

20th May 2021, 12:00-14:00 (GMT)

## Session N°4:

# Sustainable food systems: the key role of SMEs and businesses



INNOVATIONS  
SERIES





SYNDICAT MALGACHE DE L'AGRICULTURE BIOLOGIQUE

# INNOVATION SERIES



Union created in March 2011 on the initiative of operators aware of the **economic, social and environmental** stakes of the sector and the need to structure themselves into a group to raise awareness and be the **key player** for the authorities in the Organic Agriculture sector.



## Our Objectives

- 1) To develop certified organic farming areas;
- 2) To promote certified organic production in Madagascar;
- 3) To defend the interests of organic agriculture;
- 4) To Increase the visibility of operators in the certified organic sector;
- 5) To establish a National Strategy for the development of the certified organic sector.

## Our missions

- 1) Privileged interlocutors for Public Authorities and Professionals;
- 2) Accompanying the Operators;
- 3) Participating in the negotiation process for the regulation of the organic sector at national level;
- 4) Communication.



# 10 years of evolution in Madagascar



## Madagascar 2009

- 14,069 Ha planted
- 72,498 Ha wild harvest
- 70 certified
- 4,289 Producers
- Palm oil / Green bean / Essential oil
- 22 M \$

## Madagascar 2019

- 62,800 Ha planted + 446
- 8,000 Ha wild harvest
- 226 certified + 322%.
- 67,800 Producers + 1,580
- Shrimp / Cocoa / Palm oil / Vanilla / Essential oil
- 110 M \$ + 500%

## Madagascar 2020

- Approx. 80,000 Ha planted + 27.50 %
- 13,750 Ha wild harvest
- 340 certified + 66
- Approx. 70,000 producers + 5%.
- Shrimp / Cocoa / Palm oil / Vanilla / Essential oil
- 2 organisations in organic cosmetics new
- 11 organisations Organic Textiles
- Approx. 120 M \$ + 9%

# Organic at national level

Law n° 2020-003 on Organic Agriculture in Madagascar entered into force on 09/07/2020



**National Government Policy :**

**Plan Emergence**

**Strategy No. 25:**

Valuation of labelled and manufactured agricultural products for export



**Ministry of Agriculture, Livestock and Fisheries :**

**Programme Contract**

**Objective 2:**

- 1) 20% increase in certified organic areas
- 2) To develop the National organic label: "BIO ORIGINES MADAGASCAR" (Market and Territoire)

# Reminder on the establishment of a legal and political framework supporting Organic Agriculture in Madagascar

## Structuring process supported by TFPs :

- law, application texts, study trip Maghreb, CTR training, SNABio : **BM**
- Additional technical and financial support: **GIZ and IFAD**
- Study National standard: **IISD**
- Specifications, label : **FAO**
- **Setting up CNABio: IFAD, GIZ**
- TVAB study: **AFD**

**December 2017: National conference** on organic farming

**March - November 2018: Drafting of the organic bill** by the Technical Drafting Committee

**March 2020: Drafts of implementation texts: USCAB orders, Import Equivalence, CNABIO Decree, CB, GSP**

**3 July 2020: Promulgation of Law 2020-003**



**August 2020 - February 2021: Development of SNABio**

- 2021 – 2022 :**
- **Promulgation** of implementing legislation
  - Setting up **CNABio / USCAB**
  - Elaboration of the **National Specifications**
  - Implementation **National logo**
  - **TVAB** study
  - **Project** design with TFP

# Organic zone

## "erritory with Organic Agricultural Vocation" : World Innovation

"Territories in which public-private partnerships are encouraged to facilitate the development of organic production, particularly in the periphery of **protected areas, areas with a high propensity** for organic farming, or peri-urban areas with identified potential for supplying **domestic markets**, particularly with fresh organic products"

*Law 2020-003 - Chapter I, Section II*

- 1) Starting with existing farms
- 2) Developing local markets: GSP)
- 3) Delivering local services

Identification of 10  
Zones:  
50,000 Ha  
(Example: Cacao  
Sambirano 25 000 Ha)

Environmental Protection?  
"Hot Spot Biodiversity"

# The four pillars of the National Strategy for Organic Agriculture





From the plantation in Ambanja  
(Madagascar) to the chocolate maker in Paris  
(France)

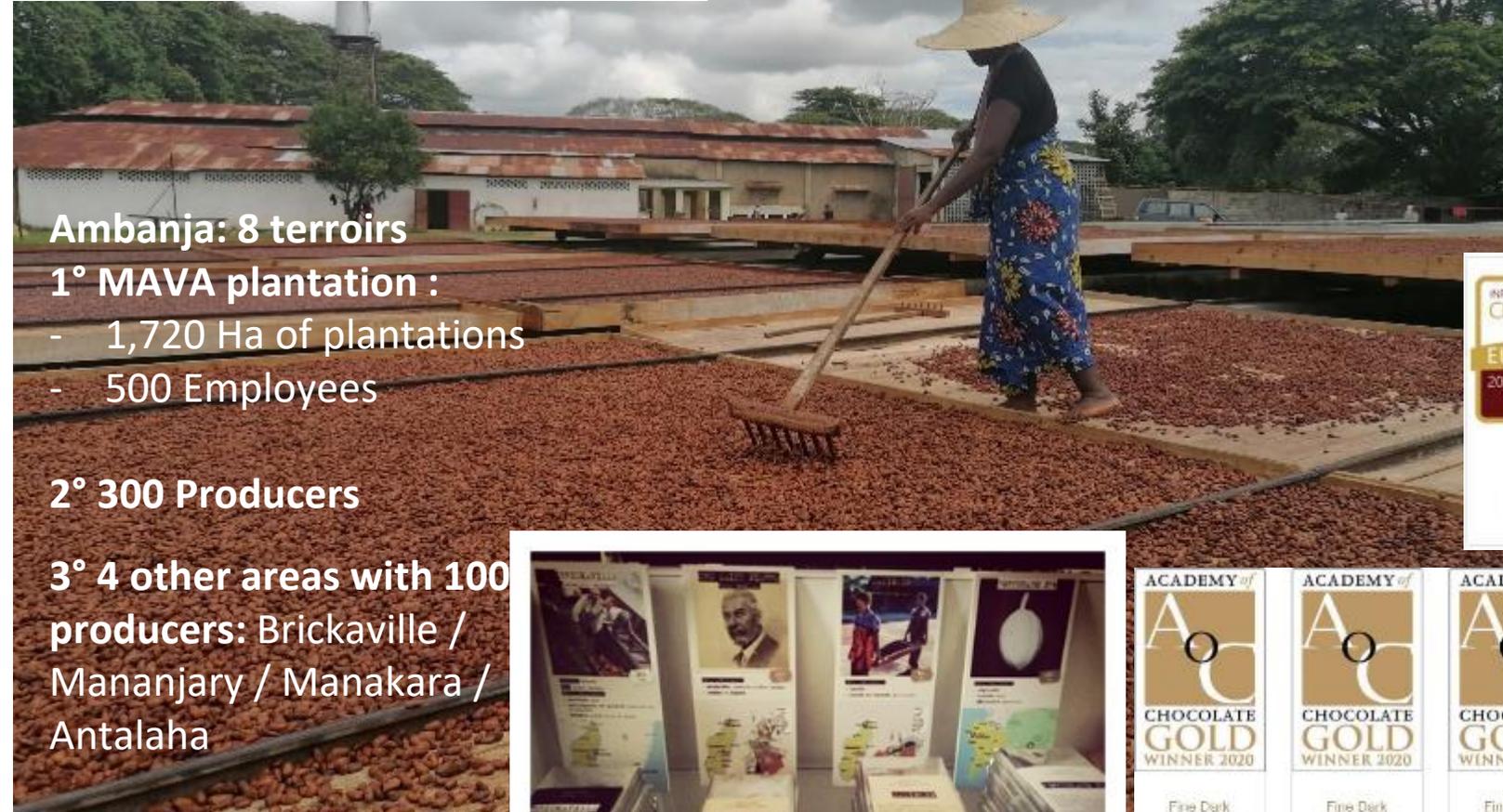
10 years of excellence of a farmers'  
organisation



of "pure terroir" chocolate classified as "fine cocoa" ....



MG - BIO - 154  
Agriculture Madagascar



**Ambanja: 8 terroirs**  
**1° MAVA plantation :**  
 - 1,720 Ha of plantations  
 - 500 Employees  
**2° 300 Producers**  
**3° 4 other areas with 100 producers:** Brickaville / Mananjary / Manakara / Antalaha



 <b>ACADEMY of CHOCOLATE GOLD WINNER 2020</b> Fine Dark Chocolate AMBOHIMENA 100%	 <b>ACADEMY of CHOCOLATE GOLD WINNER 2020</b> Fine Dark Chocolate OTTANGE 100%	 <b>ACADEMY of CHOCOLATE GOLD WINNER 2020</b> Fine Dark Chocolate OTTANGE 75%	 <b>ACADEMY of CHOCOLATE SILVER WINNER 2020</b> Fine Dark Chocolate MALIOLIO 100%	 <b>ACADEMY of CHOCOLATE SILVER WINNER 2020</b> Fine Dark Chocolate AMBOHIMENA 75%
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# An artisanal chocolate factory...Processes 1,000 tons of Madagascar cocoa per year



5 tonnes

Of couverture chocolates per day

2 tonnes

Of chocolate bars per day

720 kg

Cocoa butter per day

70%

Local market (30% exported)

300 kg

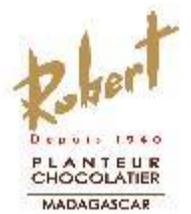
Of chocolate sweets per day

700

Portions of cakes per day



- 9 "La Chocolatières" shops in the Big Island
- 1 shop in Paris (France) and a Sales Office in France
- 1 Marketing office in London (England)



# SAHANALA Cooperative: A STRONG VANILLA PRODUCT BELONGING

100% to the Producers

+4,000 Vanilla producers (Total 18,000 Members)



Traditional know-how

Top 5 Vanilla Exporters



High Quality, from Gourmet to extraction grades



Fair Trade



# A TRANSPARENT VALUE CHAIN

**edie** sustainability leaders awards **2021**

« **Supply Chain Excellence** »



Pioneer in digital traceability



A block chain approach for a transparent supply chain



100% agriculture

Inclusive approach: cutting out the middleman

Liable value chain and organic farming

Improvement of farmers' income / Quality products

Awareness raising for farmers / Soil maintenance

Benefits the environment

ENGAGES WITH ALL STAKEHOLDERS, FROM PRODUCERS TO END CONSUMERS, IN A HIGH-IMPACT SUSTAINABLE SUPPLY CHAIN



1- COMMERCIAL  
2- SOCIAL  
3- ENVIRONMENTAL  
to achieve  
4- SUSTAINABLE DEVELOPMENT

Partner traceability software:





*This series of events is organised by PAFO and COLEACP.  
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# Thank you

