



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF CASE STORY

Improving the quality of agricultural products through organic certification and fair (Fairtrade Labelling Organisation) groups of producers of Regions and Atsinanana Analanjirofo. (original French)

Q2: CASE STORY ABSTRACT

Most mass products faces sharp competition. In order to position itself more on the agricultural market niche and provide more income to peasant producers; Products need to be recovered where the organic and fair marketing. The development of such markets requires a partnership, should be encouraged, even among exporters importers, producers and service providers (technology, marketing). The practice of organic farming aims of sustainable development through export expansion. It also provides constant and stable income through fair trade and the price guarantee. However, financial expenses are more important for this type of product, the use of equipment, according to the standard required by the market is as necessary; monitoring and control in terms of quantity and quality are prioritized. Where significant fundraising.

PUBLIC SECTOR CASE STORY TEMPLATE

Q3: LONG DESCRIPTION OF THE CASE STORY

The East coast of Madagascar is characterized by agriculture diversified in cash crops which has a complementary role of the rice productions that are often limited by the low surfaces of farms due to population pressure. Furthermore, cash crops that have contributed to the improvement of the source of income of these farmers are beginning to age which engenders a stagnation in volumes of production, degradation of the quality of products and the prices paid to producers more in lower. Vulnerable families are therefore under the influence of the prices charged by the collectors which does not give reason to the farmers, lack of access to information (markets, prices, quality, administrative procedures, export... process) and is heavily unbalanced in favour of the agro-exportatrices businesses for a long time. What are the channels of export of cash crops which are ineffective and hinder the development of peasant families and the op then even the potential to improve the production, quality and local value added is important. In this context, the development of fair trade and organic marketing trade relations more stable, more transparent and allowing more favourable producer prices is particularly relevant. However it comes to new sectors for fair trade (transformed vanilla, fresh and processed litchi, spices, essential oils, pineapple, cane sugar and turmeric...).

On IFAD funds, power has funded 75% agricultural products quality improvement project-related activities. Support has been done through: AVSF for the Anlanjirifo region and whose products are spices (cloves, pepper, vanilla, Berry pink, cinnamon) and fruit (pineapple and lychee), Manaode for sugar cane of the Atsinanana region, Fanadrana CR; PPRR even for the Atsinanana region, CR Anivorano is turmeric. This funding has supported operation, building and the provision of equipment and the cost of biological and equitable certification properly so-called organizations. Note that in the implementation of its activities AVSF and Manaode benefited from the co-financing of another entity especially the Region Rhone Alpes.

The support was given from the co-operatives of producers responsible for the implementation of activities relating to the project, among other FANOHANA, PACCO and Mitsinjo whose activities have driven financially and technically, respectively by AVSF, Manaode and power.

In all cases, the project addresses the capacity building of producer organisations OP for the improvement of the quality of products, certification and marketing; on the matching of POS with national and international economic operators; on the networking of the Malagasy OP certified fair trade for the establishment of a framework for consultation peasant. These objectives were translated into different activities coaching and technical support to POS which are training at the level of OP basis and Commission the operation across Member; support for the diversification of products, improving post-harvest management and processing capabilities; the accompaniment on fair trade and organic certification; the business of the leaders of the OP and financial capacity-building; using prospecting and commercial negotiation with Malagasy and European buyers; support for the creation of national networks of POS certified.

Q4: Please add here web links to project/programme materials.

Respondent skipped this question

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Q5: YOUR CONTACT DETAILS

Name:	SESY Soja
Ministry/Institution/Organization:	Promotion Programme Rural Income
Country:	MADAGASCAR
Email Address:	cp.aa@formaprod.mg

Q6: FUNCTION

Public sector

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Q7: FUNDING PARTNER Tick the appropriate box(es)	Multilateral organization
Q8: Additional information	
The lessor of the Rural Income Promotion Programme (PPRR) multi-year program is IFAD (International Fund for Agricultural Development). Its area of operation is two coastal regions of Madagascar: Analanjirofo and Atsinanana.	
Q9: START DATE OF PROJECT/PROGRAMME	2007 for the project certification and 2004 PPRR
Q10: STATUS OF PROJECT/PROGRAMME	Fully implemented
Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME	More than 5 years
Q12: COST OF PROJECT/PROGRAMME	Between US\$0.5 million and US\$1 million
Q13: Additional information	<i>Respondent skipped this question</i>
Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME	<i>Respondent skipped this question</i>

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Q15: PROJECT/PROGRAMME TYPE	Single country / customs territory
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Q16: SINGLE COUNTRY/CUSTOMS TERRITORY	<i>Respondent skipped this question</i>
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Q17: REGION (If the region does not appear in the drop down menu, please enter manually.)	<i>Respondent skipped this question</i>
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Q18: MULTI-COUNTRY(Enter all countries or customs territories)

Respondent skipped this question

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Q19: CASE STORY FOCUSTick the appropriate box(es)

Support for compliance with non-tariff measures (including standards)

,

Improving access to trade finance,

Other (please specify)

Improving product competitiveness and market access

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Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box(es)

Very successful

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Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Laboratory testing facilities,

New food safety measures or processes,

New quality assurance procedures or processes

Q22: Additional information(maximum 300 words)

Respondent skipped this question

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Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMMETick the appropriate box(es)

Increase in customs rejections,

Increase in trade finance available

Q24: Additional information(maximum 300 words)

Respondent skipped this question

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Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Increase in domestic investment,
Increase in employment,
Increase in women's employment,
Export market diversification,
Increase in consumer welfare,
Increase in per capita income,
Reduction in incidence of absolute poverty

Q26: Additional information(maximum 300 words)

Respondent skipped this question

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Q27: LESSONS LEARNT Tick the appropriate box(es)

Importance of good project design,
Importance of alignment with national priorities,
Importance of alignment between different development partners in programming
,
Importance of engagement by private sector,
Importance of agreeing clear project implementation responsibilities
,
Importance of agreeing clear project monitoring and evaluation process and procedures
,
Importance of attention to long-term sustainability
,
Importance of political will and commitment by project partner

Q28: Additional information(maximum 300 words)

We must remember that the participatory approach, which means the involvement of beneficiaries in all stages of the project implementation process (implementation of participatory diagnosis, priority setting, planning, implementation and monitoring and evaluation of activities), is an approach that adapts to the socioeconomic conditions of the project area and contributed significantly to the qualification results.

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Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)

M&E framework used,

Joint ex post evaluation conducted with partner