

30 September 2021

Innovations Session N°6

Promoting sustainable
agriculture and agroecological
practices: the key role of MSMEs
and farmers organisations



INNOVATIONS
SERIES



PRESENTATION OF THE GOLD LABEL

BAKOUNDAH D. Gustav
Managing Director & Founder of LABEL D'OR



What shall we say?



- What is LABEL D'OR?
- Some figures
- Which market?
- Social norms
- Working from the base
- Environmental promotion
- New vision

What is LABEL D'OR?

Company established in 2012, specialising in:



- I. Production in organic farming
- II. Export of organic agricultural products
- III. Intervention on the **WHOLE** value chain of certain products (processing)

Some key figures for 2020



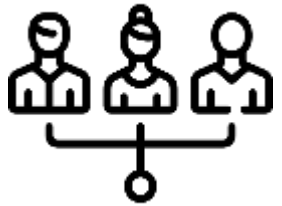
2397
tonnes of fruit
sold



9879 Ha
certified
organic



Team of **64**
internal
auditors



3924
new
producer
partners

2790
tonnes
of organic
agricultural
products
exported



Some figures

Channel	Total producers	Area (ha)	Expected production (t)	Former	New
Soya	5795	6591	11239	2966	2829
Fonio	984	1114	1336	0	984
Sunflower	57	14	56	0	57
Shea	20	2000	5000	0	20
Pineapple	324	148	6513	290	34
Papaya	1	4	150	1	0
Lawyer	3	6	120	3	0
Turmeric	1	1	20	1	0
Ginger	1	1	30	1	0
	7186	9879	24464	3262	3924

24464 tonnes certified

organic

4741 tonnes of

organic soya sold

7186 producers trained

14 different speculations

Which market?

In the Togolese free zone since 2020, Label d'Or mainly exports its products.



The products are largely exported to organic companies and businesses located in :

- I. in the European Union
- II. in the United States for certain specific products

Social norms



Label d'Or has a "social-profit" approach

Objective 1: To ensure that producers are as well informed as possible about the standards of organic farming

Objective 2: Ensure that the product is purchased at a fair price to encourage other producers

Objective 3: To unite these producers in order to face the competition

Working from the base

For our thousands of producers, our goal is to help :

- ✓ Organising access to quality seed
- ✓ Promote a rise in skills
- ✓ Develop product traceability
- ✓ Develop, if possible, the local transformation of the product



Environmental promotion

We are committed to sustainable and ecologically responsible production:

1- All our producers are encouraged to preserve biodiversity by dedicating 0.25% of their plot to trees

2- Pineapple waste and peelings from the plant (2500 tons in 2020) are transformed into compost



New vision

Consolidation of the entire organic value chain on our different crops (from production to processing, including recycling)

- Vision already in place for pineapple with the Jus Délice factory since 2019
- Currently being launched for shea (mobilising 5,800 women almond collectors) to produce at least 2,000 tonnes of shea butter within two years.
- Planned for soybeans (by 2023)

*Thank you for your
attention!*





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Thank you

