exporting SMEs, both groups being members of a professional association, the Association of Exporters of Agricultural Products of Suriname (Vereniging van Exporteurs van Agrarische Producten Suriname, VEAPS).

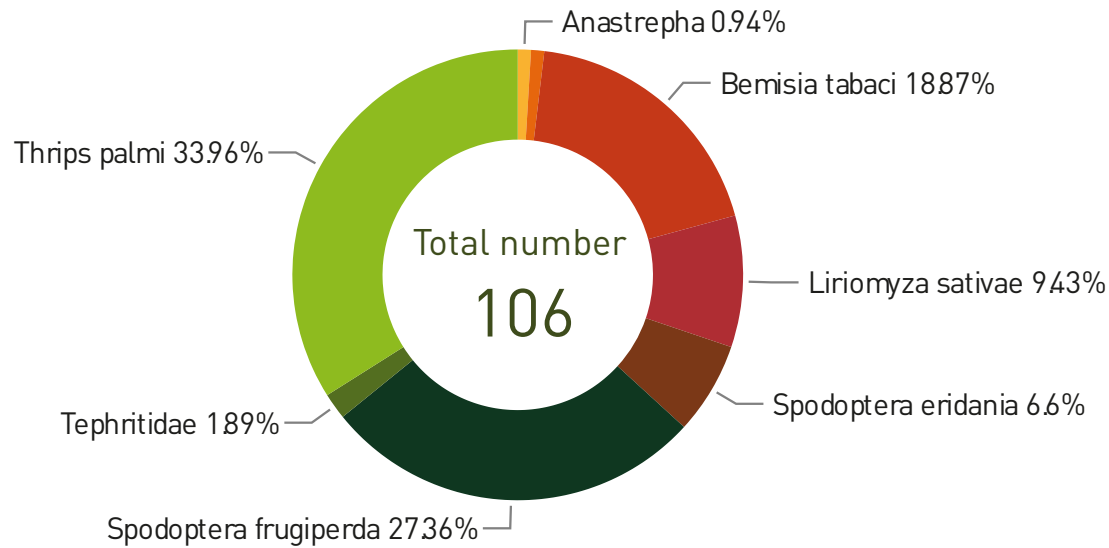
COLEACP supported Suriname's Ministry of Agriculture, Livestock and Fisheries (Ministerie van Landbouw, Veeteelt en Visserij, LVV) through an assessment of its phytosanitary control system and provided a detailed roadmap of the activities to be implemented,

in preparation for the scheduled EC Plant Health Audit. This roadmap included corrective measures for both the LVV inspection services and the private sector (VEAPS and its members).

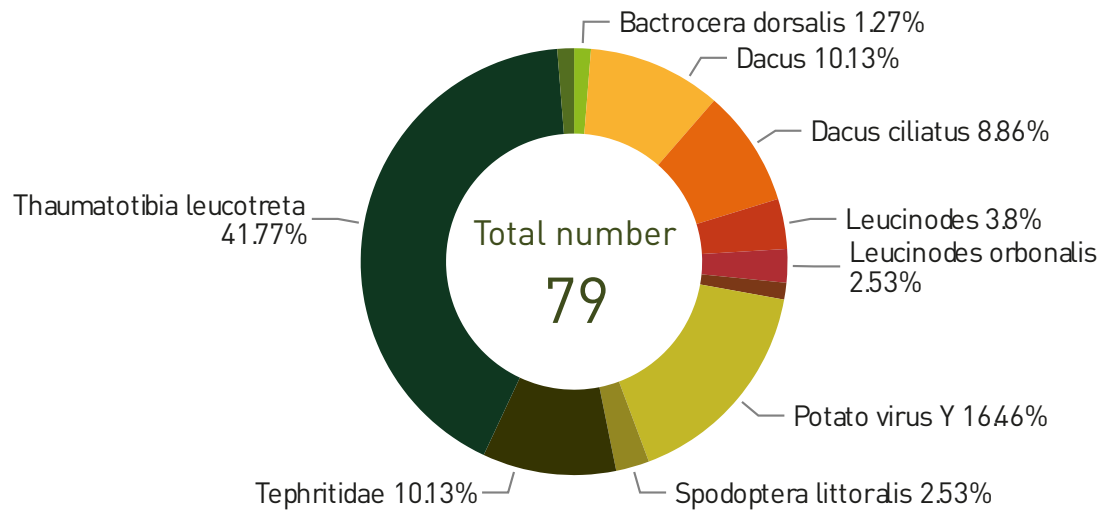
In **Uganda**, a similar activity was carried out at the request of the Department of Crop Inspection and Certification (DCIC) of the Ministry of Agriculture, following a significant number of detections of harmful organisms in exported fruit and vegetables (78 in 2019). Ugandan exports to the EU were also facing increased interceptions due to exceedances of maximum residue levels (MRLs) of plant protection products, mainly in peppers.

In anticipation of a DG SANTE audit planned for November 2019, an assessment of the official control system was organised by COLEACP. This included a sensitisation workshop on SPS controls along the value chain, the new EU phytosanitary legislation and MRL non-conformities, with over 100 participants from industry, export and production, as well as agronomists.

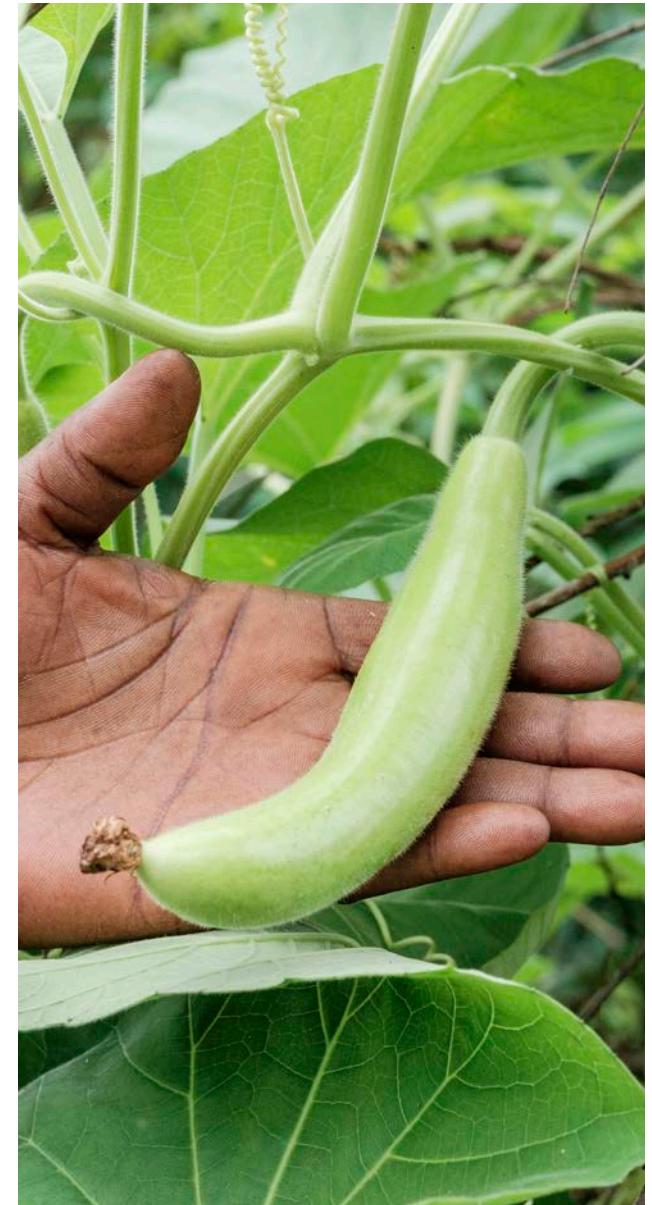




*EUROPHYT notifications from Suriname in 2019*



*EUROPHYT notifications from Uganda in 2019*



## Sierra Leone: Phytosanitary Capacity Evaluation with IPPC



Sierra Leone recently saw the fruits of a new collaboration between COLEACP and the International Plant Protection Convention (IPPC), with the launch of a full Phytosanitary Capacity Evaluation (PCE, see [ippc.int/en/pce/](http://ippc.int/en/pce/)) carried out at the request of the country's NPPO. The PCE, an interactive tool designed by the IPPC, enables the NPPO to conduct a situational analysis of the existing phytosanitary system and assess its progress over time in implementing the international standards on phytosanitary measures. It includes a logical framework tool that can be used to generate a strategic framework for enhancing the country's phytosanitary system. The PCE piloted by the NPPO comprises 13 modules to be completed jointly with all relevant stakeholders.

The first stakeholder workshop to launch the PCE in Sierra Leone was held in Freetown in November 2019, hosted by FAO and facilitated by two PCE experts. Four modules have been completed so far, and the work is ongoing at NPPO level. The next step will be a second stakeholder workshop with a PCE facilitator, planned for March 2020.

### Phytosanitary certification

Regional group training on "Phytosanitary certificates and additional declaration requirements" was provided through a workshop for 14 participants representing NPPOs from six countries. The workshop was followed up by distance support for each participant when applying their learning to their national context.

COLEACP has also produced a technical guide, Support to Inspection and Phytosanitary Certification, for inspectors of plant health control services based in ACP countries. The guide, which includes pest fact sheets, is intended to assist in identifying pests that may cause interceptions of fruit and vegetables on entry into EU countries, and provides instructions for completing the required phytosanitary certificates.





## Senegal: Training-of-trainers for ANCAR

COLEACP has signed a framework agreement with the National Agency for Agricultural and Rural Consulting (ANCAR) in Senegal, which works on all plant, animal and forest production, the environment, and all related rural activities upstream and downstream of production.

*86 training sessions were organised with producers*

Forty ANCAR members took part in COLEACP training-of-trainers in techniques for mango producers, focusing on the problem of fruit flies. The training took place in three stages: an indoor training session in May to improve supervision by producers and strengthen technical skills on the quality of mangoes; individual coaching in the field during mango growing and harvesting; and a debriefing in the form of feedback and sharing in September.

The debriefing revealed that in total, 86 training sessions were organised with producers, and 1004 producers (915 men, 89 women) were trained in the different mango-producing regions in Senegal: 46% of the producers came from Niayes, and 54% from Casamance and the central zone.



## Madagascar: Resumption of pepper exports



COLEACP signed a Memorandum of Understanding with Madagascar's Plant Protection Division (Direction de la Protection des Végétaux, DPV) for the implementation of a plant health risk analysis system. One of the priority actions identified concerned strengthening capacity to control the risks of notifications of quarantine or regulated pests in plants and plant products intended for export to the EU.

The DPV suspended exports of chilli peppers on 1 September 2019 to comply with the new European regulations and Implementing Directive (EU) 2019/523.

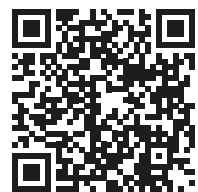
Toamasina-based company Malagasy Export has been exporting lychees, rambutans and chilli peppers to France for over 20 years. The company works with 223 producers working through four producer groups on a total area of 51 ha. Although it is a small business, this activity supports more than 250 families in production and packaging, and has an important social impact in the region. In order to enable Malagasy Export to resume its export activities as quickly as possible, COLEACP provided specific expertise to help the company and the DPV to meet European

regulatory requirements. The company has improved its internal control system and product traceability, enabling the precise identification of areas free from the regulated pest. Based on an analysis of the available information concerning interceptions over the past 4 years, and the surveillance and traceability in place, the DPV was able to take the decision to authorise the resumption of exports.

The DPV and the company agreed on the surveillance and monitoring actions to be maintained, as well as the inspection procedures at the production and packaging sites. As a result, Malagasy Export was able to resume exports in December, making some changes to its harvesting and dispatch schedule to its French customer.







MEET THE COLEACP  
TEAM FROM  
THE TRAINING  
DEPARTMENT

# TRAINING



## Training

*COLEACP's training department coordinates learning activities, in the field or at a distance, that are particularly focused on capacity building.*

### Cascading training system

Our cascading training system is the result of over 15 years of development. It starts with capacity building for a network of expert trainers in ACP countries, who then deliver training and support to companies and other stakeholders. Support to an organisation begins with the directors and “cascades” through customised training for middle management to operational staff. Technical training at each level is accompanied by dedicated train-the-trainers courses. At all stages, the learning journey is enriched and completed through online training courses, creating potential for continuous on-site learning. Tools and teaching methodologies are adapted to different types of learners.

The delivery mechanisms are tailored to the context and subject matter, and may include:

- group training courses within an ACP country
- individual, tailor-made support through on-site training and/or advisory support within a company
- e-learning through access to COLEACP's distance learning platform and all supporting technical documentation.

[training.coleacp.org](https://training.coleacp.org)







INCLUDING **81**  
COLLECTIVE TRAINING  
COURSES



	COURSES	PARTICIPANTS
ON SITE	108	516
GROUP	81	923
TOTAL	189	1439



## Number of training courses by country

COUNTRY	FIT FOR MARKET 2019	FIT FOR MARKET CUMULATIVE	FIT FOR MARKET-SPS	GRAND TOTAL
Mali	7	14	1	15
ACP	8	32	6	38
Benin	4	6		6
Burundi	3	5		5
Burkina Faso	6	9		9
Cameroon	2	19	5	24
Cote d'Ivoire	17	31		31
Ethiopia	3	5		5
The Gambia	5	6	1	7
Ghana	6	10		10
Guinea	13	15		15
Kenya	41	67		67





COUNTRY	FIT FOR MARKET 2019	FIT FOR MARKET CUMULATIVE	FIT FOR MARKET-SPS	GRAND TOTAL
Madagascar	3	4		4
Mozambique	2	2		2
Nigeria	12	20	1	21
Uganda	4	8	1	9
Papua New Guinea	3	3		3
Democratic Republic of the Congo	2	6		6
Dominican Republic	3	4		4
Rwanda	0	4	1	5
Senegal	8	22	2	24
Sierra Leone	4	6	2	8
Togo	1	8		8
Tanzania	7	14		14
Zimbabwe	5	10		10
<b>Grand Total</b>	<b>169</b>	<b>330</b>	<b>20</b>	<b>350</b>





## E-learning

The e-learning platform focuses on consolidating technical know-how on agricultural practices and compliance of productions intended for export. It supplements on-site training, and is an integral part of the COLEACP training system. In 2019 it offered six main subject areas:



SUSTAINABLE  
PRODUCTION AND  
TRADE



PLANT HEALTH



FOOD SAFETY



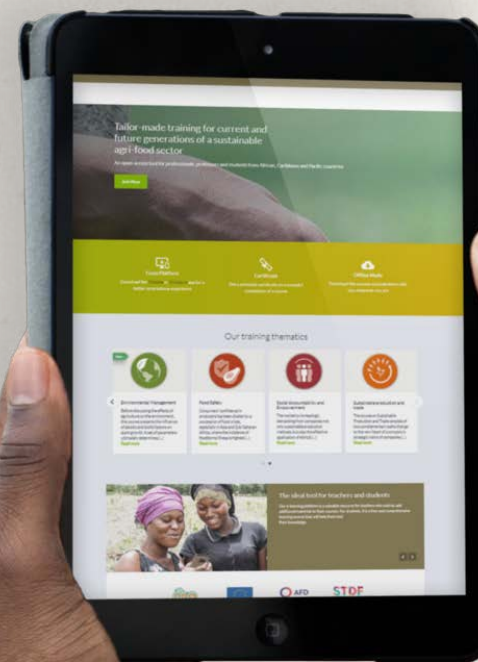
SOCIAL  
ACCOUNTABILITY AND  
EMPOWERMENT



ENVIRONMENTAL  
MANAGEMENT



AGRICULTURAL  
PRODUCTION AND  
PROCESSING





## New e-learning pathways

### Plant health

Five new plant health courses were made available online at the end of 2019:

- Pathway 1: Sanitary and phytosanitary risk assessment
- The essential elements of SPS risk assessment: the nature and origin of risks; estimating the significance of risks to human or plant health; managing risks related to chemical contaminants and regulated pests
- Pathway 2: Communication on sanitary and phytosanitary risks
- The importance of communication on SPS risks through the exchange of information between stakeholders, or between states, in emergency situations such as food crisis management
- Pathway 3: Organisation of official controls
- The essential role of competent authorities in the organisation and management of official controls
- Pathway 4: Organisation of inspections
- The basics of food safety management systems; principles of inspection and diagnosis
- Pathway 5: Organisation and management of a laboratory
- For plant health laboratories, analysis of chemical contaminants, detection of harmful organisms, diagnosis and quality management





## Sustainable environmental management

Work in 2019 also focused on three new courses on environmental management, for online launch in early 2020:

- Foundations of sustainable environmental management
- Impacts of agriculture on the environment
- Environmental restoration practices

The courses are all presented via the newly organised e-learning website (see page 122), with an introductory video for each theme.





## New training publications

PLANT HEALTH	ENVIRONMENTAL MANAGEMENT
<p>8 new manuals published in 2019:</p> <ul style="list-style-type: none"> <li>■ Establishment of a national plant protection organisation</li> <li>■ Functioning of a national plant protection organisation</li> <li>■ Import verification</li> <li>■ Export certification</li> <li>■ Stakeholder relationship management</li> <li>■ Pest monitoring</li> <li>■ Provision of phytosanitary diagnostic services</li> <li>■ Pest risk communication</li> </ul>	<p>New manual on “Sustainable air quality management” drafted and translated, to be published in 2020</p>
<p>8 IPPC Plant Health Guides translated into French</p>	
<p>12 training booklets drafted and translated, to be published in 2020</p>	<p>6 training booklets drafted and translated, to be published in 2020</p>

## New animations

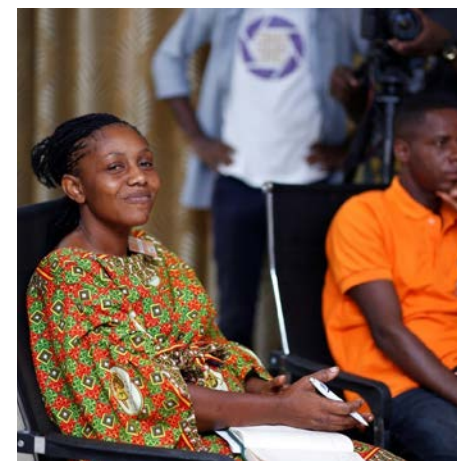
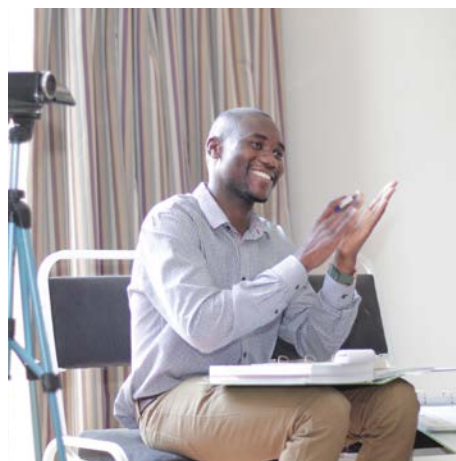
Practical guides on:

- Commercial negotiation
- Optimisation of conditioning stations
- Good practices for harvest and post-harvest handling of avocado
- Determination of avocado physiological maturity levels



## Group training

Example: COLEACP's Field Training Workshop method – empowering companies to take collaborative decisions



In October 2019, technical and extension staff of Zimbabwean and Ghanaian horticultural companies received training on holding Field Training Workshops. COLEACP's Field Training Workshop method is designed in a simple and imaginative way to develop trainees' capacity to pass on to workers and small-scale producers good practices in hygiene, traceability, crop protection and the safe use of pesticides – and to improve their own practices.





*"I take this opportunity to thank you for the audio visual aids. The videos are very captivating and very good to us trainers as we prepare to conduct training in our respective farms."*

Dr Chido Felicity Erica Matewa, Director, Fachs Pvt Ltd.



The training sessions are inclusive, interactive – and fun! Participants take the lead in demonstrations, discussions and presentations.



The companies that took part have followed up by implementing the method in practice. Itsheeqi Agro, a Zimbabwean company specialising in sweet potatoes and gooseberries for export, held on-site sessions for its workers with an expert moderator. The sessions led Itsheeqi employees to question and revise their storage practices.



# 4 2019 Activities



Other companies that took part in the initial training have gained self-knowledge from implementing the method in practice. At Coldiron Pbc (bottom left), employees concluded that they should introduce crop monitoring; at Nyanga Paprika Exports Cooperative (bottom centre) the lead farmers now plan to renovate their warehouses and separate agrochemicals from produce. And the Director of Fachs Pvt Ltd has converted her car garage into a training room (bottom right).





## Individual capacity building

*In 2019 COLEACP carried out 108 individual on-site training activities in response to requests from companies, organisations and competent authorities. Training targets capacity-building, for example supporting companies in using the Self-Assessment System.*

### Example: Performance management training in Kenya



**AAA Growers** is a major Kenyan horticultural company exporting vegetables to the EU. Produce is grown on several large farms, and the company also owns several high-tech packhouses. AAA Growers employs almost 4000 staff at field and packhouse level, so human resources management is a key success factor for the company. The company requested COLEACP support to improve its performance management system, in order to guarantee that major structural changes will be incorporated effectively by the team. Performance management contributes to the setting of clear actions that allow individual and collective goals to be achieved efficiently, and helps to motivate employees and provide a clear direction towards the sustainable development of an organisation. Performance management may focus on the performance of an organisation, a department, an employee, or the processes in place to manage particular tasks.

Training was provided through the Fit For Market programme for 25 staff at middle-management level, each managing between 20 and 200 people. The aim was to enable them to ensure that the workforce understand the roles assigned to them, and are committed to achieving the company's goals and targets. The training has had a major impact in achieving evaluations that are more transparent, objective and easier to perform, and on performance and job satisfaction. The training will be repeated for the senior management who evaluate the middle management level at AAA.



## In the participants' words



*"I learned a lot from the training and this has drastically changed the way of managing our farms! We are sure the skills attained will be transferred to others and eventually increase the quality of products and volumes many times. Looking forward to attending other similar learning events in future."*

Course on Guaranteeing the commercial quality of export avocado, Kenya, August 2019

*"I want to say a big thank you to COLEACP, to you personally, to the two trainers Mr. MEA and Mrs. BAUD, as well as to all the participants who were kind enough to share (without reservation) their personal experiences with us. This is the first time we have received instruction in this area and we have received a lot of it."*

Course on Claim handling and cargo insurance, Cote d'Ivoire, February 2019



*“Very important was the socialisation between the participating groups and the trainers, the interchange of experiences between them.”*

Training in principles of crop protection,  
Dominican Republic, October 2019

*“I would like to take this opportunity to send my heartfelt appreciation to you and the whole COLEACP team for the training that took place in Zimbabwe a few weeks ago; it was quite an enlightening and educative training. Many thanks to you and your team for the support you give to us, much appreciated. We look forward to more trainings and more interaction between us and COLEACP.”*

Course on Food safety management, Zimbabwe, September 2019











# MARKET INTELLIGENCE



MEET THE COLEACP  
TEAM FROM  
THE MARKET  
INTELLIGENCE  
DEPARTMENT



## Market intelligence

*COLEACP monitors food regulations and private quality and societal standards. The association also carries out market monitoring and research on the international markets for fresh and processed fruit and vegetables, particularly in the EU and the ACP States.*

### Regulatory and SPS compliance monitoring

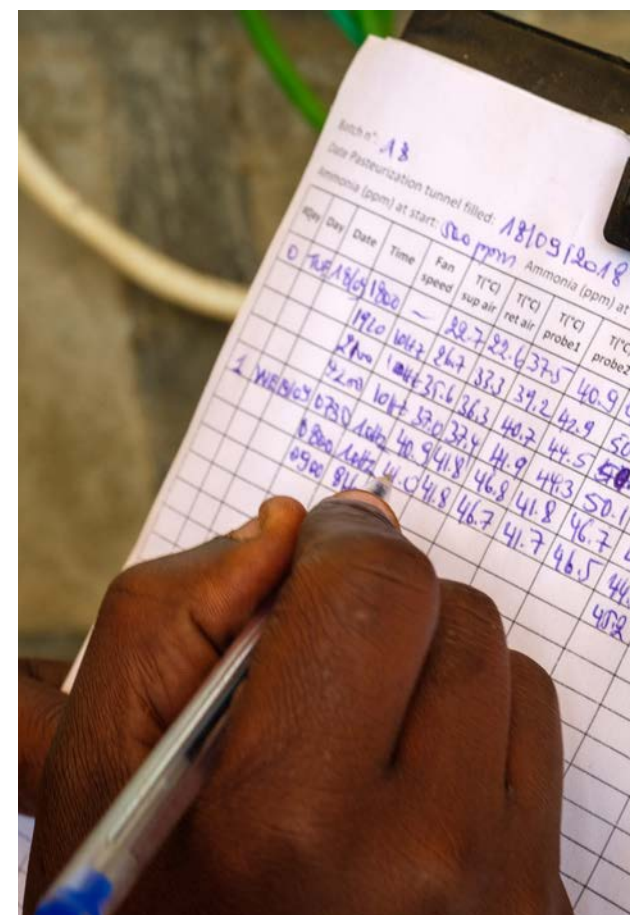
COLEACP continuously monitors EU regulations, as well as all non-conformities in ACP exports of fresh fruit and vegetables. The objective is to identify at an early stage any changes or emerging problems so that ACP operators can be informed and COLEACP's support actions can be realigned.

This includes regular monitoring of:

- Amendments to EU plant protection product (PPP) approvals [Regulation (EC) No. 1107/2009].
- Changes in EU maximum residue limits (MRLs) [Annexes II and III to Regulation (EC) No. 396/2005] and Codex MRLs [Food and Agriculture Organization and Joint FAO/WHO Meeting on Pesticide Residues (JMPR) reports].
- Amendments to the registration of PPPs in ACP countries.
- Amendments to the EU plant health regime, including the new

EU Regulation 2016/2031; and strengthening controls under the current rules (Directive 2000/29/EC).

- World Trade Organization SPS and Technical Barriers to Trade (TBT) notifications, and consultation on new measures that may affect trade.
- Plant health non-compliances: occurrence of harmful organisms and exceedance of MRLs for pesticides recorded by EC and Member States' surveillance programmes (RASFF and EUROPHYT; see pages 75-85).
- Changes in the frequency of import controls under Regulation (EC) No. 669/2009.





## Tracking plant health interceptions

COLEACP continuously reviews two EU monitoring programmes:

- the European Union Notification System for Plant Health Interceptions (EUROPHYT), recording EU notifications of plant health noncompliance;
- the Rapid Alert System for Food and Feed (RASFF), which records exceedances of pesticide maximum residue limits (MRLs) recorded by EU Member States.

In 2019 COLEACP's market intelligence department developed a live dashboard system using MS PowerBI, which enables continual, up-to-date monitoring using the EU's EUROPHYT and RASFF data, generating clear visuals that are easy to interpret. The dashboard system has enabled us to generate country-specific data for country websites (see page 122) and for marketing and training purposes, as well as data for market analyses (see page 86).

The following pages present some examples of plant health interceptions of fruit and vegetables from ACP countries entering the EU market in 2019, using COLEACP's new dashboard system.

## 2019 EUROPHYT interceptions



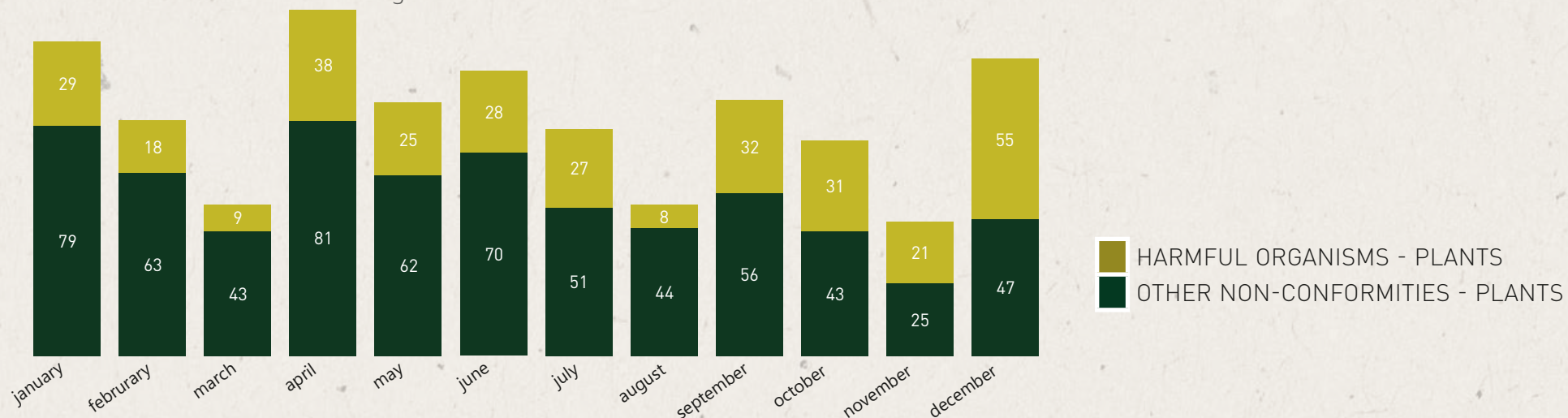
EUROPHYT – the European Union Notification System for Plant Health Interceptions – is the EU's notification and rapid alert system dealing with interceptions for plant health reasons of consignments of plants and plant products imported into the EU, or being traded within the EU. COLEACP now tracks EUROPHYT data live to ensure we are always up to date.

[https://ec.europa.eu/food/plant/plant\\_health\\_biosecurity/europhyt\\_en](https://ec.europa.eu/food/plant/plant_health_biosecurity/europhyt_en)

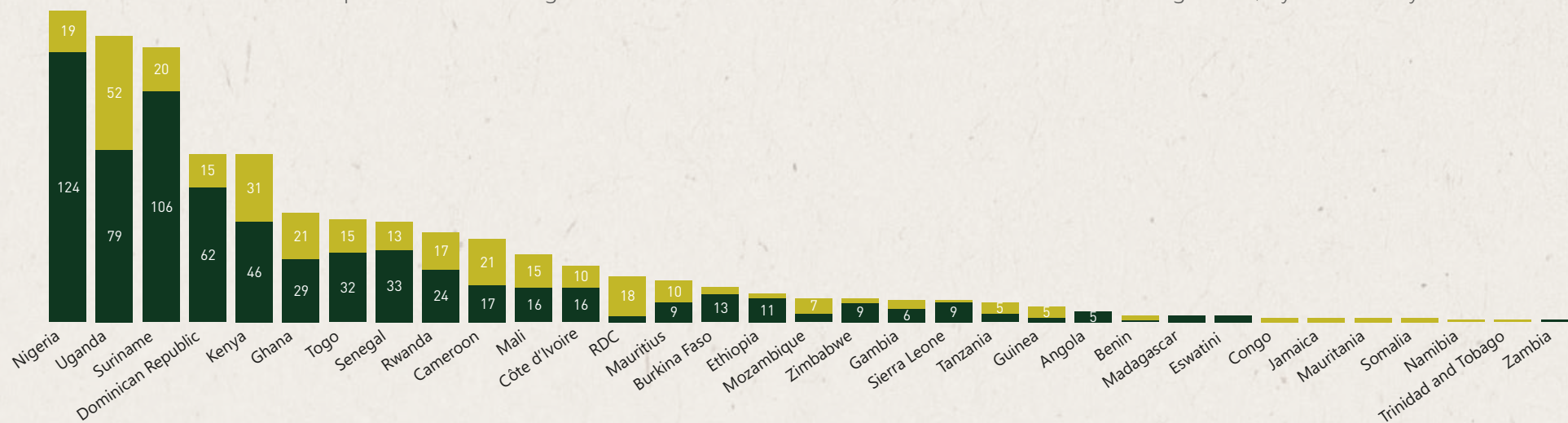


# 4 2019 Activities

2019: Total interceptions of Harmful Organisms (583) and Other Non-conformities (299) on fruit and vegetables from ACP countries

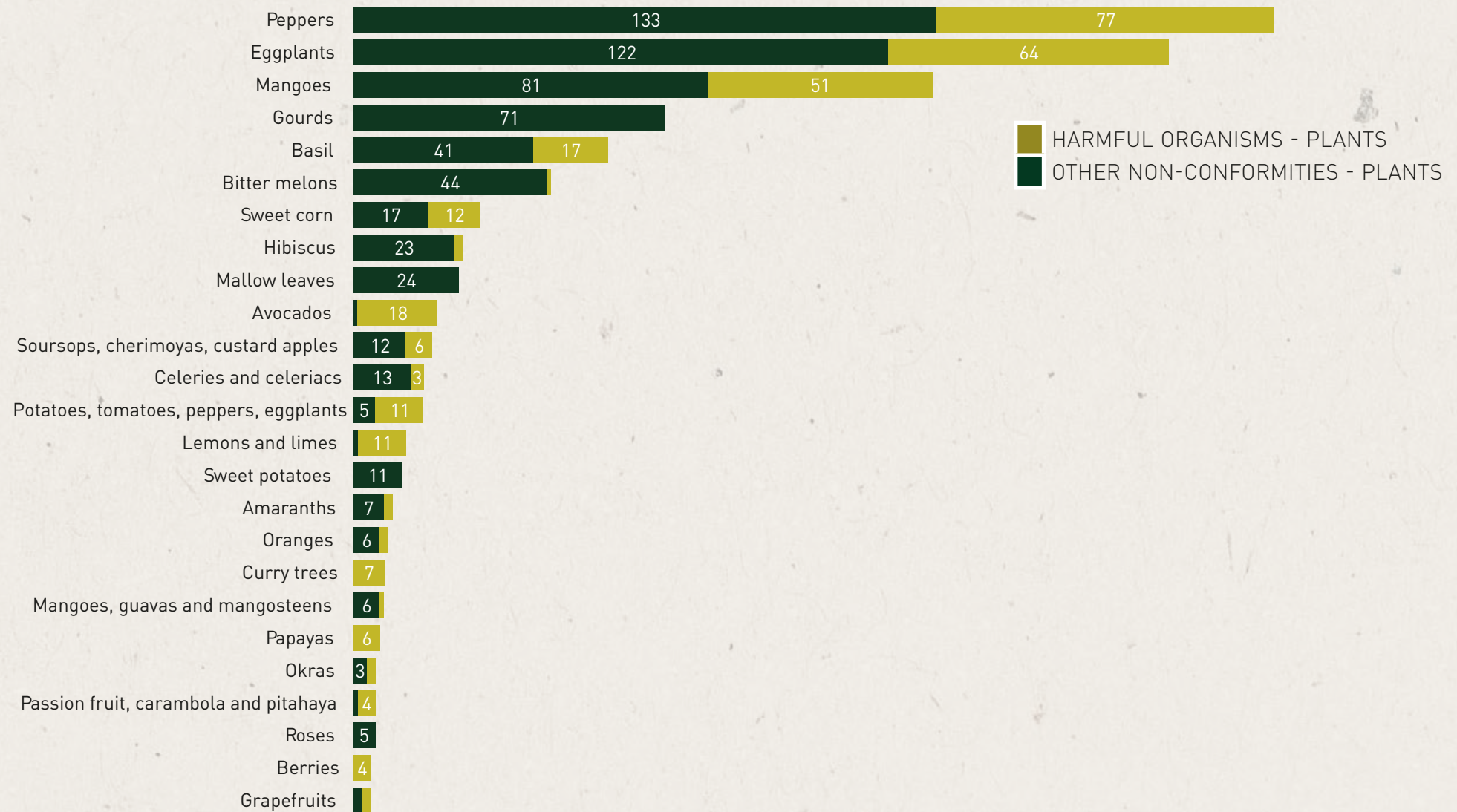


2019: Total interceptions of Harmful Organisms (583) and Other Non-conformities (299) on fruit and vegetables, by ACP country



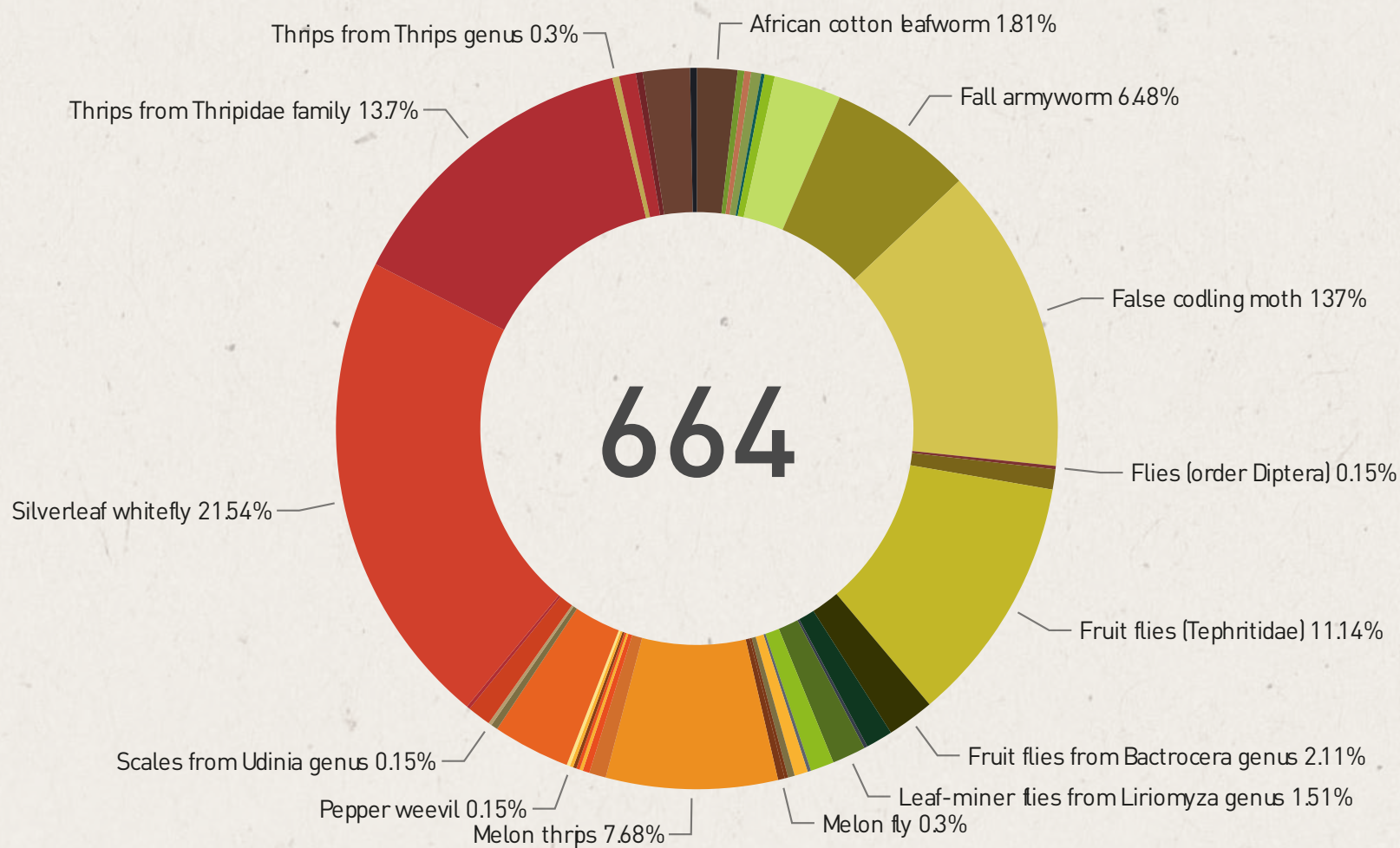


2019: Total interceptions of Harmful Organisms (583) and Other Non-conformities (299) on fruit and vegetables from ACP countries, by crop



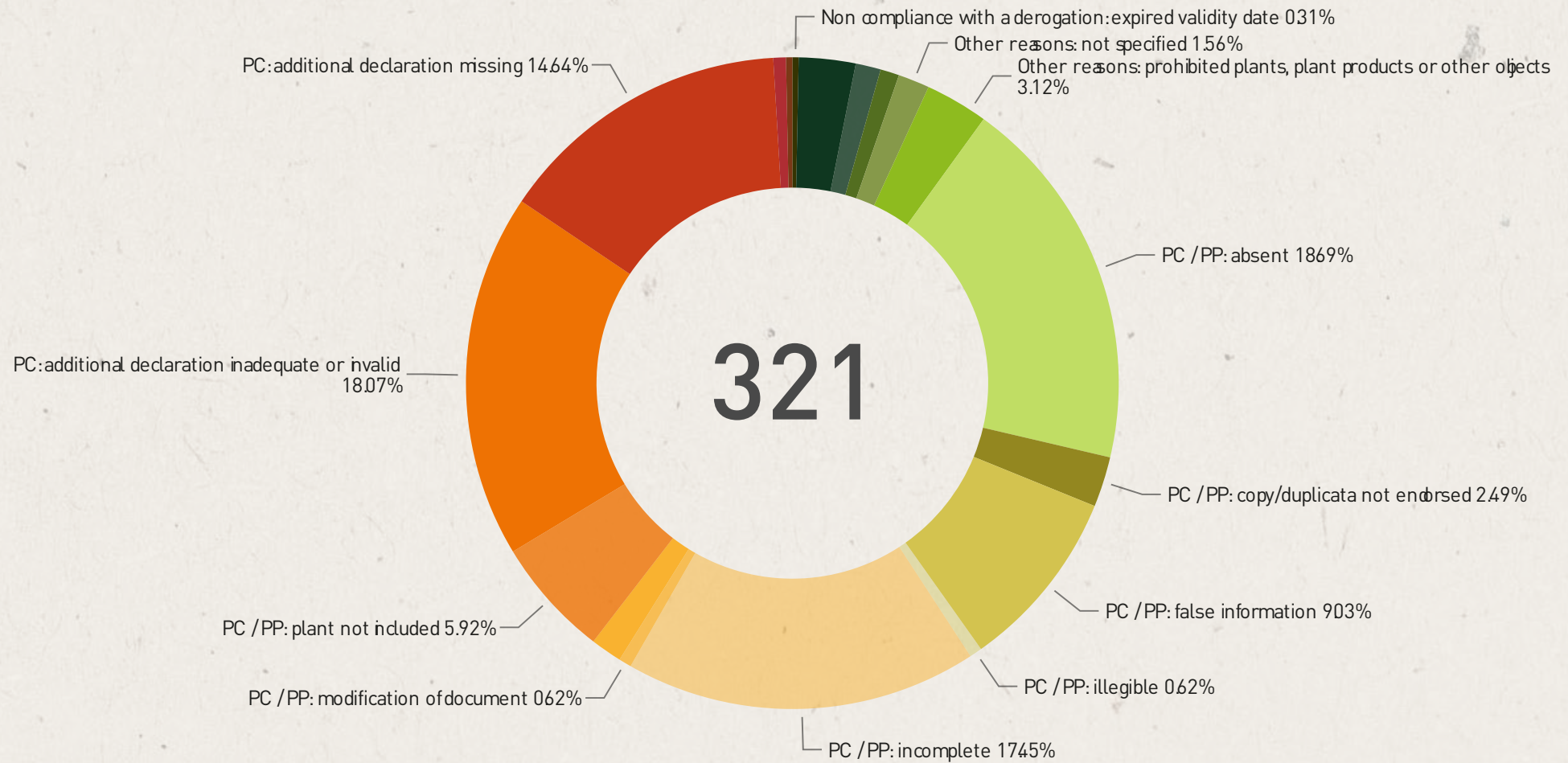


2019: Percentage interceptions of Harmful Organisms (583 ) on fruit and vegetables from ACP countries, by pest species





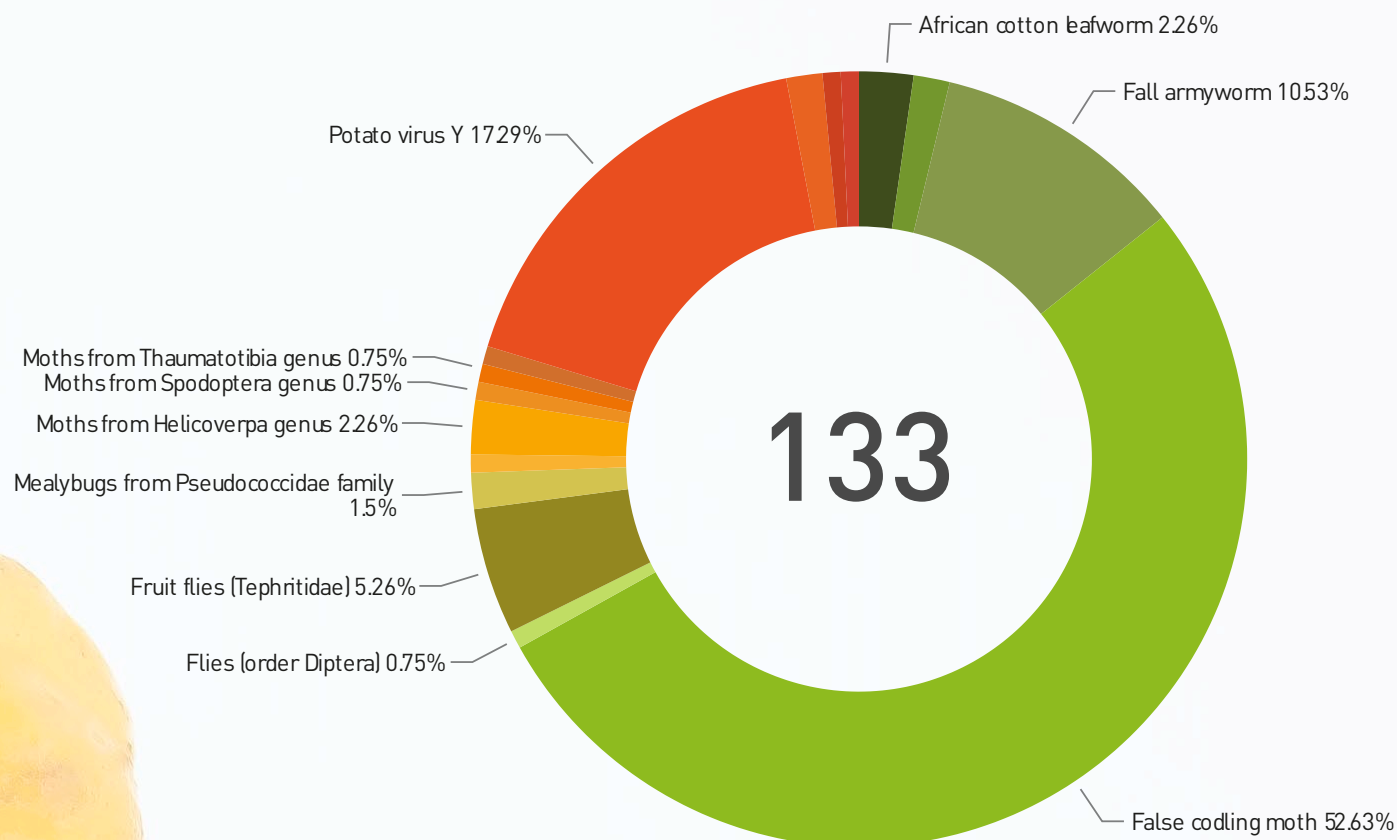
2019: Percentage interceptions of Other Non-conformities (299) on fruit and vegetables from ACP countries, by type



## Focus on capsicum

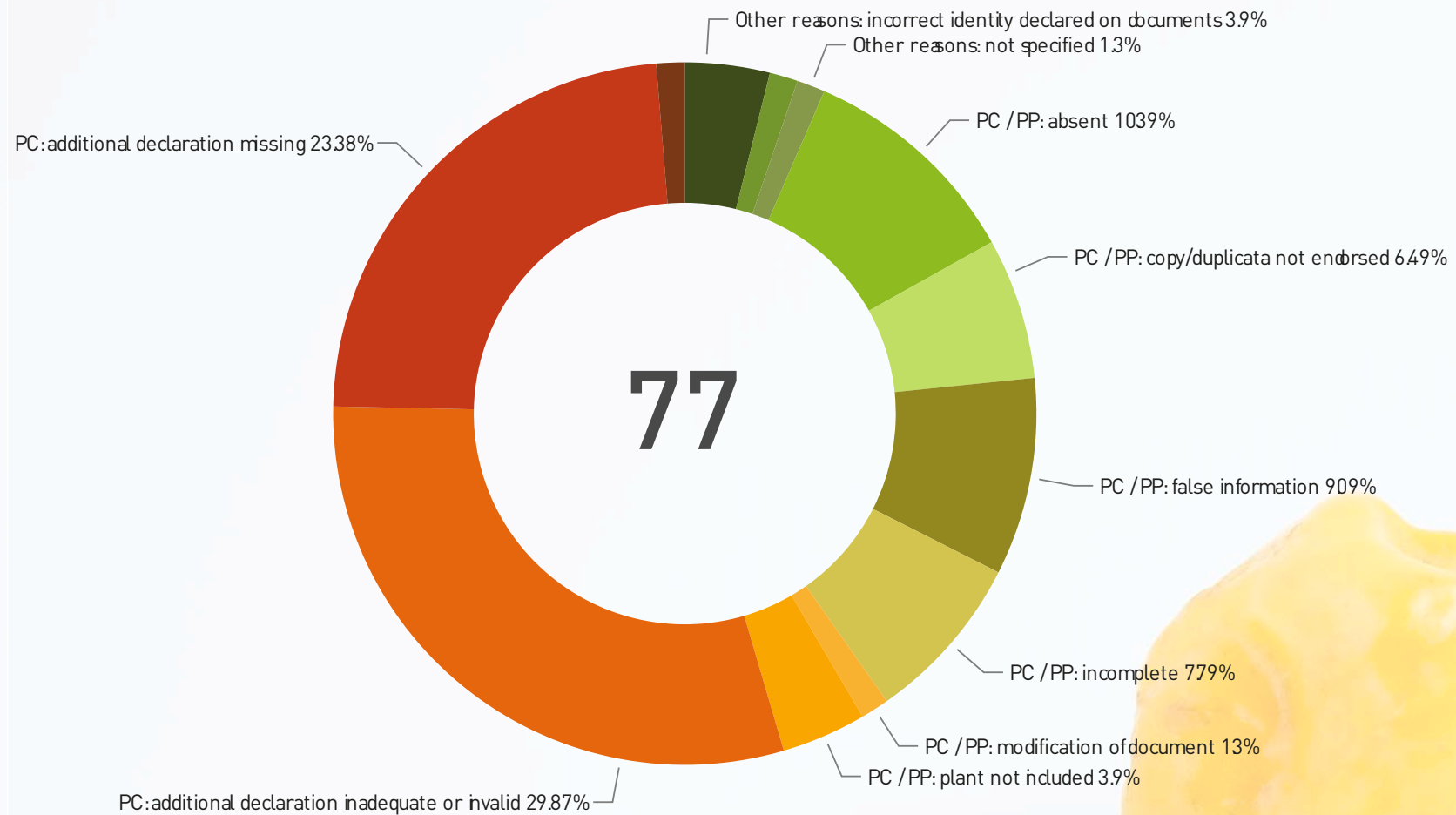
The new EU Directive on capsicum imports, which entered into force in September 2019, means that NPPOs' dossiers describing their treatment for *Thaumatotibia leucotreta* (false codling moth) must also provide evidence of the treatment's effectiveness (see page 48). Providing COLEACP members with up-to-date information on the current status of pests, diseases and other non-conformities is vital to activities that support continued access to markets.

2019: Percentage interceptions of Harmful Organisms (133) on capsicum from ACP countries, by pest species





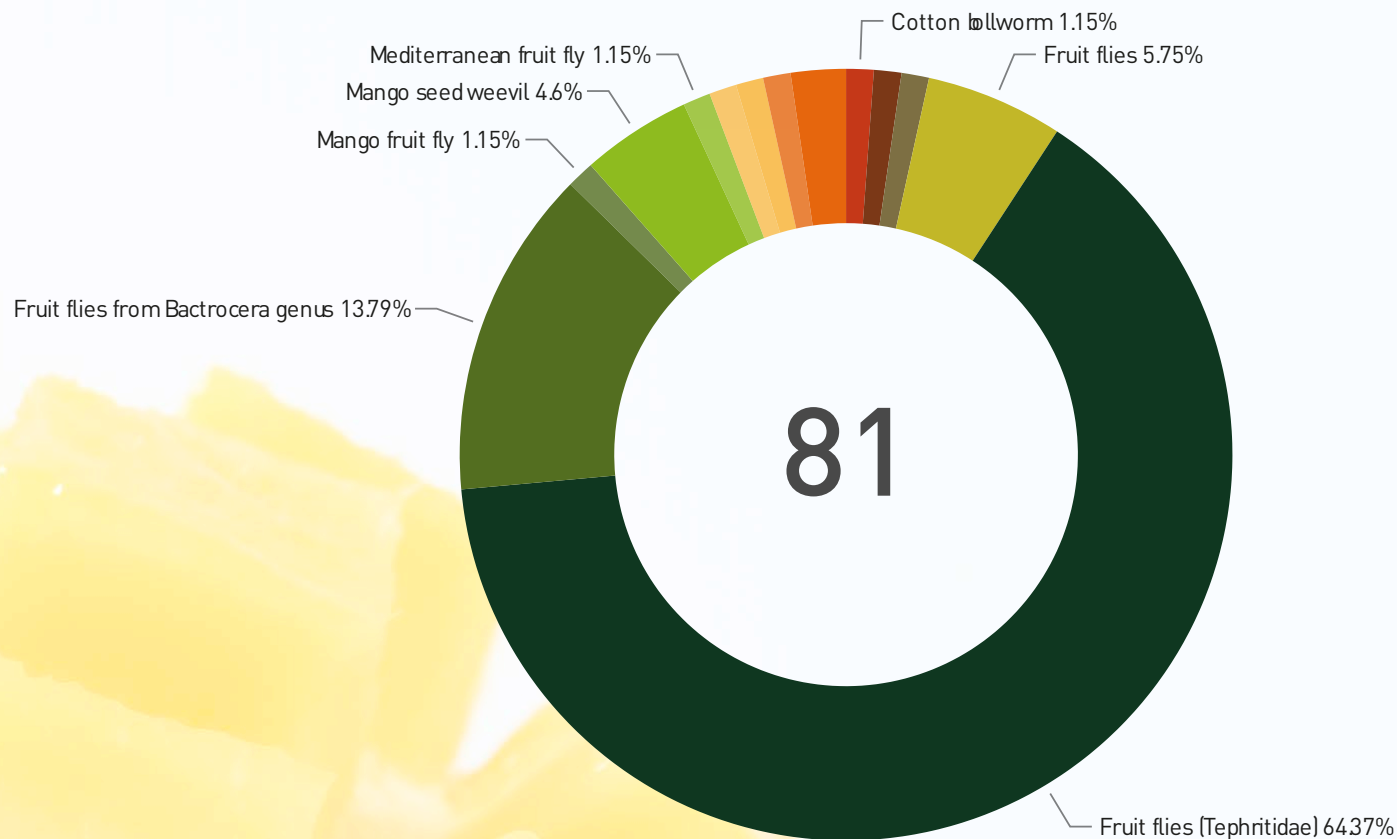
2019: Percentage interceptions of Other Non-conformities (77) on capsicum from ACP countries, by type



## Focus on mangoes

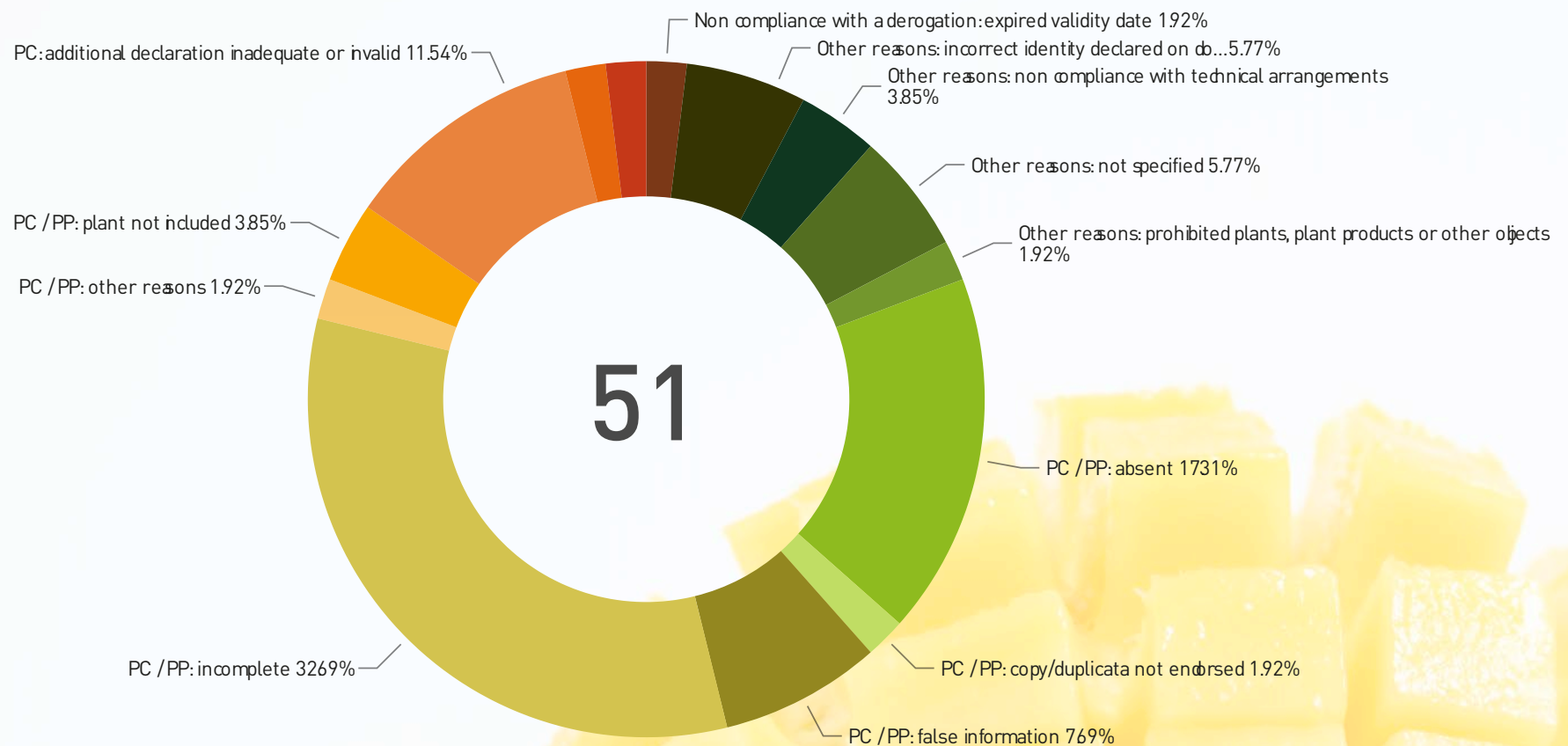
The new EU Directive on mango imports, which entered into force in September 2019, means that exporting countries must apply an effective treatment to ensure fruit is free from Tephritidae (fruit flies) and provide evidence in a dossier before export. Providing COLEACP members with up-to-date information on the current status of pests, diseases and other non-conformities is vital to activities that support continued access to markets.

2019: Percentage interceptions of Harmful Organisms (80) on mangoes from ACP countries, by pest species





2019: Percentage interceptions of Other Non-conformities (51) on mangoes from ACP countries, by type



## 2019 RASFF interceptions

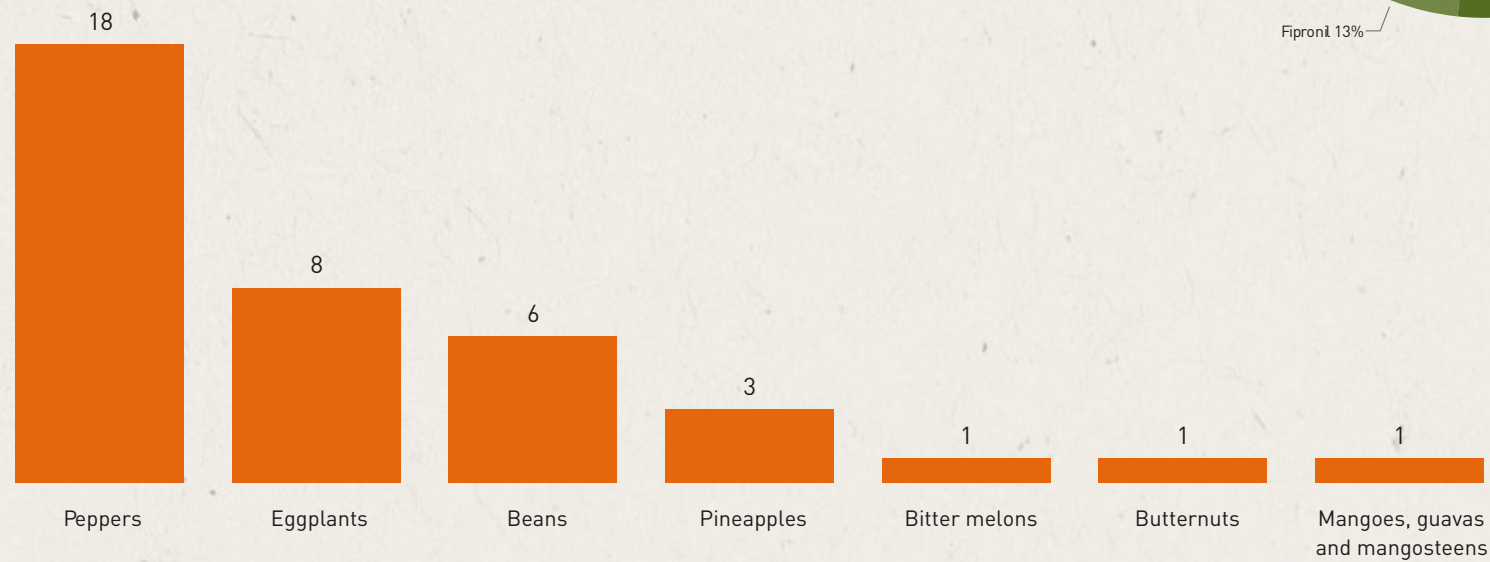


The Rapid Alert System for Food and Feed (RASFF) is the system for reporting food safety issues within the EU. The European Commission must inform third countries if a product subject to a notification has been exported to that country, or when a product originating from that country has been the subject of a notification. In this way, countries can take corrective measures where needed and appropriate. COLEACP now tracks RASFF data live to ensure we are always up to date.

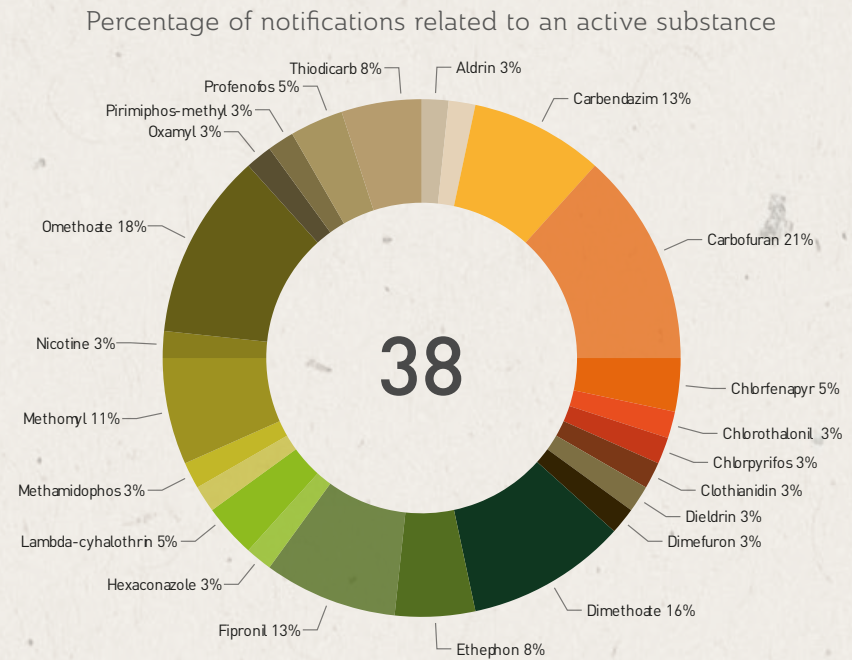
ACP countries receiving notifications concerning fruit and vegetables entering the EU market







Fruit and vegetables from ACP countries receiving notifications on entering the EU market



## Monitoring and market research

COLEACP's market intelligence department monitors the evolution of fruit and vegetable markets through the trade press and participation in trade fairs in Europe and the ACP countries. These observations are shared via a newsletter and a press monitoring group on LinkedIn, and feed into the development of profiles and market studies.

### Market study of the fruit and vegetable industry in Sub-Saharan Africa

In 2019 COLEACP continued its study of the fresh and processed fruit and vegetable markets of Sub-Saharan Africa (SSA), applying a methodology that integrates quantitative and qualitative approaches, including international market analysis and feedback from field experience. The report will be published in 2020 in hard copy and online.

The share of African agriculture in the global GDP has been steadily increasing during the period 2005–2017. For many years now, the interest of both overseas and African public and private investors in the continent's land and markets has been a major indicator of the future growth of agriculture and agribusiness in SSA, which has the potential to become a driver and a model for feeding the growing population in a sustainable way.

This study identifies the main trends and growth areas at three market levels:

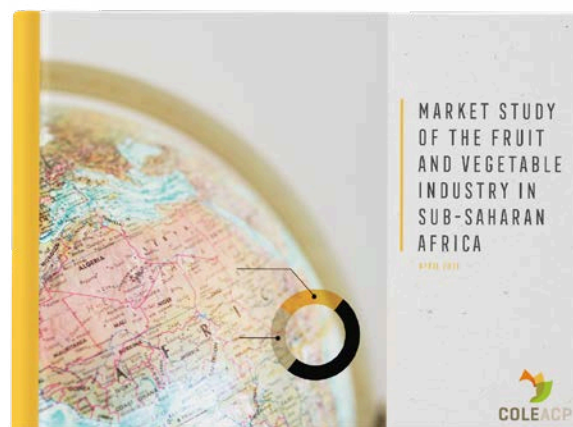
- World – trade between SSA and other continents

- Regional – trade between regions of SSA, and within each region
- National – focusing on trade between 20 selected SSA countries and the rest of the world.

The main findings of the study are:

- Regardless of the geographical market, demand for fresh and processed fruit and vegetables is increasing everywhere – markets are buoyant for suppliers who can meet the demand and seize the opportunities.

- The historical export market for fruit and vegetables from SSA – the EU – has not been the primary or most dynamic market in terms of volume growth for several years now. East Asia and SSA itself, with average annual growth rates of around 10% over the past 15 years, have become the leading and most promising markets.
- However, the EU remains an attractive export market because of the good value of fruit and vegetables from SSA.
- New fruit and vegetable export markets for SSA have clearly emerged (Middle East, Russia, Switzerland, etc.).
- The marketing of fruit and vegetables from SSA is diversified at both sectoral (value chain) and geographical levels. However, greater diversification in the number of players and the number of products traded can mean better integration and greater resilience. Alongside the marketing of large volumes of bananas and cashew nuts to the EU and East Asia, respectively, avocado, mango, coconut, fresh and dried vegetables, roots and tubers,







and melons and watermelons are all promising market segments for major exports. While Niger onions, processed tomatoes and fruit juices are experiencing strong market growth at the regional and local levels, the market for other fruits and vegetables is growing rapidly.

- The dynamism of fruit and vegetable exports from SSA varies between regions and member countries. In particular, it still depends on the historical performance of traditionally large exporters, e.g. South Africa for the Southern African Development Community (SADC) or Kenya for the East African Community (EAC). This should not hide other less well-known or more recent “success stories” such as exports from Senegal to the EU; Niger at the intra-regional level; and East African countries to the Middle East.

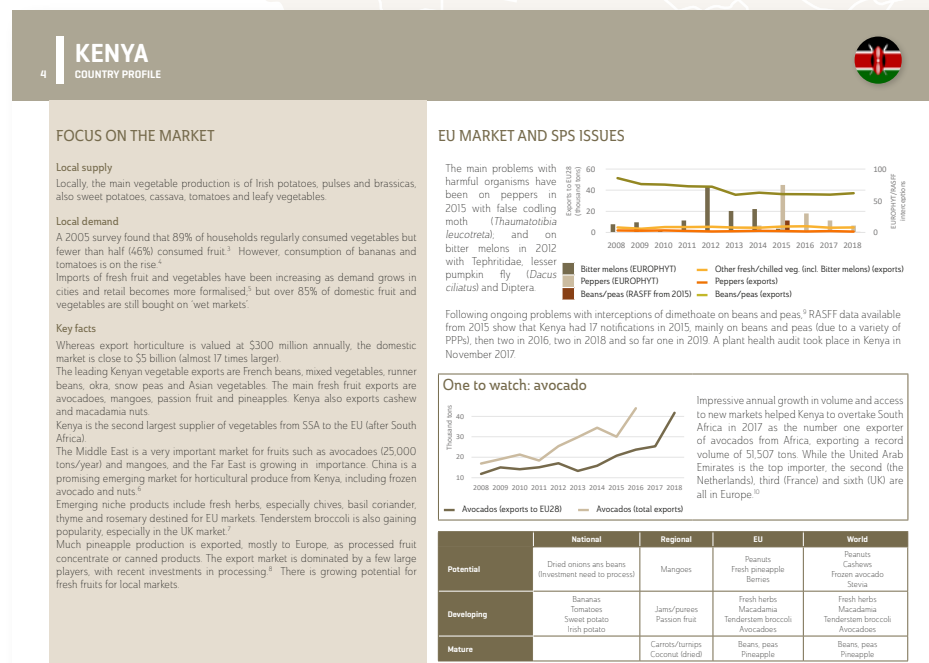
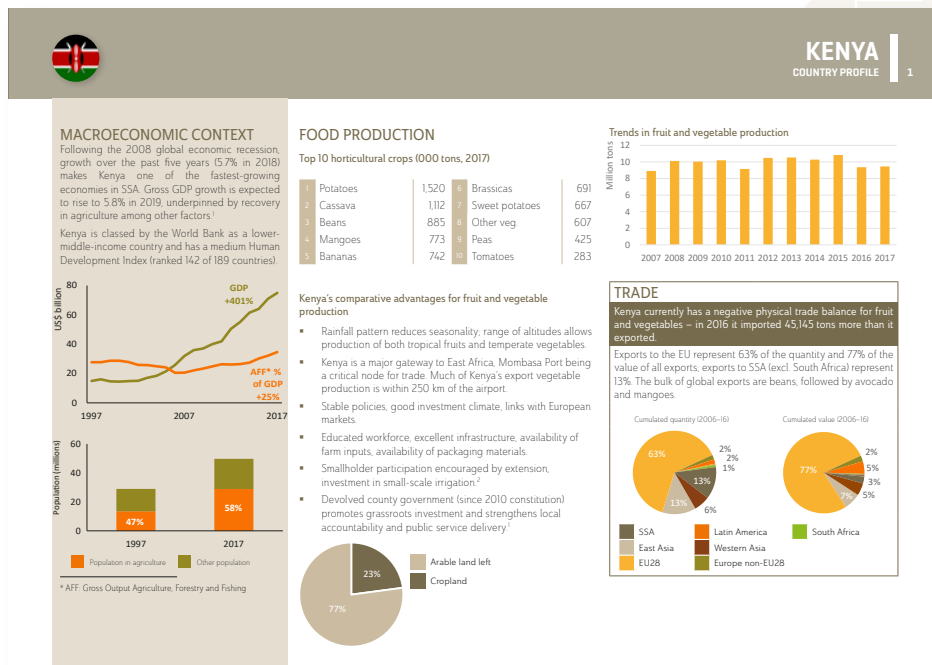
*East Asia and SSA itself (...) have become the leading and most promising markets.*

- Trade in fruit and vegetables within SSA (intra-continental and inter-regional) is increasing sharply and steadily. This reflects a dynamic supply-and-demand situation. Trade within SSA is growing much more quickly than trade with and to the EU, with an average growth rate over the period 2002–2017 of 10.3% compared to 1.1% for the EU, but 9.6% for Asia (by volume). SADC, dominated in trade terms by South Africa, is the largest exporter among the four Regional Economic Communities (RECs) studied.
- SADC’s intra-regional trade in fruit and vegetables is by far the largest of the RECs examined in this report. However, the growth of intra-regional trade within SADC is relatively slow (about 3% per year) compared to its trade with external regions (13% per year). Despite regional integration, as in the case of other RECs, intra-regional trade is still constrained by tariff and non-tariff barriers, and lack of logistics infrastructure, among other things.

- In national markets, and for each of the 20 SSA countries studied in detail, by aggregating the results of the country analyses we have been able to confirm that opportunities are many and varied. Each fruit or vegetable value chain is at a different stage of maturity. In particular, there is great potential for processed fruits and vegetables (fruit juices, cassava flour, canned vegetables, processed tomatoes, dried fruits, cashew nuts, etc.).

Data on markets for a subset of 20 countries in SSA, generated by the market study, are feeding into COLEACP’s growing set of country-specific websites.

## Example from Kenya, country profile available at [kenya.coleacp.org](http://kenya.coleacp.org)





## Update: European market for fruit and vegetables of ACP origin

Later in 2019 work commenced on updating the 2017 COLEACP study “Overview and opportunities of the European market for fruit and vegetables of ACP origin”, also to be published in 2020.

## Beyond horticulture

Based on the work carried out in the fruit and vegetable sector, COLEACP’s market intelligence department also produced dashboards on trade in products outside the agricultural and food sector, at the request of partners. In the long term, these dashboards form the basis of market monitoring platforms for use by COLEACP’s ACP and EU partners at both international and regional levels.









# RESEARCH & INNOVATION



MEET THE COLEACP  
TEAM FROM  
THE RESEARCH  
& INNOVATION  
DEPARTMENT



## Research and innovation

*COLEACP is developing agronomic solutions to support the the ACP agri-trade to improve the quality and profitability of products and services. Our innovation activities are increasingly related to the development of ICT and logistics solutions, including database management and blockchain.*

### Engaging with the research and innovation community

*COLEACP collaborates with the research community to provide feedback on research needs in the ACP horticultural sector, to foster research partnerships, and to broker research implementation.*

### International partnerships to tackle banana fusarium wilt disease

COLEACP is an active member of the TR4 Task Force of the FAO-led World Banana Forum. TR4 is an aggressive strain of banana fusarium wilt (*Fusarium oxysporum* f.sp. *cubense* tropical race 4), one of only six strains that attack Cavendish bananas. If unchecked, TR4 can wipe out an entire plantation. In August 2019, TR4 was confirmed to have reached Latin America with a first report in Colombia, causing the Colombian government to issue a national state of emergency, and focusing international efforts on the urgent need to prevent further spread. COLEACP presented the activities of the TR4 Task Force at the



World Banana Forum Steering Committee in Rome in May 2019. A sub-group was formed between COLEACP, Agrofair and GLOBAG.A.P. to develop a TR4 training competency framework. Following completion of the framework at a meeting of the sub-group in June, it was verified and formally adopted by the World Banana Forum. The competencies provide a baseline to ensure that training worldwide gives consistent messages on how to contain, manage and prevent the spread of TR4.

In 2020 COLEACP will be preparing events in East and West Africa to raise awareness of the problem, and the urgent need for biosecurity measures, in coordination with the World Banana Forum and other stakeholders.





### Minor use partnerships

Most fruit and vegetables are classed as ‘minor use’ in the context of PPPs – on a global scale, pesticide usage is low for these crops, and there are sometimes no *Codex* or other pesticide maximum residue levels (MRLs) in force, making trade across borders difficult.

- The Global Minor Use Summits (GMUS) include participants from NGOs, international organisations, regulatory authorities and industry. In 2019 COLEACP contributed to the global priority-setting process for minor uses coordinated by the GMUS, and to a global database listing minor crops, their pests and diseases.
- COLEACP also maintained contact with IR-4 (Interregional Research Project No. 4), a global initiative to address the establishment of harmonised MRLs on minor crops. We attended a discussion session of the WTO Standards and Trade Development Facility’s MRL projects involving IR-4, including ‘Strengthening capacity in Africa to meet pesticide export requirements’ (<http://standardsfacility.org/PG-359>).

COLEACP also contributed to follow-up discussions on future work to generate residue data towards registration of new low-risk pesticides in tropical fruit.

- We continued to engage with manufacturers of PPPs and with CropLife International, the international trade association of agrochemical companies, to identify new low-risk products, and to broker screening and registration on priority pests in minor use crops in ACP countries.



### Research meetings

COLEACP also attends regular meetings of a number of research organisations and initiatives, including the Annual Biocontrol Industry Meeting (ABIM) in October. ABIM brings together the biocontrol industry, scientists, regulators and professionals, offering COLEACP an opportunity to identify new innovative solutions, to learn about the latest research and the regulatory situation, and to liaise with the industry and researchers. Throughout 2019 COLEACP attended CTA’s *Brussels Development Briefings* on “Sustainable agriculture: where are we on SDGs implementation?”; “Opportunities of blockchain for agriculture”; “The land–water–energy nexus and the sustainability of the food system”; “Smallholder agriculture: key to food security/nutrition and sustainable food systems”; and “Africa’s agriculture trade in a changing environment”.

## Research planning and implementation

Climate change and regulatory reforms are contributing to serious challenges for growers, and there is a pressing need to develop new approaches, as well as to facilitate access to the most appropriate and affordable technologies available. COLEACP acts as research broker, bringing together diverse stakeholders and resources to adapt and disseminate technologies and solutions that contribute to safe and sustainable food. Our core activities address the need for effective and affordable crop protection and crop production methods in ACP horticulture.

### Research planning

On the launch of the Fit For Market SPS programme, COLEACP's Research and Innovation team initiated a series of activities to ensure solutions are available to address priority crop protection and production needs in ACP horticulture. This began with a research prioritisation exercise that took into account multiple criteria to select key crops (import–export trade volumes; socio-economic importance including impact on smallholders, employment, gender, etc.) and to identify critical crop production problems (pest pressure or resistance; lack of effective or affordable pest control; EU interceptions

due to plant health or pesticide residue exceedances; regulatory changes; lack of Good Agricultural Practice (GAP) recommendations; lack of registration of new low-risk PPPs). Producers, exporters, importers and input suppliers were consulted through surveys and direct engagement.

In June, a questionnaire was sent to all COLEACP members and partners involved in organic production and export. The aim was to support their preparedness for the new European Union Organic Regulation, (EU) 2018/848, by identifying critical areas of impact for ACP suppliers. It focused on changes to the rules on crop protection to ensure that growers can continue using PPPs that are critical for ACP organic production. The results informed COLEACP's lobbying, advocacy and communication activities.



In November–December, a second questionnaire was sent to COLEACP partner companies to identify areas where fruit and vegetable producers face difficulties, particularly leading to low yields, problems accessing markets, or regulatory non-compliances (such as pesticide residue exceedances). The results of this exercise are being used to prioritise COLEACP's field research programme for 2020–2022.

### Research implementation

Under the Fit For Market SPS programme, COLEACP is building on work under its earlier PIP programmes by brokering innovation and partnerships to ensure the necessary technologies and recommendations are available to produce crops safely and profitably. There is a focus on crop protection to find solutions for the priority crop–pest problems identified in the survey, which may include:

- Developing alternative physical, cultural and biological methods of pest control
- Defending or extrapolating existing EU MRLs, and establishing EU import tolerances
- Conducting PPP residue trials to establish recommended GAPs under local conditions in the case of new Codex or EU MRLs, or new uses



- Conducting field trials and supporting dossier preparation to facilitate local registration of new low-risk PPPs and biopesticides
- Conducting efficacy screening trials to identify potential new solutions.

Where possible, data collected in COLEACP trials will be used to contribute to the work of the GMUS and its partners to obtain Codex MRLs for low-risk PPPs that are critical for local and regional trade. COLEACP research and innovation activities will also strengthen the capacity of ACP researchers, analytical facilities (national research institutes) and regional harmonisation initiatives such as the West African Committee for Pesticide Registration (WACPR).



## Alternatives for post-harvest disease control in mango

The EU MRL for prochloraz – the most important substance currently used to control post-harvest diseases in mango – will be reduced to the limit of determination in 2020, which will effectively mean it can no longer be used on mango exported to Europe. This risks leaving the West African mango sector in particular, where no alternatives are registered, with no means of controlling diseases such as anthracnose, which cause serious post-harvest losses.

So the Fit For Market SPS programme launched trials in 2019 to identify suitable alternatives. COLEACP engaged with PPP manufacturers to identify an effective alternative fungicide, and then conducted efficacy trials to generate the data that will be needed for local registration in November 2020 for the nine West African Countries operating under the Comité Sahélien des Pesticides (CSP) and also for Côte d'Ivoire and Guinea. In parallel, COLEACP conducted screening trials to identify potential biocontrol alternatives.

## Providing recommendations and technical advice

COLEACP provides ongoing technical advice on crop protection and sustainable production. This involves responding to requests for information; developing technical advice in the event of new pest or production problems; producing advisory bulletins; and updating recommended practices in response to regulatory changes.

## Technical guide for plant health inspection and phytosanitary certification

This guide provides detailed information on phytosanitary certification, along with pest fact sheets for some of the most critical quarantine pests, for plant health inspectors in ACP countries. It is intended to assist with the completion of phytosanitary certificates and identification of harmful organisms most likely to result in interceptions of fruit and vegetable consignments on entry into the EU.



## Plant health guidelines

Publications in 2019 included a *Guide on the export of Capsicum from Africa, Madagascar, Cape Verde and Mauritius*, and a *Guide on the export of mango to the European Union*, prepared for NPPOs and export sectors to inform the development of national action plans and dossiers to meet new EU plant health regulations.

## Control of mango anthracnose in West Africa

A technical brochure on the management of anthracnose on mango was updated to provide growers with information on preventive and control measures, including PPPs registered locally for post-harvest treatments.

## Mango fruit fly surveillance in West Africa

COLEACP's Research and Innovation team provided technical backstopping to the research component of the West African Fruit Fly Control project. After the project's completion in August 2019, COLEACP continued to provide support to the competent authorities in West Africa via the Fit For Market SPS programme. This includes support to restructure national surveillance strategies to ensure compliance with new EU regulations. Surveillance protocols were

prepared and validated in collaboration with the private sector and the NPPOs in Burkina Faso, Côte d'Ivoire, The Gambia, Mali and Senegal. These protocols ensure that mango fruit fly surveillance follows a scientifically rigorous approach using effective, locally available and affordable equipment.

## Monitoring SPS regulations

*COLEACP conducts ongoing monitoring of EU crop protection and plant health regulations. This includes collating relevant MRL changes in an online database; updating Good Agricultural Practice recommendations for PPPs; generating summary reports on EU plant health interceptions and MRL exceedances; and communicating critical regulatory changes and recommendations via periodic information bulletins.*

Technical brochures, guidelines and the COLEACP crop protection/production technical itineraries are important tools for producers, but the information must be kept up to date. When changes are made to approvals of PPPs and MRLs under EU or international regulations, in most cases the recommendations for use (GAPs) will also have to be changed, and producers will have to adapt their production practices. It is essential to inform producers as soon as possible of any changes they need to make to avoid MRL exceedances.

COLEACP monitors the EU regulations and,

if necessary, attempts to establish the new GAP. This involves research and/or obtaining information from manufacturers. If the change in MRLs is significant, the establishment of a new GAP may require field testing, and discussions are held with the manufacturer to encourage them to do this. Producers are notified of changes in MRLs, substance approvals and new GAPs, or are notified if reliable GAPs are no longer available.





## Good Agricultural Practices (GAP) database

Since the start of 2018, COLEACP's e-GAP database has recorded 158 MRL changes (69 in 2019) for key active substances and crops in ACP countries. The online database, available in English and French, contains the following information for 173 active substances:

- Official lists of PPPs registered for use in selected ACP countries
- Codex and EU MRLs for the main crop–substance combinations in ACP horticulture
- Recommended GAPs (if available) to ensure compliance with EU and Codex MRLs, and the limit of quantification – these include the dose rate of the active substance, the number of applications, the interval between applications, and pre-harvest intervals
- World Health Organization recommended classification of pesticides by hazard
- Insecticide Resistance Action Committee (IRAC) or Fungicide Resistance Action Committee (FRAC) classifications of mode of action.

COLEACP's E-GAP service is one of the few sources of this information specifically dedicated to the horticultural sector in ACP countries, and is accessible to all COLEACP members and partners.

## Monitoring EU interceptions and MRL exceedances

COLEACP monitors the pesticide MRL exceedances recorded by Member State and EC (RASFF) monitoring programmes, as well as plant health non-compliances via EU notifications (EUROPHYT). The Research and Innovation team compiles all SPS notifications from ACP countries into graphical dashboards (Power BI reports) that are shared both internally, and externally via COLEACP's country websites. If there is a serious problem with harmful organisms or contaminants in imported produce, operators and national authorities in the countries concerned are contacted to offer advice and support.

## Flash Info

To ensure rapid communication to our members and partners, *Flash Info* email bulletins highlight critical regulatory changes and recommendations as soon as they are officially published so that producers and exporters can take any necessary action.

During 2019, *Flash Info* bulletins were issued to inform ACP suppliers about regulatory changes to PPPs registered for use against anthracnose on mangoes, and to advise them to look for alternatives.

Bulletins were also issued to notify of new plant health rules affecting exports of mango and capsicum, outlining the actions that producers, exporters and NPPOs should take to ensure that exports could continue, and the support available from COLEACP.



# 4 2019 Activities

## Blockchain technology to increase supply chain transparency

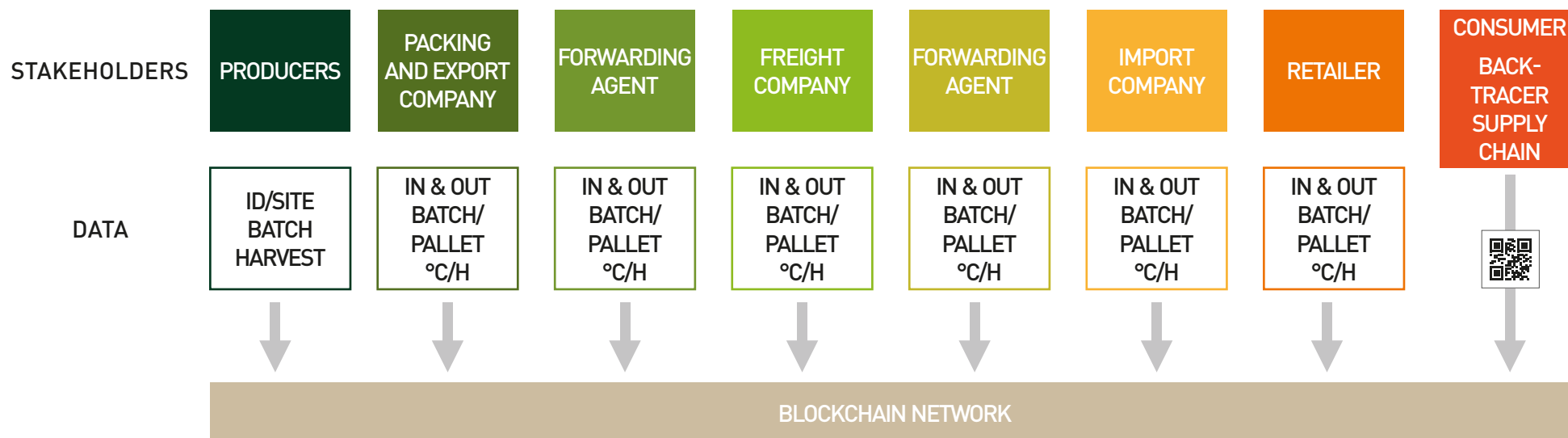
Blockchain technology offers very promising solutions to improve ACP food supply chains and meet consumer demand for transparency and accountability. A blockchain is basically a shared, traceable and transparent digital ledger for record-keeping.

In 2019, COLEACP teamed up with a major European importing company to test this technology under real conditions in the West African mango supply chain. A proof of concept is currently under development in partnership with Belgian startup BlockO, aiming to explore opportunities offered by blockchain technology to increase consumer

confidence and competitiveness of the sector (increased trust/access to markets, marketing advantage, etc.) in comparison with mangoes from non-ACP origins (Brazil, Mexico, India, China, Thailand, Peru), which are increasingly present on the market. By using a practical case study, COLEACP aims to generate concrete and transferable knowledge on potential applications and suitability of the new ICTs to meet the challenges faced by its members and partners. A concept note has been prepared for a pilot project to integrate blockchain technology into the mango air cargo supply chain of Côte d'Ivoire to make it more transparent, resilient and efficient. The digital tracking, storage and sharing of information related to mango production (production site, producer identity, lot number

and harvest date), packaging (lot number, temperature and humidity) and transport (date and time of arrival at all stages of the chain) should improve the traceability of mangoes and the management of storage conditions to avoid quality problems related to temperature and humidity. Eventually, consumers will be able to follow the supply chain by scanning a QR code.

In May, COLEACP attended CTA's Brussels Development Briefing 55, 'Opportunities of Blockchain for Agriculture', bringing together different views and experiences on the potential for and applications of blockchain technology for agriculture and the food system, especially new opportunities that can benefit smallholders.





# PARTNERSHIPS & ADVOCACY



2019 COLEACP ANNUAL REPORT /99



MEET THE COLEACP  
TEAM FROM THE  
PARTNERSHIPS  
& ADVOCACY  
DEPARTMENT

## Partnerships and advocacy

*COLEACP defends the interests of the ACP agri-food sector on the national and international scenes, maintaining regular contact with business and government officials, political decision-makers and donors.*

### Advocacy with buyers and standards bodies

COLEACP participates in technical meetings and working groups with buyers and standards bodies to defend the interests of ACP stakeholders. The objective is to influence private standards and buyers' demands to ensure they are adapted to the ACP context and do not disadvantage ACP suppliers. COLEACP also participates in networking and raising awareness among companies to keep informed about buyers' policies and practices that may affect ACP suppliers.

Fight against **unfair trading practices** – a successful outcome. For over 10 years, COLEACP has been part of a coalition of organisations, including Oxfam, the Fair Trade Advocacy Office and the International Federation of Organic Agriculture Movements (IFOAM-EU), lobbying the EU to tackle unfair trading practices in agricultural supply chains. Smaller suppliers are particularly vulnerable to unfair practices – such as last-minute cancellation of orders and late payments. In April, this lobbying activity finally bore fruit



and the groundbreaking EU Unfair Trading Practices Directive was formally adopted. Each EU Member State now has 2 years from April 2019 to enforce the Directive. For the first time there will be a shared minimum standard for fair trading practices enforced throughout Europe. This will provide regulatory certainty to buyers and confidence to suppliers – even those based outside the EU – that they will be able to access protection regardless of where their European buyer is based. COLEACP contributed to an information document and engaged with Members of the European Parliament and national delegations to propose amendments to the proposed

legislation – including lobbying for it to cover not only European suppliers, but also those selling into the EU from third countries, including ACP countries.

Engaging with the **Sustainable Agriculture Initiative (SAI) Platform**. The SAI Platform is a global forum for food and beverage companies and distributors “to develop a common understanding of sustainable agriculture and the tools for its implementation”. It has more than 90 members who share, at the pre-competitive level, knowledge and initiatives to support the implementation of sustainable agricultural practices. Some senior members of the SAI have identified the need for a smallholder farmers' version of its Farm Sustainability Assessment (FSA) tool, which is used by large global companies to source sustainably produced raw materials. COLEACP's Sustainability Self-Assessment System is based on the FSA, but is adapted to the production systems of ACP fresh produce and of small producers. COLEACP met with SAI members to explore the possibility of using COLEACP's Self-Assessment System instead of SAI developing its own smallholder



assessment. As part of this process, SAI commissioned a benchmark study of COLEACP's Self-Assessment System compared with the SAI FSA tool, which was completed in February 2019.

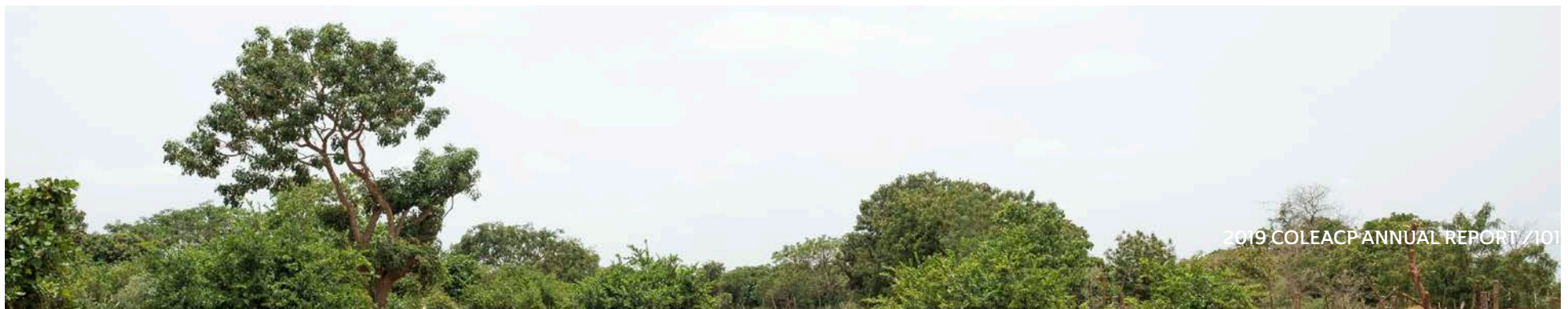
**Liaison with GLOBALG.A.P.** This is the main certification system in the primary production of fresh produce. Certification is required for almost all ACP horticultural exports to the EU, and there is growing interest in high-end ACP local and regional markets. COLEACP regularly liaises with GLOBALG.A.P. to share information on compliance issues and seek advice on behalf of ACP producers, and has signed a Memorandum of Understanding with the organisation to strengthen collaboration and joint work, in particular for capacity building in food security and sustainability. COLEACP continued to collaborate on the development of a supplementary certificate for the management of banana Fusarium Wilt Tropical Race 4 (TR4).

Contributing to the **Global Food Safety Initiative**. GFSI is a collaborative effort between the world's leading food safety experts from retail, industry, international organizations, governments, universities and service providers to provide leadership and advice on food safety management systems and a globally harmonized approach to food safety. GFSI Global Markets (GMP) is a continuous improvement programme created to help less developed companies progress towards certification with the leading industry standards.

*The SAI Platform is a global forum for food and beverage companies and distributors "to develop a common understanding of sustainable agriculture and the tools for its implementation"*

COLEACP is a member of the technical working group that developed the GMP Primary Production Checklists and protocols, and works to ensure they are used more widely in ACP countries. To promote better understanding and dialogue with the public sector, GFSI formed a task force to benchmark the GMP checklists against Codex. COLEACP was invited to join and the work was completed in March 2019.

**Dialogue with the Kenya Horticultural Supply Chain Project.** This was set up by Traidcraft, M&S (UK retailer), Flamingo Horticulture, Kenya Human Rights Commission, Flamingo packhouse workers, and 300 small-scale farmers from Meru and Lewa. They addressed problems faced by smallholders and workers operating in high-value export supply chains. It was recognised that major changes were needed in the sector to improve livelihoods by ensuring more predictable and secure incomes for smallholders, and better terms and conditions for workers. COLEACP attended an event in January 2019 to consider the longer-term benefits from changes made to the French bean supply chain.



## Potential impacts of Brexit

The result of the United Kingdom's December 2019 General Election confirmed that the UK will be leaving the EU customs union and single market. While the agreed transition period until at least 1 January 2021 meant that the immediate prospect of a "No-Deal Brexit" was averted, it remained (and remains) a possibility. A No-Deal Brexit would mean the UK leaving the EU without an agreed alternative trade framework in place, with UK/EU trade relations therefore reverting to most favoured nation (MFN) treatment.

In response to the uncertain situation, throughout 2019 (and into 2020) COLEACP conducted a series of analyses on the potential impacts of Brexit on ACP horticultural exporters. The impacts will be felt especially by the Commonwealth countries, many of which have a disproportionately large dependence on the UK market in their trade with the EU. Particular difficulties are likely to arise for small-scale exporters and smallholder producers that have recently entered export-oriented supply chains over the past 10 years. Key issues include the future commercial value of the duty-free, quota-free access to African and Caribbean fruit, vegetable and cut flower exporters, which will be impacted by the UK Government's future policy choices regarding the MFN regime (including the existing system of supplementary levies) to be applied once the UK has left the EU customs union and single market.

In December 2019, COLEACP published a set of web-based tools and resources to enable a comprehensive Brexit readiness assessment. The resources aim to enable members and partners to better appreciate the potential implications of Brexit on current business models, with a focus on whether the main impacted supply chains are sufficiently resilient to continue functioning in a post-Brexit environment. They include:

- background information on the Brexit process, and potential Brexit options still on the table;
- the main challenges and implications involved in a "hard Brexit" and/or a No-Deal Brexit, especially regarding supply chains (direct and triangular),<sup>1</sup> tariff and non-tariff issues, and contractual concerns;
- the main issues to be addressed for triangular and non-triangular supply chains, and a checklist of actions/questions exporters need to consider.

COLEACP's [Brexit Readiness Assessment Tool](#) helps members and partners exporting along the different supply chains to navigate through to the information they need.

In 2020, COLEACP will continue to perform Brexit-related analyses to inform its advocacy with the UK Government and other bodies to draw attention to the potential severe impacts on ACP horticultural trade. The UK's departure from the EU customs union and single market will be compounded by the COVID-19 pandemic causing severe damage to the African fruit, vegetable and cut flower export trade with the UK, which is already highlighting the vulnerability of some supply chains.

<sup>1</sup> Triangular supply chains are those involving goods that are landed first in an EU27 Member State before forwarding to the UK and neighbouring EU27 countries, or that are landed in the UK for forwarding to an EU27 member.





## Commitment to global sustainable development initiatives

COLEACP's programmes are designed to support and enable sustainable production and trade. The development of COLEACP's Sustainability Charter, Self-Assessment System and value chain support actions is based on the current thinking of some of the world's leading sustainable development initiatives.

During 2019 COLEACP continued to participate in and learn from the activities of the **Consumer Goods Forum's Sustainable Supply Chain Initiative** (SSCI). This included taking on board the conclusions of "The Honest Product Guide", which found that global consumers want more transparency on the social, health, environment and safety credentials of the products they buy (70%), rather than the companies that make them (30%). A webinar in January was an opportunity to hear from the authors of the report, and for business leaders, brand owners, marketers, experts and changemakers to pose questions on how to solve the crisis of trust between companies and consumers.

COLEACP has been participating in the International Trade Centre (ITC)'s **Forum on Trade for Sustainable Development** (T4SD) since its launch in 2014. The Forum is a leading event on voluntary sustainability standards and brings together companies, standards bodies, researchers and UN agencies to



discuss trends. The 2019 edition of the T4SD Forum focused on sustainability mainstreaming – the process of embedding sustainability into every organisation and business. The policy implications were considered, as well as sustainability implementation on the ground.

In a dialogue with the **Sustainable Food Lab**, information was shared and opportunities for synergies were discussed to address the issue of food loss and waste. The Rockefeller Foundation programme implemented by the SFL includes an assessment of the export bean value chain in Kenya.

The **ISEAL Alliance** (International Social and Environmental Accreditation and Labeling) represents the global movement in sustainability standards. COLEACP monitors ISEAL discussion platforms and publications and meets informally. During 2019 COLEACP also took part in a number of ISEAL webinars and discussions.

The **Sustainable Food Summit** has been running since 2008 and is a valuable forum to discuss sustainability in the food industry. The 2019 edition focused on some very topical issues and how they are being addressed by leading companies and NGOs, including trends in eco-labelling; green packaging (avoiding plastics); food ingredients (notably plant-based foods); and the role of technology.

## Partnerships with African Regional Economic Communities

In March, in Brussels, COLEACP met with representatives of the Economic Community of West African States (ECOWAS) and the West African Economic and Monetary Union (UEMOA) to discuss possible synergies concerning SPS issues in West Africa. Dr Gbemenou Joselin Benoit Gnonlonfin and Emmanuelle Maillot represented ECOWAS, Hilaire Sanou attended for UEMOA, and Dr Idrissa Maiga took part via videolink for the the Agrhymet Regional Centre (a specialised institute of the Permanent Interstate Committee for Drought Control in the Sahel, CILSS).

A meeting in Nigeria in December with M. Alain Sy Traoré, Director of Agriculture and Rural Development at ECOWAS, also attended by the the AFD (French Development Agency), set the stage for a Memorandum of Understanding with ECOWAS to strengthen SPS systems at the community level, and in ECOWAS and UEMOA member countries, to address issues of harmonisation and compliance with national, regional and international SPS standards. The MoU, signed in 2020, stresses the importance of promoting synergy between stakeholders on SPS issues, nationally and with other regional and international institutions working on SPS issues. There are four main focus areas: strengthening the governance of SPS systems;

improvement of operational processes; skills management; and strengthening communication and relations between the different stakeholders – NPPOs as well as professional organisations and other private sector actors.

COLEACP has been working to ensure the sustainability of the Regional Fruit Fly Management and Control Plan in West Africa (PLMF). When the PMLF came to an end in August 2019, a priority was the sustainability of the monitoring system so that ECOWAS states would be ready by the 2020 mango season to respond to the new European Plant Health Regulations. For more information on work with the PMLF in 2019, see page 32.





## Collaboration with international platforms

COLEACP advises international platforms that are involved in trade and sustainable development of ACP agriculture regarding the sector's specific context and needs. This includes direct actions in collaboration with other organisations working in the sector.

COLEACP attends the regular meetings of the **World Trade Organization's Committee on Sanitary and Phytosanitary Measures** with observer status, as a delegate representing the ACP Group of States (now OACPS). This is an important opportunity to keep abreast of regulatory developments – including trade concerns – that have an impact on ACP countries. Before each of the regular SPS Committee meetings, COLEACP also attends the informal session on issues arising from the Fifth Review of the operation and implementation of the SPS Agreement. COLEACP also provides technical information for bilateral meetings between ACP States and EC and WTO representatives, and updates to the Committee on key SPS issues and capacity building at the level of ACP countries.

*At the Presidential dialogue of the ACP Business Summit, the ACP Secretary-General paid tribute to the results COLEACP has achieved for the Kenyan horticultural industry since 2001*

At the WTO SPS Committee's March and November meetings, members were updated on a number of specific trade concerns, and on implementation of the transparency provisions of the SPS Agreement. Of particular importance were discussions concerning changes to EU regulations on plant health and PPPs, and their impacts in ACP countries. At a side event of the November meeting, STDF highlighted the impact on tropical fruit and vegetable farmers when pesticides cause trade concerns, including situations where Codex maximum residue levels (MRLs) are lacking, and where different markets require different MRLs. The event showcased the dynamic public-private sector partnerships supporting farmers to use new-generation pesticides.

A team from COLEACP attended the 14<sup>th</sup> session of the International Plant Protection Convention (IPPC) Commission on Phytosanitary Measures (CPM 14) in Rome in April 2019. The CPM serves as the IPPC's governing body and meets in March



Photo credit: © FAO/IPPC Secretariat



or April each year at FAO headquarters to promote cooperation and help implement the Convention's objectives. COLEACP also financed the participation of several ACP NPPOs, and organised side meetings with their representatives to present the new EU Plant Health Regulations and discuss COLEACP support. Representatives of DG SANTE and IPPC were also present.

A side meeting was held with IPPC management at CPM 14 to explore opportunities for future collaboration; this was followed up by a two-day meeting in May, and subsequent development of joint activities. COLEACP's additional collaborations with the IPPC are highlighted on pages 54 (Phytosanitary Capacity Evaluation) and 65 (translation of IPPC guides into French).

COLEACP also benefits from observer status at the regular Working Group meetings of the **Standards and Trade Development Facility** (STDF) global partnership. At the March and October 2019 meetings in Geneva, COLEACP provided updates on its Fit For Market SPS and STDF-funded projects, and collaborations aiming to implement IPPC's Phytosanitary Capacity Evaluation (PCE) method and STDF's Prioritizing SPS Investments for Market Access (P-IMA) framework. Topics included the rising importance of non-tariff measures as barriers to trade at the regional and global levels (Asia-Pacific Trade and Investment Report 2019); and the recent establishment of the



Minor Use Foundation, which aims to provide a coordination mechanism to gather and prioritise pest control needs at the global level. Following an in-depth consultation process with all stakeholders, STDF launched its 2020–2024 Strategy in January 2020.

As a member of the Steering Committee of the World Banana Forum, organised by the FAO, COLEACP collaborates with producers,

trade unions, cooperatives, exporters, retailers, traders, government agencies, researchers and civil society. The 16th Steering Committee Meeting took place in Rome in May 2019. COLEACP forms part of the Sustainable Production Systems Working Group, and is an active participant in the TR4 Task Force to tackle banana fusarium wilt disease (see page 92). COLEACP also attends working group meetings on labour rights, and on 22 May attended a side meeting on gender equity. This was followed by a visit to Golden Exotics (Compagnie Fruitière) in Ghana in July to see the impact of the Banana Occupational Health and Safety Initiative (BOHESI), which pioneers a gender-sensitive approach incorporating gender-related risks including sexual harassment and gender-based violence.

At the Presidential dialogue of the ACP Business Summit in Nairobi in December, ahead of the 9<sup>th</sup> Summit of ACP Heads of State and Government, ACP Secretary-General HE Dr Patrick Ignatius Gomes paid tribute to the results COLEACP has achieved for the Kenyan horticultural industry since 2001. The event was attended by Kenyan President HE Hon. Uhuru Kenyatta. Jeremy Knops, COLEACP's General Delegate, presented the Fit For Market programmes to the Business Summit.



## Exchanges on SPS issues with the European Commission and Member States

COLEACP liaises regularly with the relevant Directorates-General (departments) within the European Commission: Agriculture and Rural Development (DG AGRI), Health and Food Safety (DG SANTE), and International Cooperation and Development (DG DEVCO), as well as Member State authorities.

COLEACP held informal meetings and telephone calls with **DG SANTE** representatives from Directorate E4 (Pesticides and Biocides) and G1 (Plant Health) to discuss trade and regulatory issues that are likely to have an impact on ACP suppliers. This helped to ensure that COLEACP provided timely information and guidance to members and partners, as well as identifying additional capacity-building needs, particularly important during 2019 in light of the new Plant

Health Regulations. COLEACP was invited to take part as a speaker and panellist at a DG SANTE event on “Food Safety in the EU: Maintaining High Standards and Ensuring Transparency of Information” in April, in a session covering “Official Controls: Enforcements and Checks”. Discussions covered, among others, the potential for better multi-level cooperation and risk management at EU level.

### *Identifying information and capacity-building needs was particularly important in 2019 in light of the new Plant Health Regulations*

In April, **DG DEVCO** held an informal lunchtime event, “Everything you wanted to know about Food Safety and SPS issues but were afraid to ask”. COLEACP gave a presentation and

question-and-answer session on current SPS issues. The event was well attended by representatives from DG DEVCO, DG TRADE, DG AGRI and DG SANTE.

## Organic regulations

COLEACP liaised with the Head of Organic Unit, DG AGRI Directorate B4, on the new Organic Regulation (EU) 2018/848, which comes into force on 1 January 2021. Exchanges included requests for clarification on key points, as well as communication during formal consultation and stakeholder meetings to raise awareness about potentially negative impacts of some new rules on ACP organic suppliers. COLEACP also intervened on behalf of ACP companies when consignments of fresh produce from ACP countries were held or intercepted at EU border controls due to the application of new rules; this included communication with DG SANTE, DG AGRI (and the TRACES team) as well as EU Member State authorities.

COLEACP held an informal meeting with the International Federation of Organic Agriculture Movements (IFOAM) in Brussels in March to discuss changes under the existing and new EU Organic Regulations, and to identify elements that are likely to have most impact on ACP organic growers. Engagement with IFOAM continued throughout 2019 to identify, communicate, and sometimes to challenge issues created by the new rules.



## Food safety

The European Fresh Produce Association (Freshfel) represents the interests of the fresh fruit and vegetable industry at European and international levels. Its members include fresh produce companies, associations and input suppliers. COLEACP is a member of two Freshfel working groups: Food Quality; and Sustainability. The biannual meetings of the Food Quality working group in April and December addressed issues including crop protection, food additives, plant health, organic production and trade, EU regulations, marketing standards and labelling. Representatives from the European Commission (DG SANTE and DG AGRI) were

invited to outline key regulatory changes, and to give members an opportunity to discuss their concerns. COLEACP also attended the annual Sustainability working group in December. Participants discussed food waste, use of plastic in fresh produce, and the impacts of climate change, and a presentation was received from the EC on the recently announced European Green Deal. In November COLEACP participated in an additional technical meeting on administrative changes in official controls, SPS and customs operations; this was held in light of the new EU Plant Health Regulation and work towards the EU Single Window environment for customs. At the London Produce Show in June, COLEACP attended the Freshfel AGM

as a member to receive the 2018/19 activity and financial reports, and planning for 2020. Throughout the year, COLEACP liaised closely with Freshfel technical experts to seek advice, share information, and join forces in lobbying and communication activities.

*COLEACP's activities during 2019 were presented to the 78<sup>th</sup> Plenary Meeting of the Organisation for Economic Co-operation and Development (OECD) Fruit and Vegetables Scheme in December*

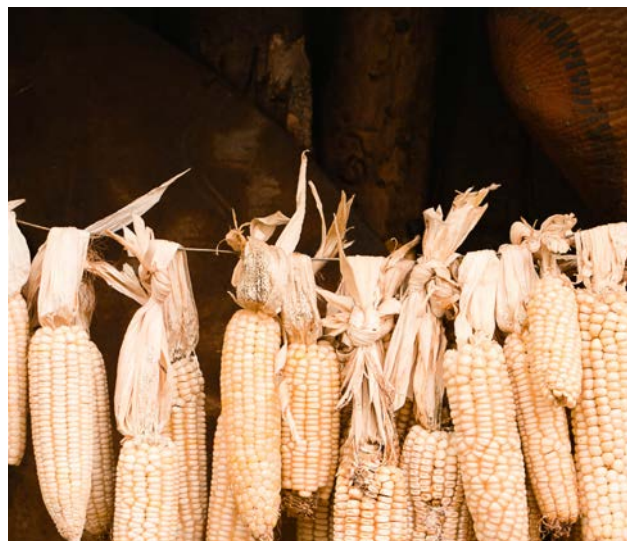






Photo credit: © FAO/IPPC Secretariat

COLEACP is also in regular contact with the UK Fresh Produce Consortium (FPC), the Dutch Fresh Produce Centre, Fresh Trade Belgium, and the Chambre Syndicale des Importateurs Français de Fruits et Légumes Frais (CSIF). This helps the Association to keep up-to-date with issues affecting the fresh produce sector at EU Member State level, and to join forces in addressing challenges arising, for example, from regulatory changes, logistics and buyer practices. Activities include joint lobbying and advocacy as well as joint communications with the EC and other key stakeholders. COLEACP is a member of the UK FPC Working Group, which meets three times each year to address issues of topical importance including production and trade-related problems and opportunities, changes to regulations and official controls, revisions to voluntary standards (including BRC), and Brexit.

*COLEACP is a member of two Freshfel working groups: Food Quality; and Sustainability.*

COLEACP's activities during 2019 were presented to the 78<sup>th</sup> Plenary Meeting of the Organisation for Economic Co-operation and Development (OECD) Fruit and Vegetables Scheme in December. COLEACP monitors and shares OECD notifications, discussions and publications.

The Global Food Safety Partnership (GFSP) is a public-private initiative hosted at the World Bank, and COLEACP was invited to be a member of the Advisory Panel for the Partnership's Africa mapping project. This focuses on food safety capacity-building investments by the international donor community, and aims to identify ways for donors and African governments to better target and coordinate these investments with greater synergy between public and private sectors, and attended the report launch in Addis Ababa in February. On the same occasion, COLEACP attended the first FAO/World Health Organization/African Union International Food Safety Conference, sharing a stand at the event with the EU Delegation to the African Union. The meeting aimed to identify key actions and strategies to address current and future challenges to food safety globally, and strengthen commitment at the highest political level to scale up food safety in the 2030 Agenda for Sustainable Development.

## Research initiatives

COLEACP is represented on the Supervisory Board of **ICRA** (International Centre for development-oriented Research in Agriculture), and attended two board meetings in July and September, as well as monthly meetings via webinar. This is a time of considerable change for the organisation in terms of funding, governance and leadership.

COLEACP is also an active member of three European research coordination initiatives:

- The **ARCH** Strategic Working Group (Agricultural Research towards greater impact on global Challenges) has provided a strong link between the European Initiative for Agricultural Research for Development (EIARD) and the Standing Committee on (European) Agricultural Research (SCAR), with the aim of increasing the contribution of European agricultural research investments to global food security. COLEACP attended the ARCH Strategic Working Group meeting in December to discuss the final report and future strategy for ARCH.
- European Forum on Agricultural Research for Development (**EFARD**).
- Global Forum for Agricultural Research (**GFAR**).

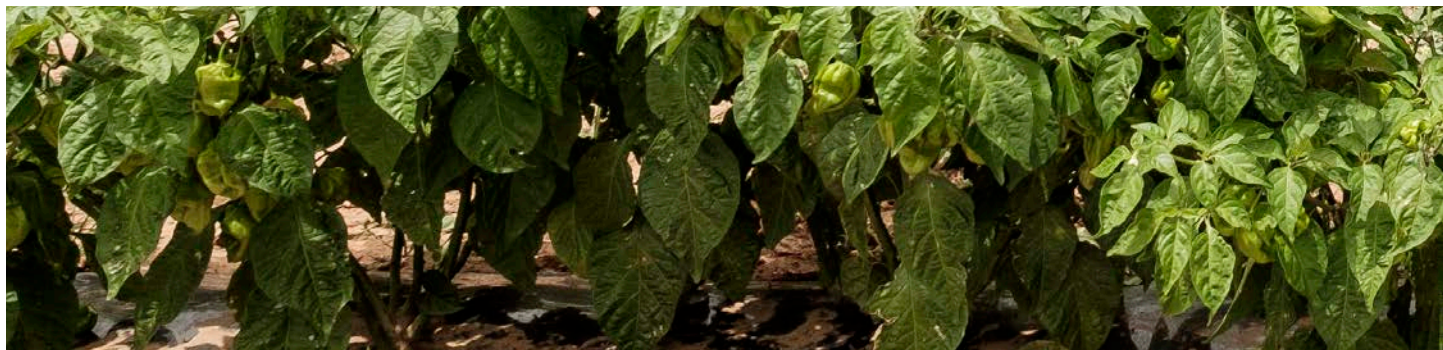
## Developing partnerships

The Fit For Market programmes have enabled COLEACP to form relationships with partners throughout the ACP countries, and all our programmes benefit from these synergies. The COLEACP team enjoys regular exchanges with more than 150 partners, some of whom are the subject of formal agreements. COLEACP aims to work with its technical and financial partners to focus on the following key activities:

- disseminating knowledge and know-how on a wider scale for all actors in the value chain through closer links with the academic/learning community and increased digitisation
- linking the needs of the private sector with research results to improve access to technological innovations in the production, processing and management of companies
- improving investment conditions and

access to adequate financing for SMEs through targeted collaborations with financial intermediaries and investors who share our vision and values

- empowering MSMEs to seize opportunities at national and regional levels, emphasising added value, and also to the EU and international markets through compliance with SPS regulations
- integrating sustainable agricultural and management practices into development strategies in order to improve the competitiveness of MSMEs
- making agriculture more attractive to the younger generation by working to share fair value across supply chains
- contributing to national, regional and global alliances and networks through trusted and transparent partnerships between the public and private sectors, universities, research and civil society.





## 2019 highlights

COLEACP was invited to attend CABI's 20th Review Conference in September. This was followed by a meeting with CABI representatives in Brussels in November to discuss concrete opportunities for future sharing, coordination and collaboration. Both organisations act along agricultural value chains. Although in the past CABI has worked primarily on public sector-related plant health issues while COLEACP focused mainly on food safety in the private sector, in recent years there is increasing overlap, especially in the delivery of SPS support. The intention was confirmed for further collaboration, for example on the development and use of e-learning and of tools such as CABI's Biopesticides Portal and COLEACP's e-GAP database of good agricultural practices and MRLs. In Kenya, COLEACP will provide training on food safety to plant doctors trained by CABI's Plantwise programme.



*Members of the COLEACP team with CABI's Ulrich Kuhlmann, Executive Director, Global Operations and Roger Day, Programme Executive, Action on Invasives*





# 4 2019 Activities

COLEACP and **OXFAM International** met in December to address topics of common interest and develop potential synergies. One example is monitoring of small-scale producers' incomes – how can COLEACP's training tools serve OXFAM projects to multiply the impacts of the two organisations' activities with smallholders and collaborations with producer organisations in Sub-Saharan Africa. The first follow-up was a meeting in Abuja with OXFAM Nigeria to test these synergies on the ground.

COLEACP and the International Plant Protection Convention (**IPPC**) share many common objectives, and both organisations recognise that partnership will enable the better use of our respective resources. Areas of common interest include the need for increased capacity to implement the IPPC at the level of NPPOs; tackling emerging cross-border pests such as Fall Armyworm; and the need for better and more efficient sharing of information and resources. Current and planned COLEACP–IPPC collaboration includes the translation of IPPC Guides into French; the implementation of a Phytosanitary Capacity Evaluation (PCE) with the NPPO of Sierra Leone (see page 54); and the joint development of training materials and tools, in particular using digital learning.

COLEACP was also invited by the German development agency **GIZ** to explore how both organisations can collaborate on SPS issues in Africa.

In 2020, particular emphasis will be placed on continuing discussions with potential financial partners; and on establishing and consolidating technical partnerships with research institutes and laboratories in ACP countries, and with manufacturers of PPPs. COLEACP also aims to strengthen links with farmers' organisations – the PanAfrican Farmers Organization (**PAFO**), Réseau des Organisations Paysannes et de Producteurs de l'Afrique de l'Ouest (**ROP**PA), Plateforme Sous-Régionale des organisations Paysannes d'Afrique Central (**PROPAC**), Eastern Africa Farmers Federation (**EAFF**), Southern African Confederation of Agricultural Unions (**SACAU**) – to promote mutual reinforcement of our areas of interest and expertise.

In collaboration with our partners, COLEACP also has plans to strengthen proposals through opportunities for shared reflection, for example via multi-stakeholder think-tanks, for instance with **FARM** and the **Innovation Forum**.







# INFORMATION & COMMUNICATION



MEET THE COLEACP  
TEAM FROM THE  
INFORMATION &  
COMMUNICATION  
DEPARTMENT



## Information and communication

*Engaging, listening and learning are central to effective communication. In 2019, we continued many conversations with our colleagues in companies and national and international organisations. These included information-sharing missions, trade fairs, participation in events, and the production of targeted publications and training materials.*

### COLEACP's big conversation – Board and Consultative Committee

The November Board meeting was followed the next day by an Advisory Committee for COLEACP and its programmes, which aimed to take a dynamic and interactive approach to stakeholder engagement. Two panels, with lively contributions from the floor, were followed by a roundtable and audience feedback via a smartphone app. The first panel consisted of COLEACP Board members Mactar Fofana, Thomas Hildenbrand, Leena Malde and Apollo Owuor, who focused on questions around the major challenges their businesses face; the main tools needed to develop their businesses; and priority actions to make the agricultural sector more attractive to ACP youth and women. The second panel gave the platform to representatives of the donors of COLEACP's programmes: Christian Fusillier, Head of Agriculture, Rural Development and Biodiversity, French Development Agency; Marlynne Hopper, Deputy Head, STDF, Agriculture and Commodities Division, WTO;

Viwanou Gnassounou, Assistant Secretary General, ACP Group of States; and Leonard Mizzi, Head of Unit – Rural Development, Food Security and Nutrition, DG DEVCO. Panellists discussed future priorities for their respective organisations – and what makes COLEACP unique.

COLEACP's General Delegate, Jeremy Knops, then set out COLEACP's vision for the future. COLEACP's signature, *Growing people*, reflects its vision that the changes under way in the agri-food model at all levels – production, processing, marketing and consumption – call for a system of continuous training and professional development adapted to current generations and all economic operators in the agricultural and food sector. This applies in particular to the ACP countries, especially those in sub-Saharan Africa, as these countries are well placed to become the driving force behind a new model of sustainable agriculture.

To achieve this, Jeremy recalled that COLEACP and its partners must first capitalise on and disseminate the knowledge and know-how acquired mainly in the fruit and vegetable export sector, the progress of which is, and will be, transferred to local markets and other value chains. As a relay of this collective intelligence and beyond the Consultative Committee meeting, COLEACP intends to continue its consultation process in 2020 in order to better defend the interests of its ACP countries and European members and to maintain its distinctive position in the service of the public good.



While other institutional partnerships may arise in the years to come, COLEACP's primary aim is to strengthen relationships with its existing partners. Jeremy's presentation was followed by a roundtable discussion on the post-2020 priorities for COLEACP and its programmes, with the panellists joined by COLEACP Board members Karim Dostmohamed and Vincent Omer-Decugis.

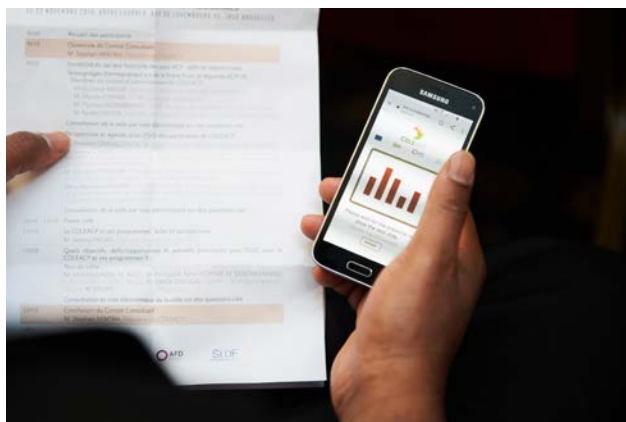
The meeting's conversational format enabled us to listen closely to our ACP and European partners (both private and public sectors); share the state of play and strategic issues; and initiate a consultation process with COLEACP's stakeholders, which will be followed up in 2020.



*COLEACP Board members Mactar Fofana, Leena Malde and Apollo Owuor*



*HE Mr M'Beou Kokou Nayo Atsumikoa, Representative Head of the Mission of the Togolese Republic to the European Union, with COLEACP President Stephen Mintah*



*Christian Fusillier (AFD)*



*HE Mr M'Beou Kokou Nayo Atsumikoa, Representative Head of the Mission of the Togolese Republic to the European Union, with COLEACP President Stephen Mintah Leonard Mizzi (DG DEVCO), Marlynne Hopper (STDF) and Viwanou Gnassounou (ACP Group of States)*



## A new logo to express COLEACP's vision

COLEACP's vision is that ongoing changes in the global agri-food model will require continuous capacity building and training for current and future generations of producers, entrepreneurs, consultants, technicians and all economic actors in the agricultural and food system. This is especially the case in ACP countries and particularly in sub-Saharan Africa, which is well positioned to become the driving force behind a new, sustainable model of agriculture.

**Growing people** means moving forward and growing sustainably by giving companies and people the means to flourish while respecting the environment and the humanity of each individual. It means continuously capitalising on and disseminating COLEACP's knowledge, know-how and specialised expertise, acquired over the years in all areas of the fruit and vegetable sector, to contribute to a profound transformation of agriculture that meets the needs of food security, ecosystem conservation and economic growth.

**Growing people** calls for members to achieve sustainable development objectives through building human capacity and value sharing in agri-food production and marketing chains at national, regional and global levels.



**GROWING PEOPLE**

The new Fit For Market SPS programme built on the existing branding of Fit For Market to establish a recognisable identity building on synergies between the programmes and making clear the financial support of the EU and ACP Group of States. Thirty new corporate presentation materials for Fit For Market SPS were published in 2019 (all languages combined).



Work on COLEACP's new branding, managed by communications agency Shake (shake.be), was carried out in 2018. The first public outing for the new visual identity was in February 2019 on the Fruit Logistica stand (see page 118), followed by use on the new website (see page 122).







# 4 2019 Activities

## Events

For a full listing of COLEACP's attendance at trade and sector events in 2019, see the 'Annual calendar and main events' in Part 1. Some examples of key events are illustrated here.

COLEACP's lively stand at Fruit Logistica 2019 was the first information and communication support to display the association's new logo – *Growing people*. As usual, COLEACP's stand at the fair offered space and resources for members to hold client meetings and to display their own videos and products – including via a much appreciated juice bar.

All the support services offered to members attending, and tips on how to benefit from the event, are presented in the Practical Guide *Making the most of your participation in Fruit Logistica*.



*Fruit Logistica, Berlin, 6–8 February 2019*







*European Development Days, Brussels, 18–19 June 2019*

EDDs 2019 focused on “Addressing inequalities: building a world which leaves no one behind”: specifically, why inequalities matter; understanding their structural causes; and working better together through more effective policies to address inequalities, with a particular focus on youth. COLEACP’s stand enabled young and upcoming ACP entrepreneurs to promote their products, as well as presenting the results of COLEACP’s programmes.



# 4 2019 Activities



SARA 2019 (Salon International de l'Agriculture et des Ressources Animales d'Abidjan) in Côte d'Ivoire in late November focused on 'Smart Agriculture & Technological Innovations: Which perspectives for African agriculture?'. COLEACP's stand offered opportunities for many conversations with the region's fruit and vegetable producers/ exporters and competent authorities, and to promote the Fit For Market programme.



A lively round-table event at SARA 2019, organised jointly by COLEACP and Air France KLM Martinair Cargo, discussed priority actions for the sustainable development of West African mango exports by air.



After an opening address by Mactar Fofana (Managing Director of Citrus and Oilseeds of Mali and President of the West African Mango Regional Alliance), the floor was shared between COLEACP's Emmanuel Bourcelet and Éric Mauroux of Air France KLM Martinair Cargo (pictured, top right) as well as various stakeholders active in the Ivorian and regional horticultural sector.



*SARA, Abidjan, 22 November–1 December 2019*





COLEACP has regular, personal appointments with the Embassies of the ACP countries in Brussels, either on their premises or at COLEACP's Brussels office.

*Meeting with representatives of the Embassies of Côte d'Ivoire and Chad, and of the Pacific Islands, to the Organisation of ACP and EU countries*



## COLEACP's online presence in 2019

### COLEACP corporate website

In 2019 COLEACP launched its new corporate website at [www.coleacp.org](http://www.coleacp.org). The new site is independent from the existing members' e-services website, and is intended to provide easy access to information on COLEACP's activities and about the organisation itself. The content is currently available in three languages (French, English, Spanish and Portuguese).



### COLEACP e-services website

The e-services website was upgraded in 2019 to provide one-stop access to all COLEACP members' resources. These include the previously separate e-learning (see page 62) and e-library functions, in addition to the e-GAP database (see page 97) and online forms to request programme support.

In late 2019 a dedicated news section was added on the potential impacts of Brexit on ACP trade, including a Brexit Readiness Assessment Tool. The information on Brexit will be regularly updated in 2020 as the situation unfolds.



### COLEACP country websites

The prototype for COLEACP's first country website – for Kenya – was developed later in 2019 in collaboration with stakeholders. Country websites for the first 20 countries were launched in 2020.













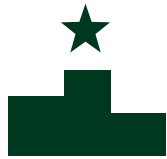
# 4 2019 Activities

## Social media

A special effort has been made on social media in 2019, in particular from September, with a view to animating the COLEACP network and giving more visibility to its programme activities

					
 NUMBER OF POSTS IN 2019		352	44	390	142
 ENGAGEMENT RATE IN 2019 (COMPARED WITH 2018)			n/a	+38%	+29%
WHO WERE OUR FOLLOWERS IN 2019?	NUMBER	3,728	318	1,200	1,666
	% FEMALE	39	42	32	
	% MALE	61	58	68	
	TOP 3 COUNTRIES	Kenya, Ghana, Côte d'Ivoire	Nigeria, Tanzania, Kenya		Belgium, France, Italy



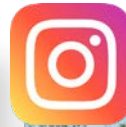


## MOST POPULAR POST



### Fit For Market SPS video

- Reached: 12,772
- Engagement: 3,699



### Technical assistance to HavaMad in Madagascar

- Impressions: 77,742 (87%)
- Reached: 60,988



### Fit For Market SPS video

- Impressions: 5,395
- Engagement: 172



### Salon international de l'Agriculture et des Ressources Animales d'Abidjan (SARA) in Côte d'Ivoire

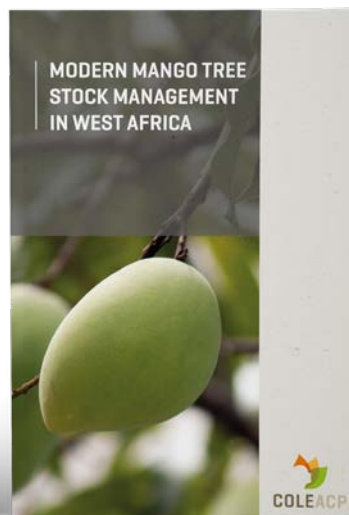
- Impressions: 1,373
- Engagement: 18%

## Productions

In 2019, COLEACP designed, produced and disseminated publications and digital material to its members, partners and network, most in at least two languages (English and French), and a large number of training brochures also in Spanish. Some examples of the different types of productions released in 2019 include:



*Horizons magazine*



*Modern mango tree stock management in West Africa - technical brochure*



### West African mango: Working together for a sustainable sector

In December, a short video was released to promote the West African mango industry: "La mangue de l'Afrique de l'Ouest, ensemble pour une filière durable" (in French). The video follows the value chain from farmers through to export/import to European markets <https://www.youtube.com/watch?v=vObXjkJGzIE>

Work also began in 2019 on a promotional video for the West African banana industry, for release in early 2020.



# BUSINESS DEVELOPMENT



MEET THE COLEACP  
TEAM FROM  
THE BUSINESS  
DEVELOPMENT  
DEPARTMENT



## Business development

*COLEACP supports members and partners to achieve access to finance, and to identify business developments through market monitoring and participation in trade fairs and professional forums.*

### Advice on access to finance

Agriculture is the main economic activity of the ACP States. Despite the massive injection of capital into the agricultural sector by international donors and development banks via (mainly) the traditional banking sectors, and the development of COLEACP's activities in this area through its Fit For Market programmes, it is clear that access to finance remains a major challenge for MSMEs in ACP countries.

This major challenge can be explained as much by internal limitations (e.g. lack of reactivity or time to invest in setting up a business plan, financial statements that are not audited or validated by accredited accountants) as by external impacts (e.g. intrinsic risks in the fresh produce segment such as unpredictable

weather conditions or price uncertainty, significant costs of legal, fiscal and financial due diligence).

COLEACP provides its programme partners with technical support for access to finance through its business development department. The assistance offered by COLEACP on the theme of access to finance includes support at three levels:

- internal technical support
- external technical support
- linking up with financing structures for which the investment criteria are met.

COLEACP works in collaboration with financial institutions geared towards financing projects in favour of SMEs. This financing is aimed in

particular at sustainable sectors, including the agricultural sector. The volume of activity will increase significantly in 2020.

The number of financial institutions with which COLEACP is in contact has increased; and the number of requests for support from MSMEs in the areas of financial planning and access to capital markets has also increased.

In 2019, 29 enterprises received direct or indirect support. Twenty-seven business plans have been analysed internally, and 11 projects have been linked to one or more financing structures. An example of support for a Ghanaian production and processing company to develop its business plan and approach global investors is presented on page 42.



## B2B trade fairs

COLEACP also identifies business developments for the organisation, its members and partners through participation in trade fairs, professional forums, and targeted market monitoring in the fruit and vegetable sector.

The main business-to-business exhibition in which COLEACP participates for the benefit of its members and partners is Fruit Logistica, held in Berlin each February (see page 118). In 2019, over 85% of more than 78,000 trade visitors to the event from all over the world were directly involved in sourcing and distributing fruit and vegetables, with many more in the fields of production and export looking to purchase new technologies, services and raw materials. COLEACP's stand in the Africa Hall was the venue for many business meetings, and enabled COLEACP to engage with 220 professional contacts. We also distributed a guide entitled "Making the most of your participation in Fruit Logistica" to our partners prior to the exhibition, to ensure that participating ACP companies get the best possible value from their attendance. On request, individual accompaniment is provided to our partners during the exhibition.

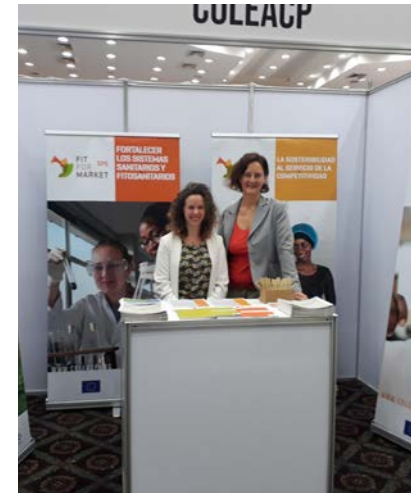
In addition to Fruit Logistica and the SARA exhibition, COLEACP attended the following B2B trade fairs:



*BIOFACH 2019 in Nuremberg*



*MACFRUT in Rimini*



*Agroalimentaria in Santo Domingo*



*FPEAK's exhibition in Nairobi*



*Fruit Attraction in Madrid*

## Brokering export partnerships and B2B links

### Benin

In May, a Delegation from Benin visited Paris and Brussels with the support of the country's Pineapple Processing for Export (PINEX) programme. Mr Sètonджи Epiphane Hossou, Director of Benin's National Food Safety Agency (ABSSA), Mr Kisoto Chabi Sika, Director General of the Central Laboratory for Food Safety (LCSSA), and Mr Adossou, Director General of the Plant Protection Service, requested COLEACP to organise a meeting in France with the Directorate General for Competition Policy, Consumer, Affairs and Fraud Control (DGCCRF) and the French Plant Protection Service. This was a follow-up to previous meetings in Benin with pineapple producers/exporters and representatives of professional organisations, in the context of reinforced controls on pineapples imported to the EU from Benin from January 2019. The DGCCRF also wished to pursue cooperation with ABSSA. The Benin Delegation also visited the bureau of the Belgian Food Safety Agency (AFSCA) at Brussels Airport – Zaventem to learn about their phytosanitary control procedures.

### Togo

Members of COLEACP's team participated in the First Togo–EU Forum in June. At a pre-event organised by the Ministry of Agriculture, COLEACP was invited to make a presentation on "Export rules for agricultural and agri-food products to access the EU market" and on the STDF Togo programme. This was followed up by a further visit in November to a workshop on the results of the Value Chain Analysis for Development (VCA4D) study on the pineapple industry, where COLEACP made a presentation on the European pineapple market.

### Fiji

At the Joint ACP-EU Private Sector Development Information, Knowledge Sharing and Networking event for the Pacific region in December, COLEACP participated in a B2B session for Fijian producers and export companies. The event, organised with the technical support of the Pacific Islands Forum Secretariat and the Pacific Islands Private Sector Organisation (PIPSO), brings together the implementation agencies of ACP/EU financing facilities and private sector development programmes on one hand, and ACP private sector stakeholders on the other.



*COLEACP's Denis Félicité-Zulma meets businessman Sam Vea of the Tonga Chamber of Commerce & Industry at a B2B session in Fiji. Photo: PIPSO*













# 5 IMPACTS – ECONOMIC, ENVIRONMENTAL AND SOCIAL

## Monitoring methods

### Live dashboard

In 2019, COLEACP's new live dashboard system (see Part 4 of this report) has been a key factor in establishing improved monitoring and evaluation systems for our programmes.

The system:

- ensures harmonisation of data collected under COLEACP programmes
- facilitates management and technical and administrative decision-making supported by quantitative analysis
- detects anomalies in real-time to enable quick reactions
- provides reliable information on the results and impacts of programmes in real-time
- enables more efficient communication with stakeholders.

### SMART indicators

Good practices and lessons learned are identified on an ongoing basis through SMART (Specific, Measurable, Achievable, Realistic, Time-bound) indicators at five levels:

- data on programme activities (numbers of partners supported, activities, countries covered, experts available; status of activities and commitments; number and types of partners receiving training and support)
- basic data on the evolution of programme partners receiving support (numbers of employees, producers, gender distribution, turnover, volumes on local/regional/international markets)
- advanced data on the evolution of programme partners (decent work, good production practices, good environmental practices)
- international statistics (ACP exports; EUROPHYT and RASFF notifications)
- livelihood situations, mainly at the beginning and end of programmes, through specific case studies.

The information for these indicators is collected from a variety of sources:

- internal management tools: mainly for basic data on programme activities
- COLEACP's Self-Assessment System: focuses on the results (impact) of the programme on partners receiving support, with a baseline established by the MoU and at least three surveys during the support programme
- analysis of international data sets
- missions to partner locations: to obtain qualitative information (e.g. causes of changes detected) and to contribute to the development of action strategies
- surveys and external studies: to consider impacts in terms of livelihoods.



## Establishing baselines

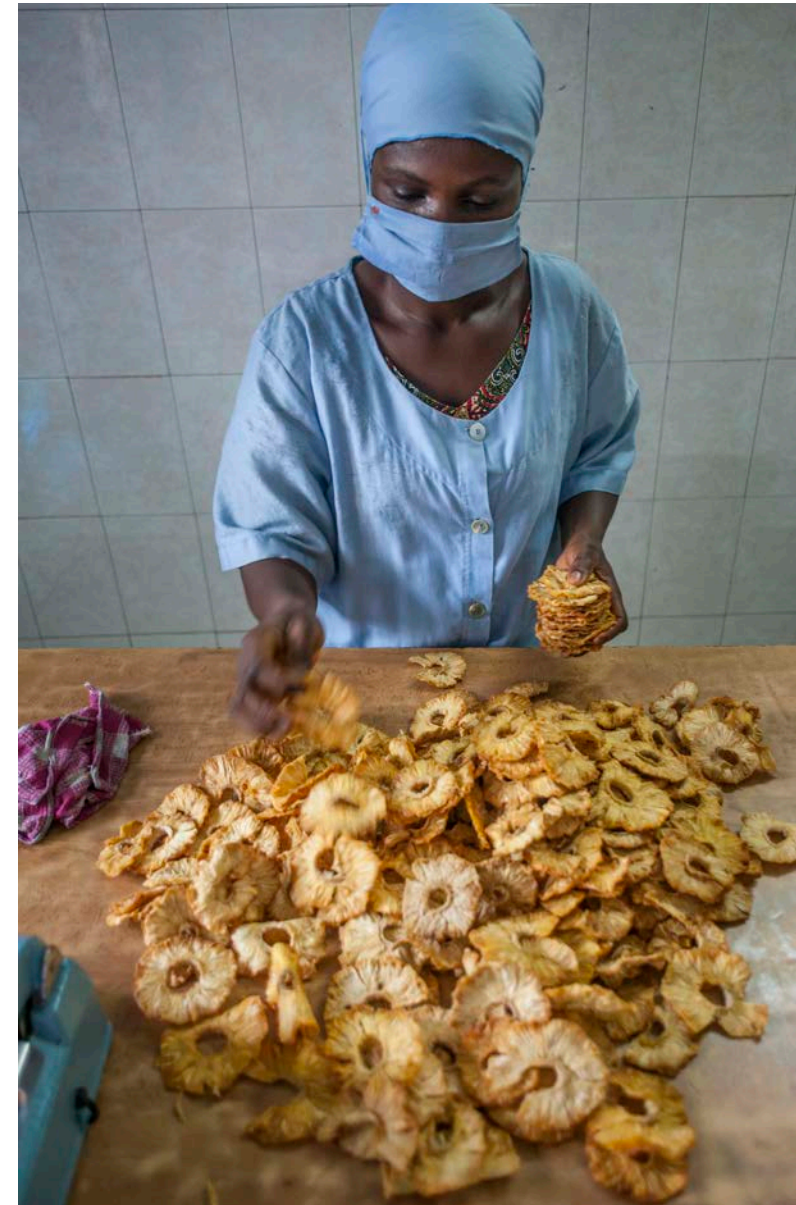
In 2019 COLEACP defined the data sets that programme partners must complete when submitting applications to both Fit For Market programmes. For Fit For Market, this relates to their financial and operational situation (production volumes, sectors concerned, turnover, number of employees, number of producers, certifications obtained, etc.). For Fit For Market SPS, the monitoring service defined a series of data that partners must complete when submitting their application for assistance. This information enables support to be framed in the best possible way and individual baselines to be established. This baseline is validated on the signing of a Memorandum of Understanding between COLEACP and the partner company or organisation. For each partner, the evolution of these indicators is monitored at mid-term and at the end of the implementation of the action plan.

## Sustainability Self-Assessment System

COLEACP's Self-Assessment System (described on page 47) is a business management tool for producers and suppliers in ACP countries. Value chain operators can use it to prevent bad practices, integrate good practices and consolidate their financial viability. The tool provides companies with a framework for continuous improvement. For ACP producers, companies, cooperatives and farmers' groups, the adoption of sustainable practices can have a positive impact on their company's financial results. With the right assessment and monitoring tools, there are ways to make farms and businesses more efficient, profitable and resilient.

*The Self-Assessment System has been implemented by 328 companies and producer groups, with a further 200 in progress.*

Tickling the sustainability box opens access to high value-added and niche markets, both regionally and globally. With their low-input farming systems and awareness of the development impact, ACP horticultural producers are already well placed to produce the sustainable crops and foods that are increasingly in demand by markets. There are



# 5 Impacts

clear opportunities to take advantage of this position and develop new markets in the fruit and vegetable sector.

The Self-Assessment System builds on and links with existing industry models, with adaptations to the ACP horticultural context. Importantly, it drives internal change that is within the choice and control of the company, rather than at the demand of the market.

All MSMEs, cooperatives and farmer groups supported by the Fit For Market programme are required to complete the assessment at the start and end of their individual project (as a minimum). After completing the Self-Assessment System, they receive an assessment report that provides easily accessible feedback reports and overviews, visualising and monitoring progress over time. This enables them to develop a company

profile, which they can use to demonstrate to clients their use of responsible and sustainable practices (see example on page 144).

As well as providing a management tool for businesses, the Self-Assessment System also assists COLEACP with the development, monitoring and evaluation of support projects. An initial assessment of each company makes it possible to identify the areas in which it will benefit most from assistance, and guides the action plan. Periodically, follow-up evaluations monitor the progress made, and a final evaluation at the end of each project enables an assessment of overall impact.

Since the start of the Fit For Market programme, the Self-Assessment System has been implemented by 328 companies and producer groups, with a further 200 in progress.

## Version 2.0

In 2020, work will continue on rethinking the structure of the Self-Assessment System to streamline its efficacy, both administratively and for the companies that use it. For users entering data, the structure and content of the system will be simplified and made more accessible. And for COLEACP, the reporting process will enable the automated generation of reports. Also, in a further stage of development, each proposed support project will be linked directly and automatically to COLEACP's various support capabilities, for example to the appropriate e-learning modules, fully integrating the outputs of the Self-Assessment System into our systems.





## Collaboration with VCA4D

Value Chain Analysis for Development (VCA4D) is an EU-funded project (DEVCO) that aims to measure value chain performance in developing countries. VCA4D responds to the need for quantitative data and evidence-based indicators to inform decision-makers. It provides a detailed assessment of a value chain's operation and its impact on the main economic, social and environmental dimensions of sustainable development. VCA4D intends to deliver evidence-based analytical content rather than a definite performance appraisal, so as to inform decision-makers and allow them to make their own judgement.

During 2018 and 2019, COLEACP took part in pilot studies by DEVCO on two ACP horticultural value chains: mango in Burkina Faso and green beans in Kenya. COLEACP provided information on the organisation of these value chains and support provided by the association to date. The information obtained by these studies is used to establish the baseline for meeting defined programme impact indicators. Similar studies are planned for 2020 to assess the impact of Fit For Market on these indicators.

In 2019, COLEACP continued to work with VCA4D to strengthen this partnership in order to assess the value chain/country pairs identified as priorities for programming. This has involved providing information on

the organisation of specific value chains (processed mangoes and pineapples in the Dominican Republic; pineapples in Togo and Benin), and on the support provided to them by the Fit For Market programmes. COLEACP collaborated with VCA4D to participate in the European Development Days 2019 in Brussels. Throughout the year, information and coordination meetings with VCA4D have proved useful for the development of programme impact indicators.

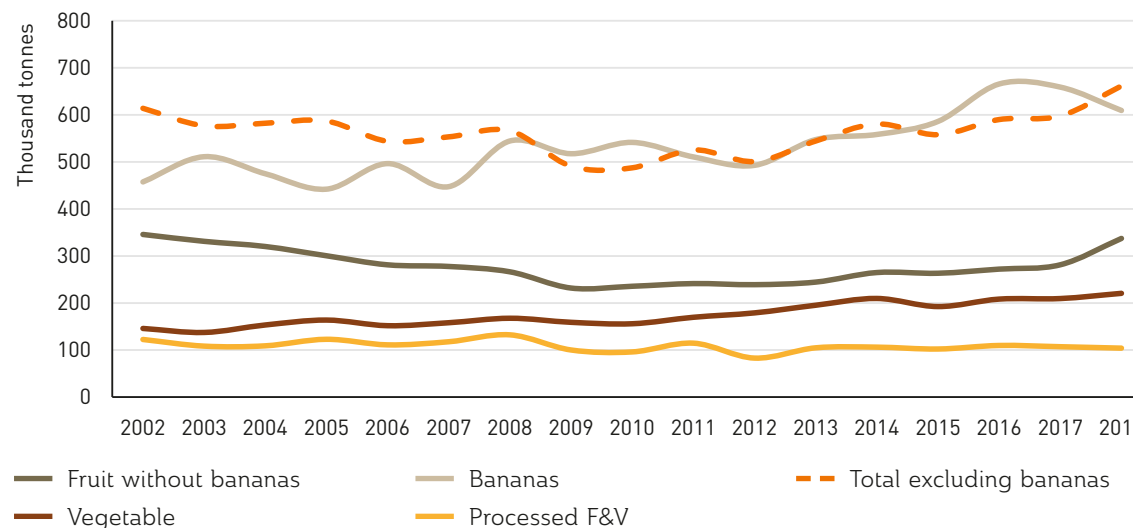


## Economic impact

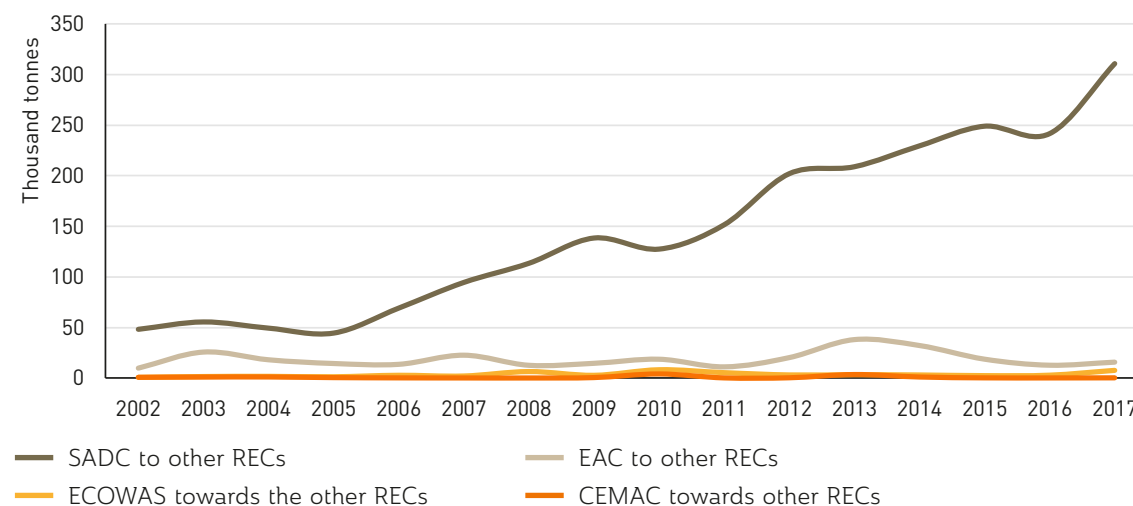
Impacts of activities are measured:

- over a specific timeframe and/or within a specific programme
- at several economic levels
- via specific indicators linked to objectives and expected results, highlighting impacts on market access, employment, small-scale producers, gender, sustainability, etc.

Trends in ACP fruit and vegetable exports to the EU (volumes in tonnes, excluding bananas, 2009-2019)



Trends in inter-regional ACP fruit and vegetable exports (volumes in tonnes, excluding bananas, 2009-2019)





## FIT FOR MARKET



**+1.86 M**

NUMBER OF SMALL-SCALE PRODUCERS IMPACTED (DIRECTLY AND INDIRECTLY)



**+138 000**

NUMBER OF COMPANY EMPLOYEES IMPACTED

## At the mesoeconomic level

328 completed reports generated by COLEACP's Self-Assessment System were used to provide measures of individual and collective impacts on SMEs in the fruit and vegetable value chain.

Regarding access to finance, the percentage of MSMEs supported by the Fit For Market programme who reported realising important investments over the past 3 years is 79%, with the largest share (39%) seen in the past year.

*Cumulative 2016-2019 (years 1-4) For SMEs/producer groups receiving support from the Fit For Market programme*



Cumulative sales volumes by MSMEs/producer groups (tonnes) 2,246,390

EU market 452,498

Other international markets 294,148

Local and regional markets 1,499,744

## Social and environmental impact

### Integrating gender equality

A diagnostic mission on the integration of gender and gender equality within COLEACP's activities was carried out from January to April 2019 by the Environmental and Social Support Division of the French Development Agency (AFD). This concluded with a session to report and define the next steps in the deployment of COLEACP's gender and equality approach. Participants drafted a strengths-weaknesses-opportunities-threats (SWOT) analysis of

gender mainstreaming by COLEACP, as well as a gender action plan, which are serving as evolving working and monitoring tools for further work on the gender diagnosis.

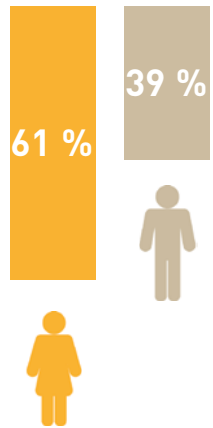
Through COLEACP's extensive network of partners, greater consideration of gender issues in all its activities can have a very significant impact in reducing inequalities between women and men. This is why AFD considers that this gender approach should

be based in particular on capacity-building work for COLEACP staff and partners. In 2019, the Agency plans to finalise and implement an action plan and specific monitoring on gender issues in COLEACP, both internally and within its technical assistance activities in ACP countries. The illustrations show a snapshot of gender parity both internally within COLEACP and externally among its programme partners, in 2019.

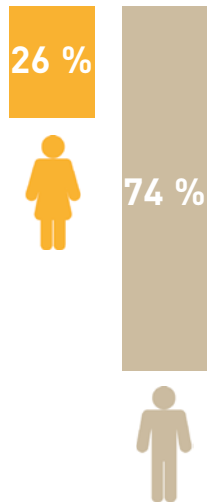




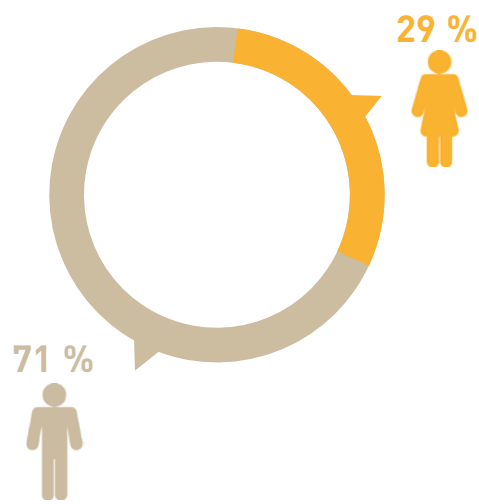
COLEACP employees



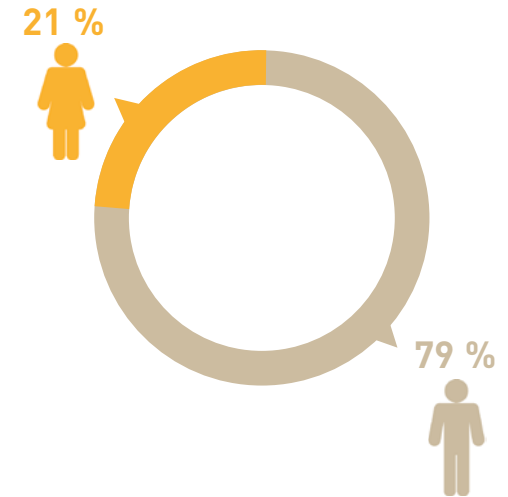
Experts under framework contract with COLEACP



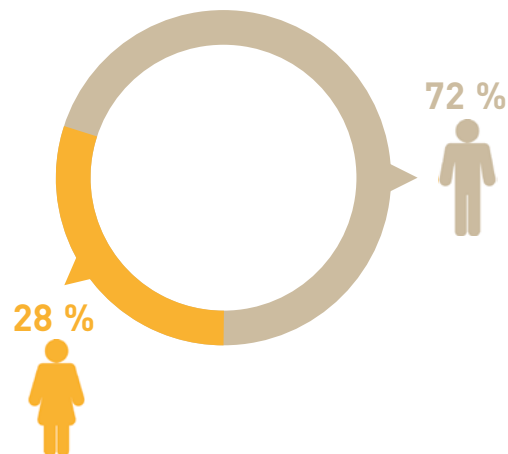
People receiving individual training



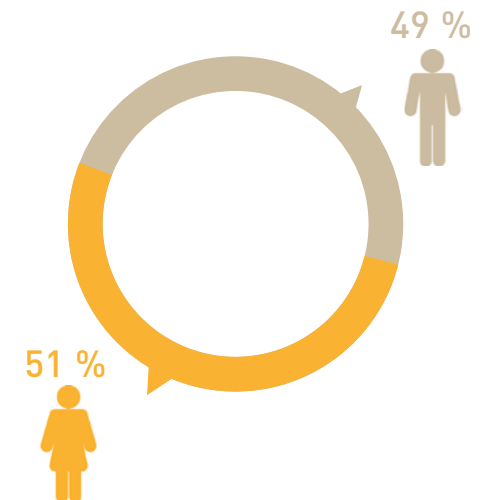
People receiving group training



Learners registered on the e-learning platform



Employees of SMEs/producer groups that have MoUs with COLEACP



## COLEACP's first ECODYN star

Since 2017 COLEACP has been implementing a proactive environmental policy within the organisation itself. Working towards the Ecodynamic Enterprise (ECODYN) Label provides a concrete focus and enables us to measure our progress.

ECODYN is an official and free accreditation administered by Brussels Environment. It rewards and encourages companies, non-profit organisations and institutions in the public and private sectors in Brussels to take action to reduce the impact of their activities on the environment.

The label highlights initiatives in areas such as waste prevention and the circular economy, rational energy use, good management of worker mobility, and sustainable food.

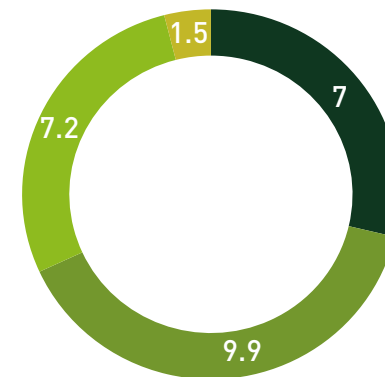
Benefits include:

- official recognition by the Brussels-Capital Region
- substantial financial savings for the organisation
- membership of a dynamic network
- a boost for the organisation's brand image.

ECODYN rates eco-management processes on a scale with three levels of environmental performance: one, two or three stars.

A working group of five volunteers manages the process and acts as a conduit for information, with the full support and commitment of the general management. The process makes it possible to take stock of what is currently being done, particularly in terms of mobility, waste management and procurement policy, and to identify and prioritise the actions to be carried out.

For example, we learned that in 2018 one full-time employee at COLEACP generated an average of 25.6 kg of waste per month, broken down as follows:



- plastic/metal/drink cartons (PMC)
- organic waste
- residual waste
- paper/cardboard

So in 2019, for two separate months the waste generated by all COLEACP staff was weighed in order to assess our impact at this level.

### Success!



In October 2019, an auditor visited the COLEACP office in Brussels, and in November COLEACP was awarded its first ECODYN label (1 star) – see [www.ecodyn.brussels/sitelabel/coleacp/](http://www.ecodyn.brussels/sitelabel/coleacp/)

This is just the first step – in line with COLEACP's ethos of continuous improvement, we are now working hard to reach the second level.





## Social and environmental impact

COLEACP uses aggregated data generated by MoU baseline data and the Sustainability Self-Assessment System to provide information for impact monitoring.

In environmental and social terms, 73% of SMEs and producer groups are already adopting good production practices in terms of health quality and environmental protection, and 27% of them hold social certification.

Regarding finance, 31% consider that they do not currently have access to sources of finance under suitable conditions.

The following data describe the cumulative outcomes of the Fit For Market programme by the end of 2019. SMEs and producer groups that had signed an MoU under the Fit For Market programme have provided employment for 138,836 people. The total number of small producers impacted by the programme directly and indirectly by the end of 2019 is 1,861,287, notably through capacity building of public and private extension services and support for the establishment of COLEACP's cascading training system within umbrella producer associations.

### Example: A Nairobi-based exporter of fine vegetables to European, Middle Eastern and Asian markets

This Kenyan company sources fruit and vegetables from two farms which it manages, and from a number of outgrower groups representing over 250 individual outgrowers. The company exports fine vegetables such as French beans, snow peas, sugar snaps and chillies, and smaller amounts of passion fruit and avocados, and also sells vegetables on the domestic market.

The two company farms and some of the suppliers hold GLOBALG.A.P. certification; one farm also has GLOBALG.A.P. Risk Assessment on Social Practice (GRASP) certification. The company used the Self-Assessment System in 2017 for the first time; mapping improvements in 2018 enabled priorities to be set for working with this partner in 2019.



# 5 Impacts

## Overall assessment

The company had achieved various improvements, especially regarding the formalisation of business relationships and extending good agricultural practices to outgrowers. A key positive development in 2018 was the introduction of formal contracts for outgrowers and suppliers, with details on quantity, price and payment terms. Respect for written contracts helps the company to gain trust throughout the value chain.

The company also achieved a higher score on health and safety for its workers compared with 2017, and has now checked with its suppliers that they are also using good social and labour practices.

The area where least progress was identified was (4) Protecting the environment. Although the company has implemented a biodiversity management plan for its own farms, there is room for improvement in extending best practices to the outgrower level.





## (4) Protecting the environment

Regarding (b) water management, the company keeps records of its water use for irrigation, and but this is recorded for only 20% of outgrowers. Water use efficiency could be improved through extended record keeping of water use at outgrower level and assessment of the feasibility of increasing the relative share of harvested water in the company's total water consumption.

On (d) energy management, the company records its accumulated expenses through its financial reporting and its monitoring

of electricity and fuel costs, but it needs to improve record keeping of energy consumption at all levels (including packhouses) to assess energy-saving options and improve energy efficiency.

Regarding (f) carbon accounting, the company's overall carbon footprint has not yet been calculated. One of the objectives of the Self-Assessment System is to initiate data collection and create awareness within the company on aspects that directly impact greenhouse gas emissions, such as

deforestation/reforestation of degraded land, planting perennial crops, inputs such as nitrogenous chemical fertilisers and plastics for agricultural use, as well as energy consumption. The data can then be used to calculate the carbon footprint in the next phase.





# COLEACP's Board of Directors

June 2019–June 2022

In June 2019, COLEACP's Board of Directors increased in number to 18 elected members.

Our heartfelt thanks go to the outgoing Vice-President François Maes (Special Fruit, Belgium), and Vosso Elloh (Organisation Centrale des Producteurs Exportateurs d'Ananas Banane et Autres Fruits: OCAB, Cote d'Ivoire), who ended their service on the COLEACP Board in June.

We extend a very warm welcome to new Board members Ludovic Akenan (Pronatura SAS), Volkert Engelsman (EOSTA BV), Koen Maes (Special Fruit NV), Gabriel Ouidi (OCAB), Apollo Owuor (FPEAK), Frederic Rosseneu (Greenyard NV), Komabou Tozo (Green Agri Nova), and Hans-Willem van der Waal (Agro Fair Europe BV).

The new format for COLEACP Board meetings, and our ongoing consultations with stakeholders of the two Fit For Market programmes through a new Consultative Committee, are described in Part 4 of this report.

## MEMBERS OF THE BUREAU



**Stephen Mintah**

General Manager  
SEA FREIGHT PINEAPPLE EXPORTERS OF GHANA (SPEG)  
Ghana

**President**



**Leena Malde**

General Manager  
WEALMOOR Ltd.  
Kenya

**Vice-President**



**Vincent Omer-Decugis**

President  
S.I.I.M. (SOCIETE INTERNATIONALE D'IMPORTATION)  
France

**Treasurer**



**Jean-Marie Sop**

General Manager  
UNAPAC (GIC)  
Cameroon

**Secretary General**





**Ludovic Akenan**

Import-Export Manager  
PRONATURA SAS  
France



**Edouard Choubiyi**

General Manager  
ROYAL EXIM  
Benin



**Karim Dostmohamed**

General Manager  
FRIGOKEN LTD  
Kenya



**Volkert Engelsman**

CEO  
EOSTA  
the Netherlands



**Moctar Fofana**

Manager  
AOM (AGRUMES ET OLÉAGINEUX  
DU MALI SARL)  
Mali



**Olivier Herrera Marin**

General Manager  
FRESAL  
France



**Thomas Hildenbrand**

Director of the Fruit  
Department  
SIPEF  
Belgium



**John Kavuma**

CEO  
JAKSONS UGANDA LTD.  
Uganda



**Koen Maes**

Business Development  
Manager  
SPECIAL FRUIT N.V.  
Belgium



**Gabriel Ouidi**

Executive Secretary  
OCAB (ORGANISATION CENTRALE  
DES PRODUCTEURS EXPORTATEURS  
D'ANANAS BANANES ET AUTRES FRUITS)  
Côte d'Ivoire



**Apollo Owuor**

Chairman  
FPEAK (FRESH PRODUCE EXPORTERS  
ASSOCIATION OF KENYA)  
Kenya



**Frederic Rosseneu**

Business Development  
Manager  
GREENYARD  
Belgium



**Komabou Tozo**

General Delegate  
GREEN AGRI NOVA  
Togo



**Hans-Willem  
Van Der Wall**

CEO  
AGROFAIR EUROPE B.V.  
the Netherlands



# VISIT THE NEW WEBSITES OF COLEACP AND ITS PROGRAMMES

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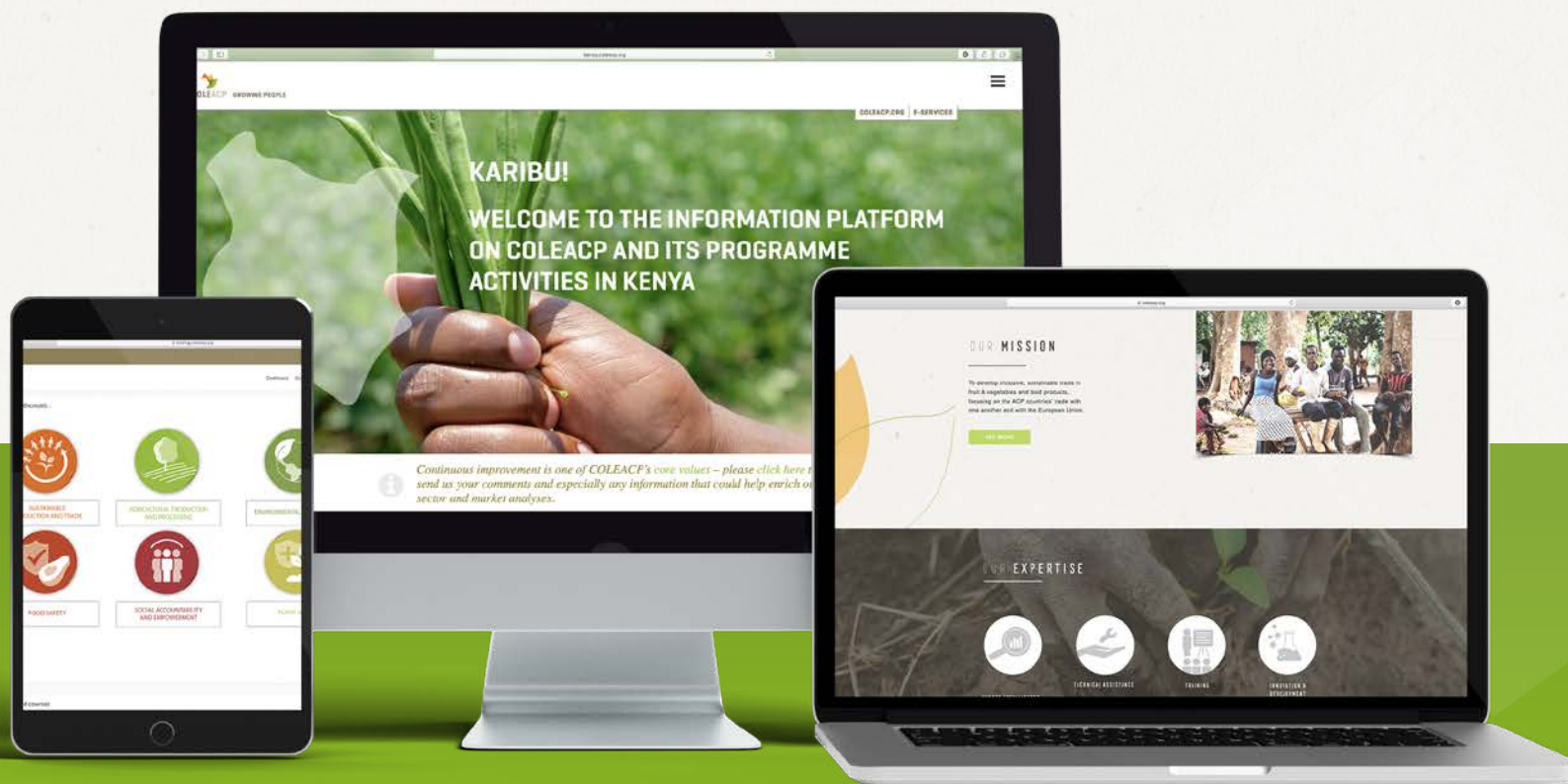
[www.coleacp.org](http://www.coleacp.org)



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



[COLEACP country website](#)







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

This publication has been prepared with the assistance of the European Union, the ACP Group of States, the French Development Agency and the STDF as part of the Fit For Market, Fit For Market SPS and STDF programmes. The content of the publication is the sole responsibility of COLEACP and can in no way be considered as reflecting the views of its partners.





