



# Annual Report 2017



« In 2017, I am pleased that our association has welcomed 62 new members, representing companies from the whole horticultural value chain and committed to develop the agrifood trade in an inclusive and sustainable way, primarily in ACP countries and between them and the European Union.

Their commitment is reflected through their adherence to COLEACP's values and to the principles of COLEACP' Sustainability Charter. »

*Stephen Mintah,  
COLEACP President*





## COLEACP'S SUSTAINABILITY CHARTER

The Charter defines our commitment to sustainability in seven areas:

- ▶ Law and regulations
- ▶ Corporate practices
- ▶ Business practices
- ▶ Labour conditions
- ▶ Environment
- ▶ Product quality
- ▶ Good agricultural practices



## COLEACP VALUES

- ▶ Commitment
- ▶ Empowerment
- ▶ Difference
- ▶ Performance
- ▶ Humanity



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## FOREWORD







GRADE



## *Established in 1973, COLEACP is an organisation that is somewhat of a hybrid between an inter-professional association and a development agency funded by the European Union*

Since its creation, the Liaison Committee, whose members are companies from the North and the South (ACP), set itself relatively altruistic socio-economic development goals. Or at least, let's just say that the entrepreneurs were aware that their prosperity depended on a socio-economic balance in the interests of all involved.

They were intent on integrating small producers into the value chain and focused on the type of activities with impact on the balance of trade. This was the context behind the funding of the association by DG8 (former DG DEVCO) of the European Commission.

As COLEACP shared the same objectives and values as the latter, they set up a Public Private Partnership (PPP) to develop the awareness of companies in the horticultural sector and their activities in the interest of the poorest. This is very close to what we call today, a collective CSR approach.

However, the partners did not remain satisfied with a PPP and just a collective CSR approach in the seventies. The EC and COLEACP furthered their partnership towards implementation of a triangular cooperation North-South and South-South. Indeed, the network created in ACP countries in partnership through companies from the North through public funding had a synergy effect in the South. Together, African, Caribbean and Pacific companies were stronger and able to pool resources and efforts to

confront common challenges.

COLEACP quickly tried to fill the shortcomings of the public sector and more particularly with regards the sovereign responsibility to provide vocation training and extension services to promote social advancement. In the nineties, with the CNED (National Center for Distance Education), the association created a "revolutionary" system for distance learning via CD-Rom, the forerunner of the two "E-learning" platforms.

From the outset, all these activities were carried out in collaboration with multiple stakeholders: universities, training centres, research centres, ministries, and more and more with NGOs representing civil society, the latter becoming increasingly important actors in the last twenty years.

Whether in the fields of food safety, safe use of pesticides, compliance with social laws, improving the staff well-being, small producers, or the environment, PAN, Oxfam, WWF, Greenpeace, Les Iles de Paix (The Islands of Peace), VECO, ... are consulted, and whenever possible, involved in the design and implementation of actions in the field.

It is not surprising that when COLEACP was entrusted with the implementation of major cooperation programmes aimed at safeguarding the interests of the ACP countries in response to major regulatory changes in Europe (Food Safety), it was able to transform them into a

Sustainable Development Programme that exceeded the objectives of reducing the potential negative effect of shifting goal-posts and the European obligations to provide third countries with technical assistance as outlined in the SPS Agreement with the WTO. For example, the challenge of traceability was transformed into an opportunity to streamline business management and improve profitability, while the demand for advisory coaching support to the weakest actors in the sector was transformed into a vast training system whose main actors are locally based (consultants, experts in companies, public services, NGOs, training centres, universities, etc.). This means that, today, we have a network of nearly 1000 local consultants "trained" as "experts" in the use of COLEACP training tools and methods. The local aspect (90% of the missions), designed on a participative basis in order to improve the tools, and with a multiplier effect, is summarised in the name "Fair and revolving training system".

The EDES Programme, the EU's obligatory response to the implementation of the so-called "feed and food" regulation, has enabled COLEACP to develop its working methods in other sectors such as coffee and cocoa. These other agri-sectors have responded particularly well to these participative "multi-stakeholder" approaches and are hungry for more, EDES having coming to an end.

Some 15 countries, via their ministries, as well



as producer associations, and those from European industry have expressed their eagerness to further benefit from COLEACP support in the coming years. It will be necessary to find the means to extend positive experiences to as many small producers as possible. In Cameroon and Côte d'Ivoire, this year, thousands of farmers were trained by the first group of trainers to go through the "fair training system".

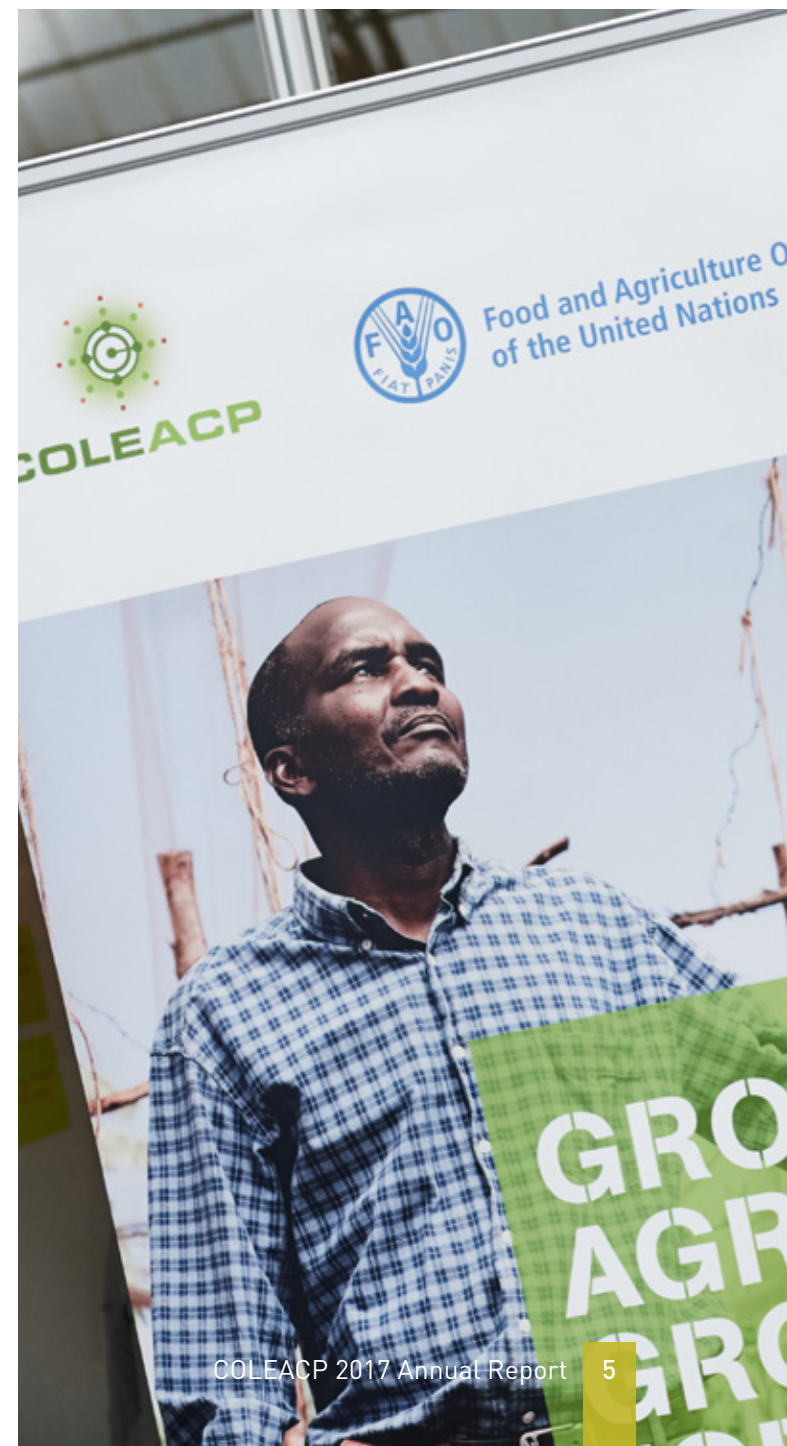
COLEACP's 2015-2030 vision seeks to ramp up the positive experiences of the PIP1 & 2 and EDES programmes to fully complete the transformation of our defensive approach into "offensive and positive" methods, this time on the theme of sustainability (3 pillars). Willingly anticipating market requirements and using sustainability criteria as ways to improve the competitiveness of SMEs and small producers. It is in this new "competitiveness through sustainability" (Fit for Market) programme that "multi-stakeholder" partnerships, including civil society organizations, really come into their own. From the design stage, it was necessary to integrate the visions of NGOs involved in the pillars of sustainability, and more particularly those concerning social and environmental aspects. A charter of the principles to which businesses are committed has been drawn up in consultation with WWF, ....but also with representatives of the market and production.

The European Commission through its Directorate General International Cooperation and De-

velopment (Devco) has already pledged 20 million euros to this programme in the F&V sector. The French Development Agency have joined as partners and co-invested 5 million Euros to the programme. COLEACP is still looking for financial partners, in order to continue intensifying its efforts to secure an even greater social impact, commensurate with topical and growing issues at hand: "migration, decent jobs, food safety, nutrition, food security, etc."

**Guy Stinglhamber**

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





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HIGHLIGHTS IN 2017









JAN

Brussels, EU-Africa policy dialogue on food systems. Advocacy of the private sector interests of ACP countries within the European Commission.

FEB

Berlin, Fruit Logistica 2017, one-to-one meetings with 124 companies in the fruit and vegetable sector, from 30 countries.

MAR

Houston, GFSI Technical Working Groups 2017. Contribution to the Global Markets Programme (GMP). SPS requirement protocols adapted to less developed countries.

Geneva, STDF Working Group Meeting. Identification and dissemination of best practices in the field of SPS capacity building.

APR

Lomé, Regional Workshop, to promote the launch of the Fit For Market programme, with francophone and lusophone members of ECOWAS Region and implementation of a national action plan for the development of the Togolese fruit and vegetable sector.

MAY

Douala, National workshop to present and launch the Fit for Market programme and identification of opportunities for the horticulture sector in Cameroon for local, regional and international markets.

JUNE

Paris, COLEACP Board of Directors and General Meeting.

Brussels, European Development Days, COLEACP workshop and stand “Supporting ACP youth to reach their full potential”.





JULY

Geneva, Global Review of ACP Aid for Trade. Inclusion and connectivity of EU-ACP cooperation in the field of trade and development.

AUG

COLEACP joins the World Banana Forum (WBF).

Brussels, Presentations to the ACP. New EU Phytosanitary Regulation, anticipating the impact on ACP countries.

OCT

Brussels, AFD, EU and ACP reporting and programming of activities in line with the expected results of Fit For Market.

Approval of the co-financing of Fit For Market for € 5 million by the “Comité des Etats Etrangers” of the Agence Française De Développement (AFD).

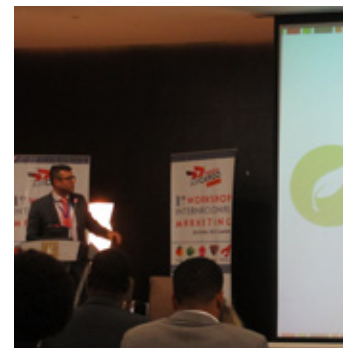
NOV

Geneva, WTO SPS committee. COLEACP parallel meeting with ACP delegates to present the new EU Phytosanitary Regulation.

Abidjan, Participation in the SARA, EABF and AfDB Leadership4AgricultureForum (L4Ag). Luanda, Participation in the workshop “International Marketing Angola Air cargo-Exports”.

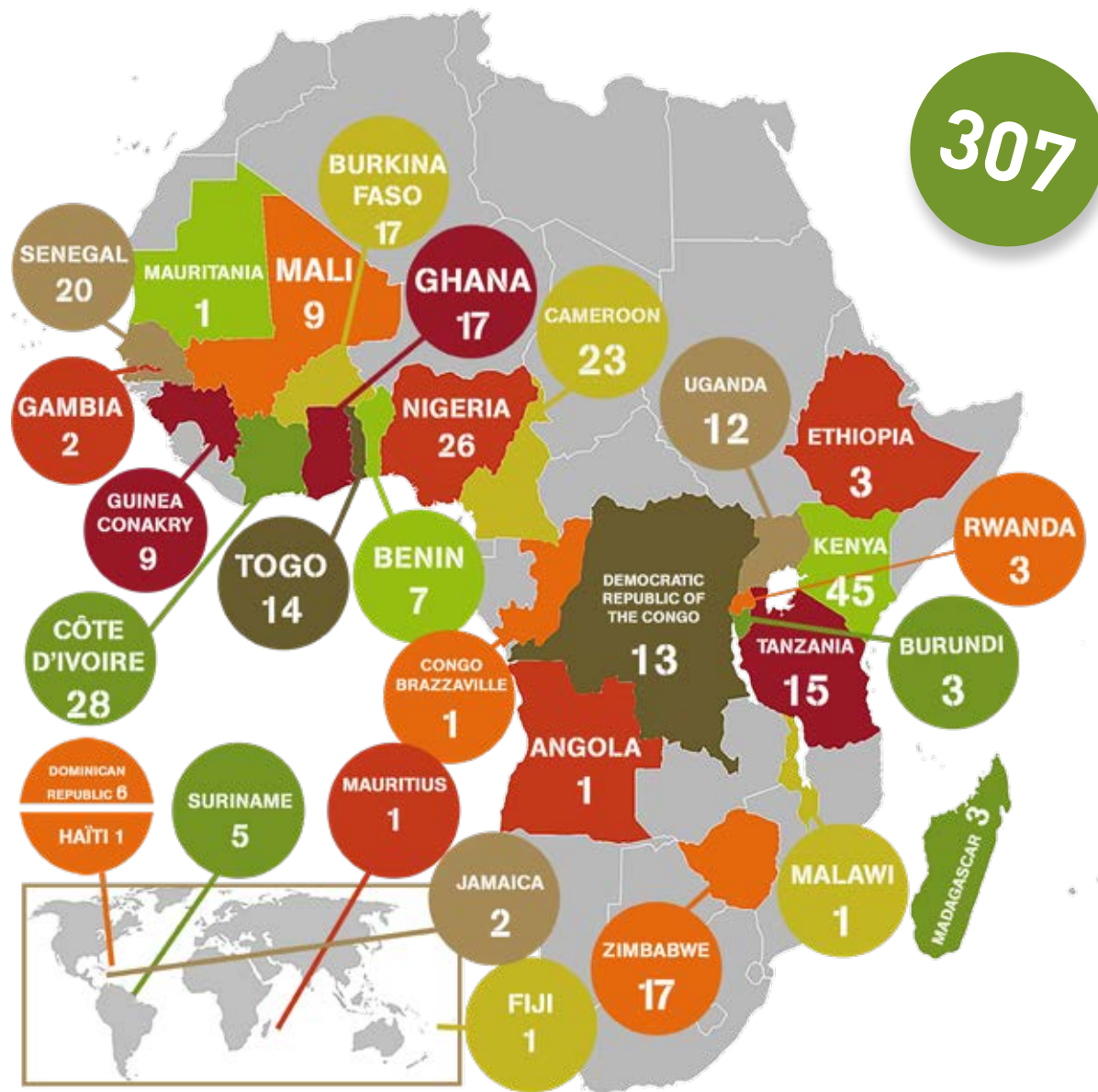
DEC

Fit For Market: One year after its launch, the programme has received over 300 requests for support, from 30 ACP countries.

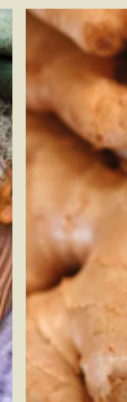




FFM PROGRAMME: REQUESTS BY COUNTRY FOR SUPPORT (DEC 2017)









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THE COLEACP  
ASSOCIATION





A hand is pointing at a tablet screen. The screen displays a presentation slide with the title "How to make AGRICULTURE attractive for YOUTH?" and various icons including a key, a flag, and a person. The background of the slide is green. The hand is wearing a watch. The overall image has a yellow-green overlay.

**TECHNICAL ASSISTANCE**

**TRAINING**

**ADVOCACY**

**INFORMATION & COMMUNICATION**

**MARKET INTELLIGENCE**

**INNOVATION & DEVELOPMENT**

**BUSINESS DEVELOPMENT**



## TECHNICAL ASSISTANCE SERVICE

BÉNÉDICTE, MAUD, NURSEL AND YESSIE: 4 EXPERIENCED ENGINEERS COORDINATING COLEACP'S TECHNICAL ASSISTANCE ACTIVITIES IN EACH MAJOR GEOGRAPHICAL REGION



**Bénédicte Werner** Bénédicte is an agricultural engineer, specialising in Water and Forestry. She is a graduate of the University of Gembloux, (Belgium). She began her career setting up community forestry projects, in conjunction with the local populations and the competent authorities (Directorate of Water and Forestry and Directorate of National Parks). In this role, Bénédicte spent 5 years in The Gambia with the Association AVSF and the DFS (DEUTSCHE FORSTSERVICE), financed by GTZ and in Senegal (NGO Aide au Développement Gembloux - EU funding).

On her return from Senegal, Bénédicte joined COLEACP in November 2003 as an analyst, before being appointed head of the capacity building unit of the PIP programme in 2004. Bénédicte has since worked for different countries in West Africa, East Africa and Madagascar, firstly hand in hand with the support structures (service providers, professional organisations, NGOs, public services, laboratories, etc.) and with businesses.

Since 2016 (launch of the Fit For Market programme), Bénédicte is the regional geographical coordinator of COLEACP's activities in 8 countries.

Bénédicte is French. She has three beautiful girls of 10, 10 and 12. She and her partner have been together for 25 years already! Apart from her work at COLEACP, Bénédicte is very much involved in community life and her children's school: parents' committee, foundation of a cooperative grocery store, construction of a bread oven as part of a neighbourhood contract with subsidy management and public activities, beginner swimming lessons for children (4-6 years) ... All of which pave the way for encounters that can be surprising or exotic to say the least! Between her sporting activities and culinary and social hedonism, Bénédicte has found the right work-life balance!

*Ghana, Uganda, Benin, Togo, Gambia, Liberia, Sierra Leone, Madagascar, Mauritius, Nigeria, Niger, Comoros, Seychelles, Equatorial Guinea, Sao Tome and Principe.*

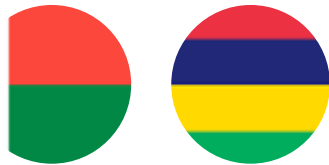




## MADAGASCAR - MAURICIUS

*In Madagascar, COLEACP has already provided technical assistance and training to more than 40 organisations, including 27 fruit and vegetable producers/exporters (mainly active in the lychee and green bean industry), 10 consultants/service providers and several training or support structures for the horticultural sector.*

*As far as Mauritius is concerned, COLEACP has supported the plant (pineapple) and animal (poultry and honey) sectors with the drafting of self-assessment guides as well as the competent authorities with the establishment of a Food Safety system (Governance workshop, public private dialogue, official controls based on risk assessment, training and technical assistance to laboratories etc.). In addition, 3 fruit export companies have received technical assistance and training.*



Over the period, two launch events of the Fit For Market programme were organised in Madagascar, one in Toamasina and one in Antananarivo. They made it possible to inform more than 45 operators from the horticultural sectors and Malagasy support structures as well as officials of the Ministry of Agriculture about the goals of the new COLEACP programme, its evolutions and its support possibilities.

In Mauritius, the launch event held at the FAREI Training Centre (Food and Agricultural Research and Extension Institute) made it possible to meet and inform 27 operators, consultants, PO representatives, and officials from the extension and research service.

These three events were also an opportunity to unveil the new European plant health regulation (Regulation (EU) 2016/2031) - which will enter

into force in December 2019 to the participants - in order to allow competent authorities and operators to anticipate the potential impacts on export sectors and prepare for them.

Participants showed a specific interest in the topics addressed by the Fit for Market programme. Everyone was able to express their expectations and ask questions about how to benefit from FFM. Many questions were also asked about the new Regulation, ranging from its scope (fresh plant products), to the COLEACP support offering and the resources deployed to prepare for it, both with regard to private operators and public bodies.

In addition to these workshops, individual meetings and production site visits were held with private operators, NGOs, the CTHT in Tamatave and with the Chamber of Agriculture, represen-

tatives of “Made in Moris”, Mauritius Agricultural Certification Body (MACB) and FAREI in Mauritius.

Some actions were taken on a collective or semi-collective basis in order to conduct the analysis at the level of one or more sectors (waste recovery for example) and to allow economies of scale.

In Toamasina, a working meeting around Horeb made it possible to meet representatives of the PROSPERER programme (Support Programme for Rural Microenterprises and Regional Economies - financed by the IFAD) and CASEF (Agricultural Growth and Land Security Project) - financed by the World Bank).

As far as possible, synergies will be developed in particular in the fruit and vegetable sectors.



The mission also met the NGO ManaoDe, which supports the structuring of producer groups and accompanies them in the context of transformation projects involving local economic operators (F&V, sugar), and according to the principles of fair trade.

In Antananarivo, contacts were also established with the GIZ, which supports HavaMad.

In Mauritius, a meeting with representatives of “Made in Moris” and the Chamber of Agriculture provided an opportunity to explore the possible collaborations on the promotion of Mauritian products and the Smart Agriculture project.

COLEACP received via FFM 3 requests for intervention in 2017 from Madagascar and Mauritius.





*In Uganda, 40 producer/exporter companies/farmers' groups have been supported by COLEACP since 2001. Support has mainly involved food safety system implementation and training including capacity building of middle management (hygiene, safe use of pesticides, crop protection, traceability, Integrated Pest Management (IPM)/ Integrated Crop Management (ICM), internal audit, food safety, ethical standards); food safety system implementation at field and packhouse levels (diagnostics, implementation, pre-audit, certification); support for IPM and ICM improvement; Risk Analysis and trainings on the False Codling Moth (FCM).*



COLEACP (through PIP and EDES programmes) equally supported the development of local capacity to provide the wide range of services needed by the horticultural sector, including 25 consultancy firms/individual consultants, public sector organisations and inspections services, both public and private sector laboratories, 1 university and 2 professional organisations.

Following the high numbers of EU interceptions against phytosanitary non-compliances, especially of hot pepper in 2013 and 2014, COLEACP responded with its PIP and EDES programmes providing training sessions for growers and export companies in the capsicum sector.

Under Fit for Market, COLEACP registered requests for support in Uganda, from production/export companies and service providers but also from an exporters' association. It was im-

portant to individually meet with the managers of those structures to:

- better identify the concrete issues they may encounter regarding the regulatory and commercial compliance of fruit and vegetable products;
- determine their specific needs and expectations regarding COLEACP;
- present the type of support COLEACP and the Fit for Market programme can provide to their structure.

The requests for support of 3 Ugandan companies, 2 service providers and 1 professional organization have been analyzed. Field visits were undertaken to each of the 3 companies' production and/or packing area. The visits concerned hot pepper fields, as well as passion

fruit and matooke plantations.

Meetings with partners and consultants permitted a better insight into the Ugandan horticultural sector where hot peppers and chilies are the main export products. The challenges are particularly high as these crops are suffering from infestation of False Codling Moth (FCM) and are targeted by stringent European regulations on plant health.

The visit provided an opportunity to understand the need for future Fit For Market collective trainings in Uganda. Claims handling, promoting "farming as a business" approach to raise awareness amongst youth and business skills for out growers are also of interest for a number of beneficiaries.



The launching event on Monday October 16th drew 63 participants from cooperatives, exporters, producers, service providers, professional associations, development partners and the public sector. The event was also covered by the local press (with 2 articles in newspapers and 2 items on the television journals).

Representatives of different stakeholders were present at the FFM launching event, which was followed by one-on-one meetings between COLEACP and the organizations. Meetings were held with the Ugandan Agribusiness Alliance (UAA), VECO East Africa and Solidaridad Uganda and the professional association Uganda Union of Fruits and Vegetables Exporters and Producers Association (UFVEPA). A meeting with the Ministry of Agriculture (MAAIF) was organized through the EU delegation.

The meetings enabled a mapping of the existing support structures and programmes in the Ugandan horticultural sector, whilst also providing an opportunity to share information and best practices with the view of future collaboration and synergy.

COLEACP received 12 requests for support from the FFM programme in 2017.





*Since 2001, COLEACP's support in Togo has been provided to:*

- *1 producer/exporter of organic pineapple to ensure the compliance of its products with European regulations and private standards;*
- *2 cooperatives: one grouping market gardeners producing vegetables for the local market and the second one producing coffee and cocoa;*
- *2 NGOs providing extension services to farmers who now have access to the E- learning training platform;*
- *7 service providers (independent consultants), via technical and pedagogical training courses, especially on social and environmental issues;*
- *the Committee in charge of the approval of Plant Protection Products in Togo (CPP) for the capacity building of the technical secretariat and its experts as well as for improving approval procedures.*



In 2016, a large and growing number of interceptions due to the presence of quarantine pests (white fly and fruit fly) in consignments from Togo to Europe, prompted the EU to react and to send notifications to the Togolese authorities. Following these EU notifications, and at the request of the Togolese authorities, COLEACP organised a diagnostic mission in January 2017. It was followed in April 2017 in Lomé by a workshop bringing together the various stakeholders (competent authorities, private sector, support programmes) to validate a national action plan for the “development of the fruit and vegetable sector in Togo as part of a successful national SPS system”.

This plan must serve to:

- improve the inspection system (procedures, documentation, operator registration, communication, etc.) and capacity building of inspection services (training of inspectors);
- organise production, strengthen support and extension structures and develop lasting links between producers and export structures, in order to meet the requirements of the historical destination markets, but also, to develop new markets, for fresh and processed products;
- strengthen the Public-Private dialogue and improve coordination between projects and programmes, in particular to facilitate crisis management and the nurturing of an environment conducive to the development of the sector.



Through the “Fit For Market” Programme, COLEACP supports the implementation of the first activities rolled out as part of this national action plan pending further funding that will come from the Standards and Trade Development Facility (STDF) to implement all planned activities.

This will include actions to build the capacities of the actors of the F&V sectors across all business lines and in particular:

- strengthen the foundations of the operator identification system and train the inspectors of the Plant Protection Directorate (DPV) in the organisation and scheduling of inspections;
- support in particular the capacity building of producers in the areas of horticultural advice and training, information and awareness raising on market requirements (food safety and plant protection);
- strengthen and structure professional associations in order to support them in their role as representatives of the F&L sector and in the development of services to their members.

In 2017, the FFM Programme received 14 applications from production/export companies, a cooperative, professional associations, a training centre, a consulting firm and independent service providers.

COLEACP’s mission was organised in such a way as to meet and engage in participatory dis-

cussions with the local stakeholders (DPV, SPS national committee, ICAT) and beneficiaries.

Meetings were held with the companies (production, processing and export of fruit and vegetables), the planning departments, the CIDAP training centre, the FENOMAT (and the CTOP) as well as an agricultural cooperative, and the professional association - APROTELF.

The individual discussions with each structure made it possible to provide a reminder of the COLEACP operational approach, to collect additional information to analyse the requests for intervention, define the areas of support and prepare the action plans to be implemented and the timetables and related budgets. For the beneficiaries who have already signed the Memorandum of Understanding, the aim was to take stock of the actions already implemented and those planned in the coming months with COLEACP.



*Victor Boro (on left),  
COLEACP Project manager  
on a field mission in Togo*









**Nursel Gumusboga** As agricultural engineer (tropical section - University of Gembloux, Belgium), Nursel began her career working for a Médecins Sans Frontières food programme in the Democratic Republic of Congo. She was then production manager in Kenya for the company KHE. She was in charge of setting up a “mange-tout” production programme for the EU market, involving 300 small producers.

After 4 years in Kenya, Nursel returned to Belgium where she was employed by a wholesaler of organic fruit and vegetables (purchasing-sales team).

In 2003, she joined COLEACP as a geographical manager. After a few years, she switched to the training service before being appointed geographical coordinator.

To date, Nursel has mainly intervened in the countries of West Africa. She is currently monitoring COLEACP’s activities in Burkina Faso, Côte d’Ivoire, Ethiopia, Guinea Conakry, Mali and in the Pacific (Fiji).

Nursel is Belgian of Turkish origin. She has two boys aged 9 and 11 who have already said that they wanted to do the same job as their mom since they went to Africa for the first time last year! They loved it!

*Burkina Faso, Côte d’Ivoire, Mali, Republic of Guinea, Ethiopia, Papua-New-Guinea, Fiji, Micronesia, Kiribati, Nauru, Niue, Palau, Timor-Leste, Tonga, Tuvalu, Vanuatu, Samoa, Cook Islands, Solomon Islands, Marshall Islands, Djibouti, Eritrea, Somalia, South Africa, Lesotho, Swaziland*





*COLEACP has been active in Côte d'Ivoire since 2001, mainly in the Mango and Coconut sectors. Some of the supported structures include :*

- *45 production and export companies;*
- *52 service delivery offices and independent consultants;*
- *a network to promote and disseminate good practices in the production, distribution and consumption of fruit and vegetables through training;*
- *two professional organisations in the pineapple/banana or mango sector, including the Regional Association of Producers and Exporters of Mangoes (AREXMA);*
- *a platform for public/private dialogue: the support provided made it possible to adapt the GLOBALG.A.P. framework to the realities of Côte d'Ivoire;*
- *a public approval service through the setting up of a data management service;*
- *three training centres;*
- *an extension service and 3 producer organisations: these structures participated in the training of trainers to enhance the food safety of market garden products for the local market;*

*In 2015, special support was provided in Côte d'Ivoire in response to the increasing interceptions of fruit fly-infested mangoes in Europe.*



Over the period, the participation of COLEACP in the 2017 edition of the International Agriculture and Animal Resources Trade Fair (SARA) was an opportunity to raise awareness of the Fit for Market programme among public and private structures, to identify new partners and potential beneficiaries or further nurture existing contacts. COLEACP was also interested in grasping the opportunity offered by its participation in a trade fair such as SARA to promote the Fit for Market and COLEACP activities on a local and regional level.

In the wake of the trade fair, COLEACP organised a workshop during the 6th Europe Africa Business Forum (EABF) which took place on 27 November 2017. COLEACP was invited by the European Commission (DEVCO) to set up this workshop during the part of the day devoted to practical solutions ("how to ..."). The session was informative and mainly aimed at the private sector. The subject was market access from the viewpoint of SPS standards and quality standards in the agricultural sector impacting AU-EU trade.

On 28 November, the African Development Bank, supported by the Rockefeller Foundation and in collaboration with the Initiative for Global Development (IGD) and Grow Africa, hosted its first high-level meeting of the Leadership4Agriculture Forum (L4Ag).

The mission made it possible to meet 10 companies and cooperatives, 1 service provider and 1 support structure for producers.



## MAIN RESULTS

Overall in 2017, COLEACP received 28 requests for intervention via FFM from Côte d'Ivoire.

The COLEACP session at the EABF was an opportunity to inform stakeholders in the mango sector, in particular about the challenges posed by evolving European and regional regulations. In particular the need to anticipate changes. It was also an opportunity, in conjunction with the representatives of the private sector present, to draw up key messages that were conveyed at the Africa-EU Summit (see box).

The EABF Forum is an integral part of the Joint Africa-EU Strategy. The Abidjan forum organised a string of events related to investment in the agricultural sector, the promotion of businesses and the creation of an environment conducive to the development of the private sector and the creation of jobs for young people. COLEACP is regularly invited to participate in and contribute to this forum. It is an opportunity to ensure that the position of SME's in ACP countries is heard and defended. The COLEACP delegation had fruitful discussions with representatives of the CBI, CTA, AfDB as well as the numerous delegations of countries such as Cameroon, Ethiopia, Togo, Senegal, Ghana, Tanzania and Côte d'Ivoire in order to set up partnerships and synergies to support the horticultural sector.

COLEACP participated in the Leadership4Agriculture Forum with more than 150 leaders from the public and private sectors, all motivated by a shared desire for dialogue, advocacy and

political action to drive the transformation of African agriculture on the theme of "Leadership for Agriculture". COLEACP met with African ministers from Côte d'Ivoire, Republic of Congo, Mali, Sierra Leone, Togo, Central African Republic, Seychelles, Ghana, Uganda, Gambia and Chad.

COLEACP met with the African Union, the AfDB, the GATES Foundation, AGRA representatives, the Rockefeller Foundation and many national delegations to discuss the importance of supporting the horticultural sector and improving the value chains by building the capacity of its actors.

## KEY MESSAGES CONVEYED AT THE AFRICA-EU HEADS OF STATE SUMMIT OF 28 NOVEMBER 2017

Results of a workshop organised by COLEACP at the request of the European Commission

*"How to comply with quality standards in the markets of the African Union and the European Union?"*

- Upstream of the agricultural sectors, by further modernising the production, processing and logistics of products.
- By creating a new generation of actors in African agriculture capable of engineering its modernisation in the short, medium and long term.
- By building the capacity of professionals - particularly small producers - to make their activities economically, environmentally and socially sustainable through the development of a continuous training system integrating the new challenges into school, vocational and university curricula.
- By building the capacities of the competent authorities, in particular in the systematisation of the data collection necessary for the SPS risk assessment work that will be required under the new EU Regulation. And also by reinforcing the dynamics of collaboration and communication between the competent authorities and the world of research and academia.
- By promoting access to financing adapted to the agricultural sector.
- Through incentive taxation to encourage investment in the agricultural sector.
- By facilitating access to rural land for young agricultural entrepreneurs.
- Globally, by making conditions ripe for transforming the challenges related to the evolution of quality standards in destination markets into factors that improve the competitiveness of companies and modernise the sector.







*In Mali, since 2001, COLEACP has supported 22 production/export structures (companies or cooperatives), 15 service providers, 6 support structures for producers (cooperatives, NGOs, etc.) and an exporters' association.*



COLEACP was invited by the inter-professional organisation to participate in the 2017 “Mango Day” workshop. COLEACP wanted to take advantage of the presence of private and public stakeholders at this workshop to raise sector awareness of the potential impacts of the EU’s new plant health regulation (Regulation (EU) 2016/2031). This entails a major revision of the European Union’s plant health legislation with, amongst the main changes (1) the organisation of assessments by the EU of potential risks of pests present in trading partner countries and (2) the establishment of lists of priority high risk pests necessitating enhanced control measures to be taken by the exporting countries.

This workshop was also an opportunity to present to all participating supply chain the goals and possibilities of the support provided by the “Fit for Market” programme. FFM received a limited number of requests for support from Mali: 2 requests for support from export/production companies and 4 independent service providers.

COLEACP was also asked in October 2016 to help Mali resolve the phytosanitary crisis (too many consignments of mangoes intercepted in Europe - presence of fruit flies). The support provided, in consultation with the Regional plan for the fight against and control of fruit flies rolled out by the ECOWAS (PLMF), made it possible to reduce the number of interceptions in 2017.

Those who attended the Mango Day, representatives of the various players of the inter-professional chain (producers, brokers, processors, exporters) and the various public authorities involved in the Malian mango sector were given a global overview of the new Plant Health Regulation. The possible implications of this Regulation were presented.

The idea of creating a national working group on this issue was launched by some of the workshop participants.

Participating in the “Mango Day” 2017 also

made it possible to obtain feedback about the 2017 campaign: difficulties encountered, the problem of fruit fly interceptions in Europe, the continued rollout of measures to reduce these interceptions, support provided by the different projects and national statistics. Mango exports to Europe have decreased compared to 2017 (6000 tonnes in 2017 - 7000 tonnes in 2016), mainly due to the decrease in fruiting of mango trees and fruit fly problems.

COLEACP received 9 applications from Mali in 2017 via the Fit For Market programme.





## SYNERGY/TECHNICAL PARTNERSHIP. THE EXAMPLE OF MALI. FIT FOR MARKET AND THE REGIONAL “FRUIT FLIES” PROGRAMME

COLEACP is actively looking for possible synergies between the FFM programme and other development programmes or with other actors in the field.

The “Fruit Flies” project is being rolled out in eight countries of the Economic Community of West African States (ECOWAS) over the period 2015-2019. The project coordination committee is based in Bamako (Mali) and comprises the project leader and people in charge of the Monitoring, Control and Capacity-building components. The role of COLEACP in this programme is to provide methodology and technical support to this coordinating committee.

In addition to support provided under this consortium, COLEACP, through its “Fit For Market” programme, also collaborates with the “Fruit Flies Programme”.

Over the past period, this collaboration has taken the form of support to resolve the pest crisis faced by Mali, with activities as:

- organisation of the national workshop during which the “Action Plan for the reduction of notifications of interceptions due to fruit flies on mangoes from Mali exported to the EU” was drawn up: financing and logistical organisation of the workshop by the Fruit Flies programme and organisation of the workshop facilitation by an SPS expert by COLEACP/FFM;
- implementation of the action plan: financing of actions by each of the two programmes - intervention of the Fruit Fly Programme Management Unit (PMU) in Bamako, on local logistics;
- review of inspection and plant health control procedures - financing by the PMU - FFM support for the development of the terms of reference and the identification of experts;
- categorisation of experts - updating of the self-assessment guide - financed by the PMF - FFM support for the development of terms of reference and the identification of experts;
- improved sampling procedures and effective application of new procedures (including training of inspection services) - financed by FFM;
- facilitation of the operators’ information workshop on the new procedures - financed by FFM;
- support for the organisation and implementation of company training;
- training of trainers (for operator training - cascading training system) - financed by FFM;
- training of private operators - financed by PMF - FFM support for establishing of training plans, the development of terms of reference and identification of experts.





**Maud Delacollette** With a degree in Agricultural Engineering (tropical section, University of Gembloux, Belgium), Maud began her professional career working for two agricultural-livestock consultancy firms (JVL Consulting and SHER Ing-conseil). She also worked with the CAVTK (Tropical Agricultural and Veterinary Centre of Kinshasa) before joining COLEACP, first in the training unit, then as geographical coordinator.

After spending 10 years focusing on East Africa, since the launch of the Fit For Market programme, she has been active in Senegal, Cameroon, the Dominican Republic and mainly in the Great Lakes countries.

Maud is Belgian. She has lived for 12 years in Sub-Saharan Africa (Burundi and Kivu DRC) and wrote her final dissertation in Benin on micro-silage techniques.

Maud loves challenges, including in her private life, as she has embarked on the extended family adventure! During her free time, Maud is a passionate scuba diver and badminton player.

*Senegal, Mauritania, Cameroon, Rwanda, Burundi, Democratic Republic of Congo, Dominican Republic, Jamaica, Haiti, Guinea-Bissau, Cape Verde, Sudan, Chad, Congo (Brazzaville), Gabon, El Salvador, Central African Republic.*





*To date, COLEACP has provided Cameroon with technical assistance and provided training to more than 70 organisations including:*

- *32 producers/exporters of fruit and vegetables (mainly active in the pineapple and mango sectors);*
- *36 consultants/service providers;*
- *3 professional organisations including RHORTICAM;*
- *A producer support organisation (ONGAVE);*
- *the Central Africa Interstate Pesticides Committee - CPAC;*
- *the Inter-professional Cocoa and Coffee Board CICC;*
- *the competent authorities responsible for official controls (Organisation and Planning, Inspections and Laboratories).*



Following the launch of the COLEACP "Fit For Market" programme at the national workshop held in Douala from 16 to 18 May 2017, several structures active in the horticultural sector sent a request for support to COLEACP. In addition to requests received prior to the workshop, requests came in from 4 production/export companies, a consulting firm and a professional association. The managers and technical staff of these structures were met on a one-to-one basis in order to better identify the concrete problems/obstacles encountered by each organisation for the regulatory and commercial compliance of fruit and vegetable production,

to gauge their expectations with respect to COLEACP and develop a memorandum of understanding together to allow them to benefit from the support of the FFM programme.

The mission was used to participate in the launch workshop of the public-private discussion platform on the establishment of a national food safety system.

At the start of the mission, the COLEACP team met with HE Mr Mbarga Antagana, Minister of Trade. He confirmed the willingness of the Ministry of Trade to support Cameroon's horticultural sector, notably through the modernisation

of facilities at the airports of Cameroon (ADC) and the development of a strong inter-professional organisation, RHORTICAM. HE Mr Mbarga in fact asked RHORTICAM to organise a meeting between the inter-professional organisation and the ministry to discuss RHORTICAM's priorities in the short, medium and long term.

Specific meetings were held with 4 production companies (GIC UNAPAC, GIC EXOTROPHIQUES, TFE and GIC TERRESPOIR), a consultant (COLBERT SANGNIE) and a professional association (RHORTICAM).



The 4 companies are guided by an action plan that will focus on the aspects of soil management, establishment of food safety, fair trade and organic farming.

The CAON-FED (Cellule d'Appui à l'Ordonnateur National du FED au Cameroun) and COLEACP will support RHORTICAM to develop and implement a new strategy.

Overall, Cameroon was the subject of 23 requests for intervention under Fit For Market in 2017.





## DOMINICAN REPUBLIC

*Since 2001, 24 protocols have been signed with beneficiaries from the Dominican Republic comprising 9 export companies (e.g. mango and avocado clusters), 8 service providers, 1 exporter association (ADEXVO, representing 37 exporters of Asian vegetables), 3 public sector organisations (including PRONAO- Programa Nacional de Agricultura Organica), 1 University (UAFAM), 1 research institute (IDIAF) and 1 National technical Working Group (NTWG).*

*Support to these beneficiaries focused mainly on capacity building, and on the establishment and implementation of food safety management systems at field/packhouse level. In the Asian vegetable sector (via ADEXVO), addressing the problem of pesticide residue exceedances (and notifications from destination export markets) was a major target of both PIP and EDES support.*



Under Fit for Market (FFM), COLEACP had, at first, only registered 3 applications for support from the Dominican Republic (current 2017); two from banana cooperatives, and one from a laboratory. As the national fruit and vegetable sector includes a significant number of operators who are potentially eligible for FFM support, it was considered essential to raise awareness nationally about the Programme, the support available, and the procedure to be followed in order to submit an application.

To this end, a workshop was organized on Tuesday 17th of October, in collaboration with the JAD (Junta Agroempresarial Dominicana), to present the programme to key national stakeholders. Around 80 participants from

the fruit and vegetables sector took part in the event. The private as well as the public sector were represented through producer associations, export companies, consultants, professional associations, competent authorities, and donors active in the sector. On Friday the 13th of October, COLEACP organized a workshop with key stakeholders from the banana sector in collaboration with the cooperative Banelino in Mao. Around 50 stakeholders attended the workshop, and there was active interest.

During the same mission, a second workshop was organized for the banana industry to address the problem of Fusarium wilt, a serious problem affecting production for over a century. In recent years a new variant of Fusarium

wilt (Foc TR4) has appeared in Asia, to which the commercial banana variety (Cavendish) is susceptible. There are real concerns that TR4 could threaten bananas worldwide, with serious consequences for trade and food security.

Banana Fusarium wilt is particularly difficult to control. The only way to protect bananas is to prevent its introduction into disease-free fields through preventive measures or by planting resistant varieties. FAO, together with IPPC and the World Banana Forum (WBF), is driving the development of a global plan for urgent collective actions to manage and prevent the further global spread of Fusarium Wilt TR4. As part of this effort, GLOBALG.A.P. have prepared a bio-security module designed to prevent the spread



of TR4 by introducing new measures for banana growers.

COLEACP, along with other stakeholders, is keen to promote the adoption of biosecurity measures by the sector and sees the GLOBALG.A.P. add-on module as a potentially valuable tool. However, the module is currently designed primarily for larger-scale operations. It is recognised that, in its current form, compliance with the control points/compliance criteria, as well as the accompanying guidance document, will be very challenging for small-scale growers.

It was agreed with GLOBALG.A.P. that a smallholder interpretation guideline for the module needs to be developed. COLEACP would work on this assignment through stakeholder consultation, accompanied by blank audits of the interpretation in smallholder banana operations in the Dominican Republic.

To achieve this COLEACP, in collaboration with a Fyffes representative, liaised with key stakeholders from the banana sector to develop a draft interpretation of the module, which will subsequently be passed to GLOBALG.A.P. for review and adoption. The aim of COLEACP is to then work with the industry to develop and implement an associated training programme.

The new GLOBALG.A.P. Add-On Module was presented, and each criteria was discussed with participants in order to see if it needed further adaptation to be usable and useful in the small-scale grower context. Participants were organised into working groups in order to analyse and propose an interpretation when needed,

for the control points and compliance criteria.

Following the workshop these proposals were tested in the field using blank audits in different production areas (Mao and Azua). A first draft of the interpretation and implementation guidelines was presented to the same stakeholders for validation during a follow-up workshop on 23rd October.

The workshop in Mao was also an opportunity for the team to visit a banana plantation and packing facility, and better understand the constraints of the sector. The two associations that have submitted applications to COLEACP were met in order to discuss potential support from the FFM programme.

Finally, a meeting was held with Banelino to explore potential collaboration between COLEACP and the Association. Areas for possible joint-working were identified including the development of training materials, training delivery, and advocacy activities.

COLEACP identified two main PROGRAMMES that are active in the horticulture sector:

- “Exporta calidad”, USDA funded;
- BAM (The Banana Accompanying Measures), financed by the European Union.

A number of meetings were held with public sector authorities, donors, and a private sector association to give an overview of the programme, identify needs for support, and explore opportunities for cooperation.











**Yessie Meyer** Yessie is a Belgian national and holds a Master's degree in agronomy with a specialisation in economics and sociology applied to the tropics and subtropics (University of Ghent, Belgium). After graduating, Yessie worked as quality manager for a Tunisian exporting company. Shortly after, she set up a fruit and vegetable production and marketing company for the Tunisian domestic market.

After ten years as an entrepreneur, she returned to Belgium where she worked as an auditor (GLOBALG.A.P., integrated pest control and organic farming). This gave Yessie an insight into a number of countries and companies. After 7 years in international auditing, Yessie moved to Senegal where she was appointed regional marketing consultant for Rikolto, a Belgian NGO. She then lived in Burkina Faso where she worked for another Belgian NGO, Broederlijk Delen, as a value chain expert. Yessie then became a consultant for FAO's Regional Programme for Field Farmers' Schools in West Africa, for which she designed new training modules and provided training. It was during this period that she began working with COLEACP via the PIP programme, mainly in the mango sector

In 2011, Yessie returned to Belgium and joined the COLEACP team where she is Regional Coordinator for East and Southern Africa and the Caribbean. She also supervises the support team for the regional fruit flies project in West Africa.

Yessie is passionate about agriculture and shares this passion with people from different backgrounds and origins. Besides working for COLEACP, Yessie enjoys taking care of her 3 teenage children and spending time with her friends.

*Kenya, Tanzania, Antigua and Barbuda, Bahamas, Barbados, Belize, Trinidad and Tobago, Saint Kitts and Grenadines, Saint Lucia, Grenada, Dominica, Suriname, Zimbabwe, Mozambique, Zambia, Malawi, Namibia, Guyana, Angola, Botswana.*



## KENYA

*As a reminder, since 2001, 85 Kenyan export companies have been supported by COLEACP (via PIP programme). Support has mainly targeted the implementation of food safety systems, but increasingly companies were also requesting assistance to meet the demands of their buyers for evidence of good environmental and social practices. PIP also supported the strengthening of local capacity to provide the wide range of services needed by the horticultural sector.*

*Under the EDES programme, training activities were organised for various public services on topics such as risk assessment, risk communication and organisation and implementation of Official controls. Three Self-assessment guides were developed for Fisheries products, Passion fruit and for Beans and Peas. At the end of 2013, the EDES support was adapted and increased as a response to the MRL crisis that had emerged in the peas and beans sector.*



Under the Fit For Market programme two missions took place in Kenya in 2017. Over the period, COLEACP had registered 45 requests for support in Kenya, mainly from production/export companies but also from exporters' associations and public sector institutions.

On September 13th and 14th 2017 a national Fruit & vegetables conference & exhibition 2017 took place in Nairobi. The theme of the conference was "Enhancing Food Safety & Competitiveness for Kenya's fruits, vegetables & Herbs". The key strategic partners in this initiative were the Kenya Market-led Horticulture Programme at the Netherlands Development Organization (SNV), International Finance Corporation, Global Communities, Fresh Produce Exporters

Association of Kenya-FPEAK and Kenya Association of Small & Medium scale Fruit and Vegetables Exporters-KEFE the two fruit and vegetables exporters associations with COLEACP, Society of Crop Agribusiness Advisors -SOCAA, SGS and Sidian Bank. COLEACP had a stand at the exhibition, participated as a panelist and contributed with a study on the feasibility of implementation of the KS1758 standard for the domestic market.

The conference gathered over 400 participants from public sector, private sector (exporters, producers, service providers), Investors and the development partners representing the Kenyan horticultural sector. The first day's discussions and presentations focused on Enhancing food





safety for domestic market while the second day's discussions and presentations focused on enhancing competitiveness for Kenya's fruit, vegetables and herbs. It also emerged that there is need for consumer demand for safe food in order to ensure food safety is achieved in the country. The COLEACP stand at the exhibition was visited by more than 100 potential beneficiaries. Information about possible Fit For market support was given which will result in additional requests for support.

The mission met with the SNV-Hortimpact programme, and through the EU delegation with MARP and AGRIFI. Together with partners such as SNV, FPEAK, KEPHIS, companies and county representatives the efforts will be pursued to set up a pilot for food safety compliance for domestic market to which FFM could contribute with know-how on capacity building on food safety compliance.





## TANZANIE

*In Tanzania, 11 producers/export companies/farmer groups have been supported by COLEACP since 2001.*

*This has mainly involved food safety system implementation and training, but also application of social standards to comply with new market requirements and support to set up sustainable production systems such as the IPM approach.*

*COLEACP has supported the development of local capacities to provide the wide range of services needed by the horticultural sector. Capacity building was provided for 10 service providers; 3 smallholders support structures focusing on organic agriculture (including the Tanzania Organic Agriculture Movement [TOAM]), 1 laboratory producing in vitro plants; and one professional organization (Tanzania Horticultural Association, TAHA), also the secretariat of the GLOBALG.A.P. National Technical Working Group and 1 local/regional auditing and certification body (Tanzania Organic Certification Association, TANCERT).*

*The EDES programme organized a National Food Safety Stakeholders Workshop in 2013 in collaboration with TFDA to determine the countries priorities. This was followed by trainings on organization and planning of official controls; reinforcement of inspection services and official controls on pesticide residues and national residue control plan and by another set of laboratory trainings which resulted in increased scope of accreditation for several Tanzanian labs.*



In March 2017 a short mission took place in Tanzania to analyse the first requests for support received and to exchange with TAHA, the Tanzanian Horticultural Association and VECO, a Belgian NGO that collaborates with TAHA regarding a food safety initiative for vegetable production for local market. In October 2017, a second meeting took place between COLEACP team and a representative from TAHA in Brussels to discuss the content of a Fit For Market action plan for TAHA.

COLEACP registered requests for support in Tanzania, from production/export companies



and cooperatives but also from the exporters' associations, farmers organizations and service providers.

Field trips around Arusha area, Mbeya area and Zanzibar focused on peas and beans for export, avocado, and vegetables for domestic market. In the Kilimanjaro area a particular focus was put on the relationship between producer groups and exporting companies, in the Southern Highlands production issues related to the specific agro-ecological zone were discussed and in Zanzibar the challenges to access the domestic market were discussed.



Meetings were held with VECO and with SOLIDARIDAD. VECO and FFM have some beneficiaries in common such as MUVIKIHO and TAHA and it is important to align support. VECO collaborates with SOLIDARIDAD on a pilot for domestic food safety in Arusha. SOLIDARIDAD also supports the development of a national food safety standard for fruit and vegetables. FFM will support the food safety pilot in Arusha through training and capacity building of producers, and will contribute to the national food safety standard development by organizing an informative workshop beginning of 2018 to sensitize public and private sector stakeholders on the different options available for domestic food safety implementation for fruit and vegetables.

To the end of 2017, COLEACP had received 15 requests from Tanzania via FFM.





NEW!

## ANGOLA

*The Consorcio Rede Camponesa (CRC) was created to federate and organise the export trade of fruit and vegetables, by gathering around the table producers, ancillary service providers, logistics operators, but also the relevant supervisory authorities. It aims to promote exports of fruit and vegetables from Angola. With this in mind, it has submitted a request to COLEACP to support its initiatives aimed at bringing the Angolan market closer to the European markets.*



In order to take on a truly international dimension to its project, the CRC brought together in Luanda, during a workshop on the 22nd and 23rd of November 2017, the widest range of the sector's stakeholders, from Angola but above all from export markets. The objective was to give producers a concrete opportunity to meet their prospective importing customers, as well as service providers (transport companies, freight forwarders, airlines) from Angola and the export destinations, while confronting our authorities with the practical realities that need to be anticipated (supervision, management, facilitation).

On this occasion, the COLEACP evaluated the possibilities of providing the support of the Fit For Market programme to the Angolan horticultural sector.

The workshop, organised by CRC, was attended by representatives from the horticulture sector.

The current situation of the fruit and vegetables in Angola was presented as well as the strong and weak points of the country regarding horticulture production. All presentations showed that Angola has already reached a certain level of professionalism and has a great potential for development. Although the fruit and vegetable trade is mainly national, international markets is an objective in the short term.

Besides Angolan stakeholders, the workshop was also attended by international players such as European buyers, airfreight companies and service providers.

During the workshop, COLEACP and its FFM programme were presented to the stakehol-

ders. The COLEACP team had then the opportunity to speak to each company individually. 11 enterprises, 2 professional organizations and 3 consultancy offices were informed of the specific services offered by COLEACP. Public services were also present during the workshop and were informed of COLEACP support possibilities.

The production and packing sites of 3 companies (Girassol, Turiagro, Novagrolider) were visited. These visits gave the team a good overview of the industry and the quality of the produce offered.

A meeting was organised with Rede Camponesa, CRC President. CRC is a producer chain of Operators of different sizes and specialities active in the Angolan agriculture sector.

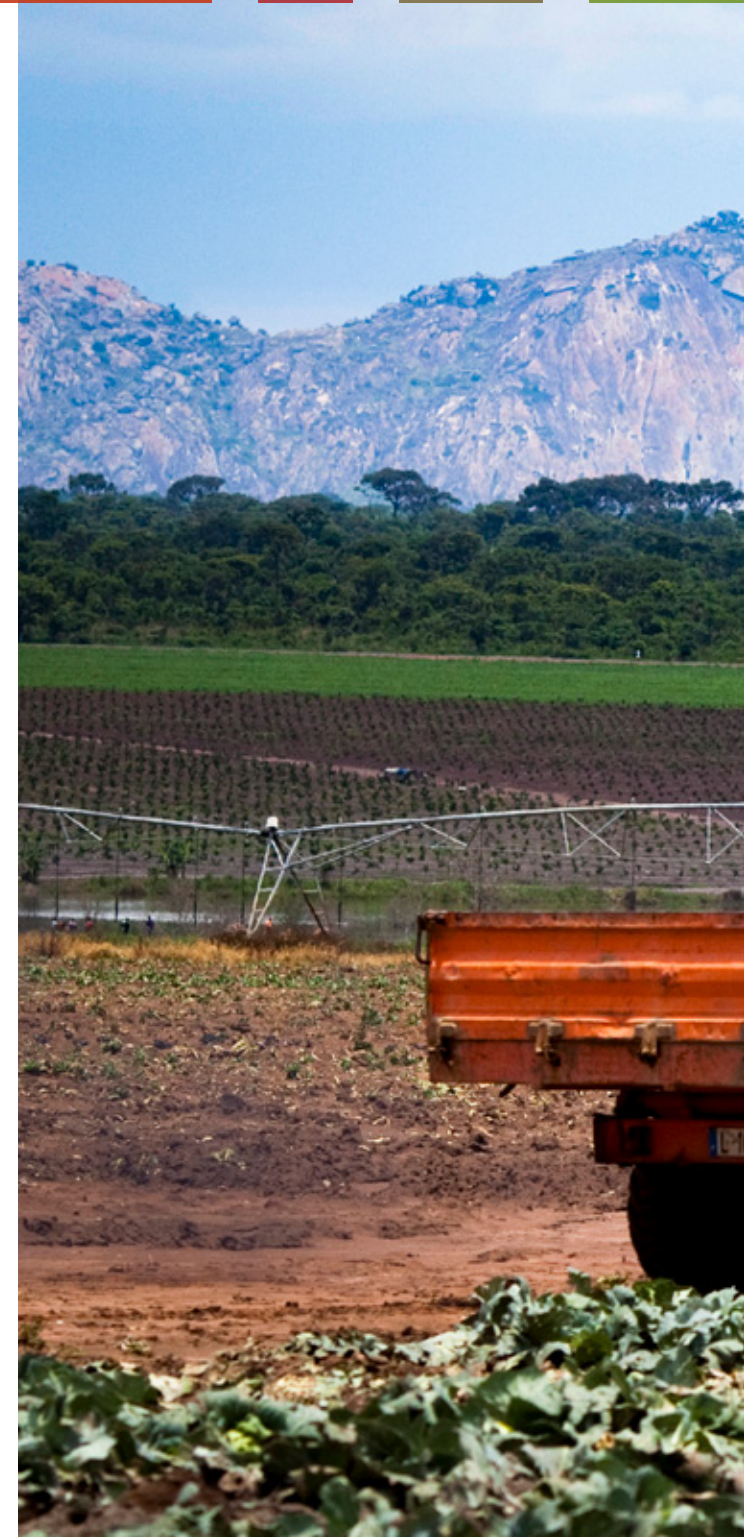


The workshop organised by the CRC was a real success and was an opportunity for Rede Camponesa to create linkages between all the actors of the value chain, especially between importers and producers. One of the objective and challenge of CRC in the short term is to improve the logistic side of the chain, specifically the airport facilities.

As soon as the logistic side will be improved, first exportation trials could be launched.

CRC is a key partner for COLEACP activities in Angola. It was agreed that before developing a plan of action with them, it is necessary to have a better vision of the support that the Angolan companies will ask COLEACP.

At the end of 2017 and in preparation for the participation of a delegation of Angolan companies at the show in Berlin, COLEACP accompanied Rede Camponesa to design their collective marketing label as part of their campaign targeting the European fruit and vegetables market.









## TRAINING SERVICE

In 2017, particular effort was devoted to re-viewing and developing the training and evaluation strategies and tools needed to implement the programme.

This prompted a re-evaluation and re-definition of the COLEACP training strategy, the revision of existing training tools and the development of new tools. A self-assessment tool was developed to measure the progress of the beneficiaries over the course of the programme in terms of sustainability and competitiveness.

Around thirty training sessions were held over the period, the main ones are listed in the table below.

### EMMANUELLE PRUNIER

Emmanuelle Prunier is an engineer in tropical agronomy and development economics. She started working in Côte d'Ivoire for a cocoa processing plant as part of the implementation of the quality system. Emmanuelle was then employed as a technical and sales manager in a company producing and marketing market gardening seeds for the African market.

Still based in RCI and after six years, she began working with COLEACP as a consultant. She spent two years analysing



TRAINING TITLE	COUNTRY	2017
Training of trainers: Fighting the fruit fly	Mali	January
Training of trainers: Fighting the fruit fly - Inspection agents	Mali	January
Coaching (TT/TA) Karim Dagno	Mali	February
Collective training: The problem of the fruit fly for the mango industry - Recognizing and managing stung fruits	Côte d'Ivoire	April
Collective training (recycling): The problem of the fruit fly for the mango industry - Recognizing and managing stung fruits	Côte d'Ivoire	April
Collective training (recycling): The problem of the fruit fly for the mango industry - Recognizing and managing stung fruits	Côte d'Ivoire	April
Collective training: The problem of the fruit fly for the mango industry - Recognizing and managing stung fruits	Côte d'Ivoire	April
Training per project: The problem of the fruit fly for the mango industry - Recognizing and managing stung fruits	Burkina Faso	April
Refresher course GlobalGap version 5 in South Africa	Zimbabwe	May
Collective training: The problem of the fruit fly for the mango industry - Recognizing and managing stung fruits	Senegal	June
E-Learning Platform - Expert Level Development - Pilot Phase 1	All ACP	June-August
Training in different cutting techniques on mango trees	Côte d'Ivoire	August
GLOBALG.A.P. Option 2 Training for Ethiopian Service Providers	Ethiopia	September
Support for writing a business plan	Cameroon	Sept-Oct





Training of trainers based in Nigeria	Nigeria	October
Collective Training: Quality Management	Cameroon	October
Collective Training: Sanitary quality management	Senegal	October
Collective Training: Crop protection	Senegal	October
Training in organic farming and training of basic trainers for agricultural supervisors	Burundi	October
Quality Management	Ethiopia	Oct-Dec
Collective Training: Crop protection	Cameroon	November
Collective Training: Reasoned use of ethophon	Cameroon	November
Project Training for Training Activities for Business Managers in Senegal	Senegal	Nov-Dec
Training on ISO 31000 Risk Management	Kenya	Nov-Dec
Training on the Programming and Realisation of Official Controls for inspectors in Togo	Togo	December



requests for support, before joining the association's "Capacity Building" then "Good Company Practices" units. In 2007, she joined the "Training" department, which she has been heading up since 2009. Since 2016, she has also been in charge of coordinating COLEACP project managers involved in COLEACP's capacity building activities.

Emmanuelle is French and has lived in Belgium for 11 years. She has forged a special bond with Africa, after spending eight years on the continent. Professional roots that are still very much present in her activities at COLEACP. Apart from her job, she also has a busy family life; Emmanuelle has four children with whom she shares a taste for transmission and a curiosity for difference.



### THE TRAINING SERVICE HAS EXPANDED ITS OFFER

With new intervention themes and new online and hardcopy tools, COLEACP's training service is expanding its offer to meet the needs of companies benefiting from the Fit For Market programme.

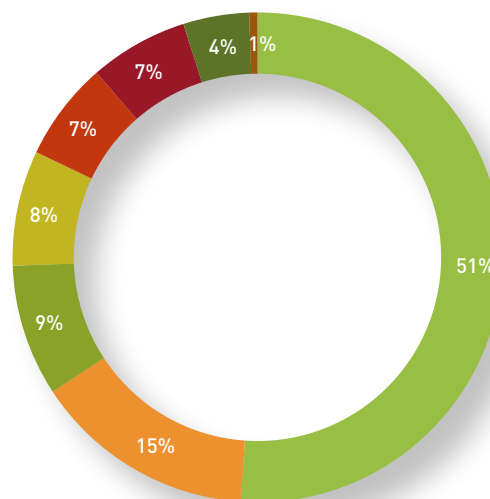
Designed and implemented during the PIP programmes, then developed for use by other projects managed by COLEACP (EDES, Fruit Fly Programme, etc.), it is supplemented today with new educational resources. A hundred or so training materials (handbooks, booklets, brochures, etc.) are being developed on specific topics such as the competitiveness of companies (market access strategy, resource management) or the sustainable management of the environment (management of inputs and outputs, measurement and reduction of the impact of practices on the environment, restoration of the environment by good practices, etc.). 70 group and on-site training courses are already planned for year 2 of FFM in various African, Caribbean and Pacific (ACP) countries.

On the e-learning side (11 training courses, more than 2000 trainees enrolled), the training aims to consolidate the technical know-how of learners in terms of good agricultural practices and compliance of productions intended for export. It is complementary to on-site training. The latest addition to the platform is the Experienced level of the "Traceability" course.

One of the objectives of this future MOOC (ACP) is to enable the most qualified learners to in turn become tutors in future sessions. Another way to leverage the impact and sustainability of the COLEACP training system.

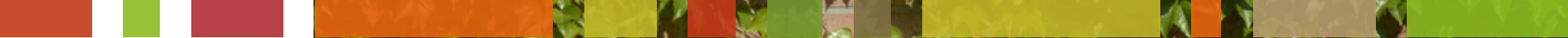


### PROFILE OF TRAINED PEOPLE IN 2017



- Executives in companies
- Agents of public inspection services
- Extensionists / Farmers
- Experts / Trainers
- Company managers
- Others
- Producers-leader
- Managers / Facilitators of professional associations





*Project Managers  
at COLEACP*



### THE COLEACP E-LEARNING PLATFORM

The COLEACP e-Learning platform has been operational in its new graphic form throughout the year 2017.

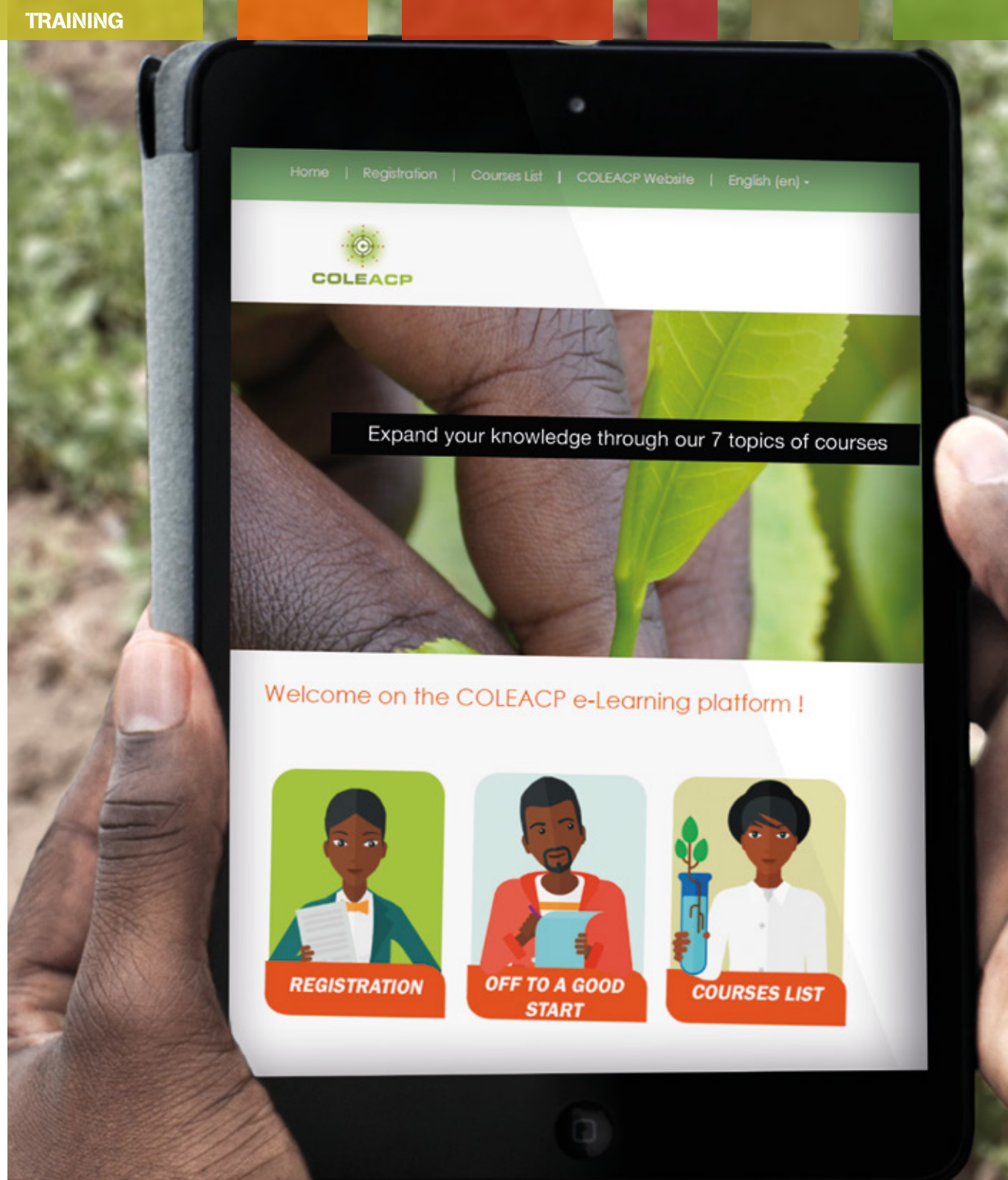
On the content side, a new course level was designed and tested over the period: The “Experienced” level. This is accessible to learners who have passed the “Intermediate” and “Advanced” levels of a course.

It puts into practice the knowledge acquired by proposing a list of activities to be completed by the learner within established deadlines. This course level was created in a “MOOC” spirit (Massive Open Online Course), which means that, unlike the other courses of the platform, it is open over a given period and the activities must be completed according to specific deadlines.

This course has an expert tutor in the chosen theme whose role is to host the session, to motivate the learners by providing advice and explanations and to evaluate the work of the participants.

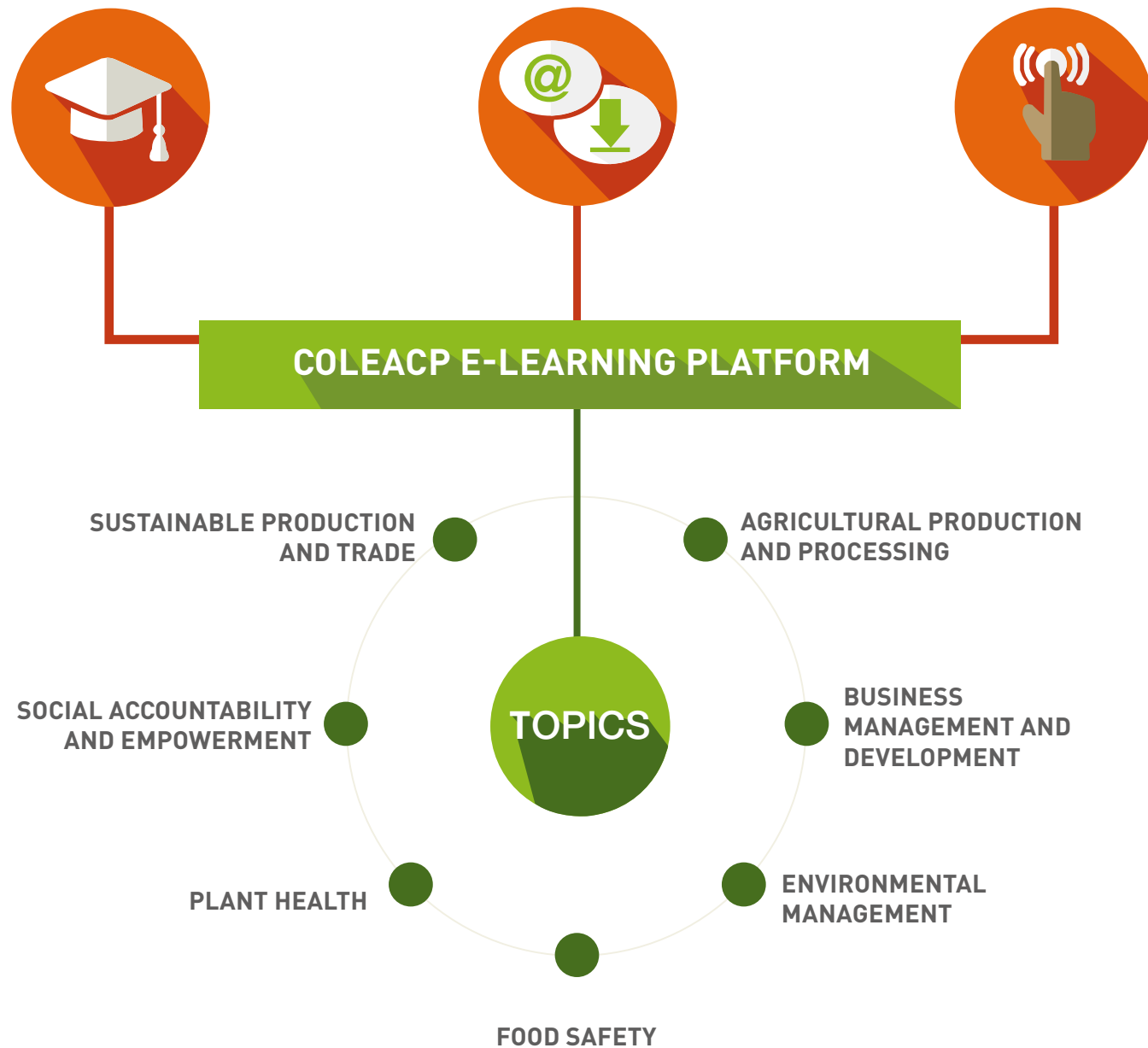
The “experienced” level has been tested in the form of a pilot project on the theme of traceability. The test ran from the 19th of June to the 31st of July.

This course was rolled out in line with the continuous improvement of the COLEACP training system and its tools. It involves learners in the course evaluation process. The most qualified learners can in turn be appointed to become a tutor in a session related to their area of expertise.





2343  
TRAINEES



<http://training.COLEACP.org/>



DEVELOPMENT OF NEW CAPACITY BUILDING TOOLS IN 2017



Sustainable production and trade

Planned	1 Training notebook
Ongoing	2 Manuals
	Newly available



Plant health

Planned	4 Training notebooks
Ongoing	5 E-learning courses 4 Manuals
	Newly available



Food safety

Planned	1 Training notebook
Ongoing	4 Training notebooks 5 Manuals 5 Brochures
	Newly available



Agricultural production and processing

Planned	2 Manuals 3 Training notebooks
Ongoing	3 Training notebooks 1 Crop production protocol 4 Manuals 7 Brochures
	Newly available



### Social accountability and empowerment

Planned  
2 Manuals  
2 Training notebooks

Ongoing  
1 Manual

Newly available



### Environmental management

Planned  
6 Training notebooks  
3 Field training workshops

Ongoing  
1 Training notebook  
7 Manuals  
7 Field training workshops  
4 E-learning courses  
5 Brochures

Newly available



### Business management and development

Planned  
14 Manuals  
16 Training notebooks

Ongoing  
2 Manuals

Newly available



### Training methodologies

Planned  
3 Manuals

Ongoing  
1 Training handbook

Newly available



## ADVOCACY SERVICE

### RAISING AWARENESS ABOUT CHANGES TO EU PLANT HEALTH REGULATION

In addition to technical assistance and training, COLEACP provides support to the ACP horticulture sector through information dissemination, as well as lobbying and advocacy, particularly in the context of regulations and standards.

The aim is to ensure that ACP stakeholders are able to use due process to advocate and influence changes that could negatively impact on market access, and are fully informed of new developments in time to make any necessary adjustments.

Since end of 2017, COLEACP has been hosting meetings in ACP countries in order to raise awareness of some major changes. The aim is to share as much information as possible so that exporting countries can begin to assess the potential impact, consider what needs to be done, and start to develop an action plan to ensure that everything is in place by the time the new regulation is fully applied.

In November-December, a mission was conducted in order to raise awareness in Uganda and Kenya about changes to EU plant health legislation. This includes more stringent application of the current rules, in particular concerning the export of Capsicum, as well as the new EU Plant Health Regulation (Regulation (EU) 2016/2031), which was introduced in December 2016, and will be fully applied from December

2019. This new Regulation is a major overhaul of the current EU Plant Health legislation, which has been in place since 1977. The changes will have significant implications for the export of fresh produce into the EU. Competent authorities and operators will have to adjust to the new rules, and this may in many cases require investment in human resources, capacity building, and potentially in infrastructure.



### MORAG WEBB

Morag Webb is Head of Market Access and Advocacy for COLEACP. Morag is Welsh.

She studied Environmental Science and Applied Ecology, followed by a Masters Degree in Integrated Pest Management. She is from a farming background and since 1990 has run a commercial farm with her family in the UK. Morag spent 15 years in research, mainly in smallholder agriculture, managing projects financed by the UK Department for International Development (DFID) in South America and Africa. On joining COLEACP in 2003, she first worked in technical assistance and capacity building of value chains in the Africa-Caribbean-Pacific horticultural sector.

Morag coordinates the COLEACP Market Access component addressing regulations, private standards and buyer demands, and developing the COLEACP Sustainability Programme.



## UGANDA

On Wednesday 29th November 2017, a meeting took place in Entebbe with the assistance of the Director of Crop Resources, Ministry of Agriculture, Animal Industry and Fisheries (MAAIF). 25 people were in attendance, representing the public sector, private sector, consultants and donors.

The opening address was given by Dr Okasaai, Director of crop resources. He summarised government policy with regard to the economy, trade, and the focus on agriculture and horticulture. Increasing exports to the international market is seen to be critical, but horticulture, as one of Uganda's main export commodities, is facing multiples challenges. Government recognises the need for this key sector to become more competitive and sustainable by focusing on market access, quality, compliance, and added value.

A presentation on the new EU plant health regulation was followed by a working discussion. Items raised included:

- The need for engagement at the WTO level when the delegated and implementing acts for the new Regulation are introduced through the WTO SPS Committee. MAAIF is the National Enquiry Point, and the newly appointed Commissioner for Crop Inspection and Certification will be the main contact person for COLEACP to issue information and alerts. Participants noted that Uganda should coordinate

with other national delegates from the region, particularly Kenya, and COLEACP was asked if it could help to facilitate this.

- ■ Capacity building needs arising from the new plant health requirements (see below).

■ ■ ■ Pesticide registration and Crop Protection research. Participants identified the need for greater investment in Crop Protection research, and for improved procedures for the registration of new plant protection products (PPPs). Plant health problems are exacerbated by the small and declining number of authorised PPPs, and the difficulties of registering new products. The Commissioner for Crop Protection noted that the East African Community (EAC) is looking again at the possibility of regional harmonisation of PPP registration.

■ ■ ■ The Public-Private stakeholder engagement. The need was emphasised for improved dialogue between competent authorities and the private sector as the new EU plant health rules are rolled out. At many levels, this engagement is essential to ensure a successful outcome. The Director of crop resources mentioned a recent high-level meeting with MAAIF in which the issue of plant health was raised by the Prime Minister. It was resolved that a new public-private platform will be created to discuss SPS issues and share in-

formation. It will identify priorities, mobilise resources, and define what needs to be done and by who to address challenges facing the sector. A task force will be constituted for implementation.

■ ■ Private sector representation. Participants identified the need to address the fragmented nature of the horticulture sector, which hampers progress and public-private coordination. In the current environment, better organisation is critical to meet the evolving regulatory and commercial demands of the markets. With regard to the new SPS platform and task force, it was agreed in principle that private sector participation needs to be strengthened. It was proposed that the task force and platform should have at least one representative from each of the four horticulture associations, and the one apex body. MAAIF agreed to re-assess private sector representation in these new structures.

There was a specific discussion around EU Implementing Directive 2017/1279, which was introduced in July 2017, requiring additional measures for the control of False Codling Moth (FCM) on Capsicum exported from Africa. Details about the changes affecting Capsicum export have been provided in information bulletins issued previously by COLEACP. An update was given at the Entebbe meeting on the most recent information from the EC. The need for



urgent action by the Ugandan authorities was emphasised: they have sent a dossier to the EC describing the method/treatment that would be applied to fruit exported from Uganda, together with evidence of the effectiveness of this treatment. Once the dossier is accepted, only Capsicum that is produced according to the protocol specified in the dossier can be exported.

The options for Uganda were discussed including potential treatments and the use of pest-free production sites. MAAIF compiled the dossier sent to the EC, alongside the setting up of trials with NARO and Makerere to test treatment options and pest-free production sites.

Potential needs for support that were identified during the workshop, and a pre-meeting with MAAIF:

- COLEACP will invite delegates from MAAIF Uganda to the regional Pest Risk Assessments (PRAs) and Pest-Free Areas training for National Plant Protection Organisations (NPPO).

- ■ The capacity of the inspection services needs reinforcing. Previous COLEACP training was acknowledged, but since this time there has been a major staff overhaul.

- ■ ■ MAAIF will contact COLEACP if support is needed for the establishment, running and monitoring of pest free

production sites, or for new treatment trials/protocols.

■ **iv.** MAAIF considers that additional capacity building needs for producers and exporters would become clear once the implementing acts for the new regulations are introduced.





On Monday 4th December, a meeting was held in Kenya with the support of the Kenya Plant Health Inspectorate Service (KEPHIS). The 26 Participants came from KEPHIS, HCD, FPEAK, KFC, Union Fleurs, service providers, and several horticulture producer/export companies. A presentation on the new EU plant health regulation was followed by a working discussion. Items raised included:

- i Additional needs for capacity building and support, in particular for the public authorities (see below).

- ii Engaging with the regulatory process. The Kenyan WTO SPS Committee Delegate proposed that once Kenya has agreed its position on the new plant health regulations, it should share this with other African countries in order to foster a coordinated response when the implementing directives are introduced. He also recommended liaison with regional organisations (including AU-IBAR) as well as the EU delegation. The new Plant Health Regulation is part of a package of EU regulatory reform, which also includes new measures for official controls. While the official controls are directly applicable only within Europe, it is also important for third country export sectors to try and influence to ensure that the new rules provide

for an efficient and speedy control system that protects produce quality.

- iii The stakeholder coordination. KEPHIS recognise that they have a key role to play in bringing national stakeholders together, and to support the development of a national action plan that will protect Kenya's market position. The industry associations (flowers and fruit/veg) also need to coordinate and influence at a policy level. It was proposed that the existing National Horticulture Task Force and National Technical Working Group provide ideal platforms to bring stakeholders together to develop national action plans at both the strategic and technical levels. The action plan has been drafted by KEPHIS and sent to the EU institutions.

- iv The pesticide registration and the crop protection research. Plant health problems are highlighting the urgent need for better tools for crop protection. They are exacerbated by the small and declining number of locally registered PPPs. In the long-term there is a need for greater investment in crop protection research, and in the short-term, the introduction of improved procedures for the registration of new plant protection products including bio-control products).

The workshop was preceded by a meeting at KEPHIS (30<sup>th</sup> November) with horticulture and flower industries to address the issue of False Codling moth and the new

EU Implementing Directive 2017/1279. Participants received a presentation from the visiting Food and Veterinary Office of the European Commission (FVO) mission team on the new rules, which were discussed at the COLEACP workshop.

The FVO team noted that the two options that would allow Kenya to meet the new rules and continue exporting chillies are:  
**1.** Supplying from production sites free of False Codling Moth (e.g. using a protec-





ted environment). If this option is used, the NPPO must certify pest free status of the production area, and then conduct follow-up inspections during the growing season to ensure that procedures are implemented and it remains pest free<sup>1</sup>. **And 2.** Applying special treatment, for example cold treatment. The treatment can be decided by the NPPO after discussion with stakeholders. The FVO representative noted that in both cases, the EU legislation requires detailed traceability information. The NPPO needs to work with growers to establish a traceability system that identifies individual production units. While the Implementing Directive makes no special provisions for roses, the FVO mission also strongly urged rose growers to introduce additional measures to control FCM because any future interceptions will have consequences<sup>2</sup>.

The potential need for additional support to meet the new plant health rules was discussed. It is clear that the new Regulation will put considerable demands on NPPOs in terms of the increased volume of work, the skillsets required, and additional finance. However, there is no option but to address the challenges posed by the new Regulation, as failing to do so could threaten the

1 This option was chosen : since the start of the implementation of this option by KEPHIS in January 2018 only 4 of the 120 registered Kenyan capsicum exporters have maintained their export flow to the EU.

2 In the first quarter of 2018 there have already been 15 interceptions for FCM on roses from Kenya, which is alarming

continued access of Kenyan produce to key export markets. It was agreed that:

- A capacity and skills audit would put KEPHIS in a better position to make a case for increased finance.
- Kenyan delegates will be invited to the regional COLEACP training for NPPOs on Phytosanitary Risk Analysis (PRAs) and Pest-Free Areas. To en-



courage a coherent supply-chain approach, KFC suggested that private sector representatives could be invited to sit-in on some of the NPPO training. A better understanding of the role of the NPPO will help the private sector build a parallel capacity.

■ ■ ■ The question of capacity building for growers on the use and management of green houses for Capsicum production was raised, and the possibility of COLEACP support<sup>3</sup>.

■ **iv** ■ If phosphine fumigation is an option, there is a need for a central facility that is accessible to all. HCD stated that they are looking into the use of one of their satellite units as a designated fumigation facility. However, before this can be put into operation, they need specialist advice to ensure that the correct infrastructure and procedures are in place. COLEACP was asked if it could look into specialist support for fumigation<sup>4</sup>.

3 COLEACP will support 3 Kenyan companies with training on the implementation of FCM protocols for Capsicum

4 In June 2018, COLEACP will facilitate a mission from the Kenya CA to visit the EU competent authorities, amongst others to look if funding can be raised for the implementation of the fumigation option

In the case of both countries (Uganda and Kenya), while some COLEACP support is possible to address the new plant health requirements, it was noted that designated funds for this purpose under the Fit for Market Programme are limited and will have to be prioritised.

From end of 2017 (Uganda and Kenya), a series of other awareness events are planned for 2018 in 12 countries of Sub-Saharan countries.





## CALENDAR OF 2017 EVENTS

Date	Place	Event	COLEACP services involved (excl. Management)
December	Brussels	Organisation of the official launch of Fit For Market Contribution to the organisation and follow up of the COLEACP Board of Directors	Infocom
	Abuja	Participation in “Feeding Africa: agro-industrialisation and inclusive growth”	Technical assistance, Advocacy
January 2017	Brussels	Participation in the workshop on “EU-Africa Collaboration on Food Systems”	Innovation & Development
February	Brussels	Participation in the CTA Briefing “Regional Trade in Africa: Drivers, Trends and Opportunities”	Advocacy
	Brussels	Participation in the “Trade and Private Sector Development Seminar”	Advocacy, Market analysis
	Berlin, Germany	Participation in Fruit Logistica 2017	Infocom, Technical assistance, Market analysis
	Brussels	Participation in the Forum organised to consult stakeholders on the new ACP approach to supporting agricultural value chains	Advocacy, Infocom
	London	Participation in the Fresh Produce Consortium Technical Group	Advocacy
March	Houston, Texas	Participation in the GFSI Global Markets Programme Primary Revision	Advocacy
	London	Participation in the innovation forum “Sustainable smallholder development”	Advocacy, Infocom
	Brussels	Participation in the CTA Briefing “Strengthening rural livelihoods in the face of rapid urbanisation in Africa”	Advocacy
	Geneva	STDF Working Group Meeting	Advocacy
April	Togo	Organisation of a national and regional workshop	Infocom, Technical assistance, Market analysis
	Sweden	Participation in the PAEPARD steering committee	Advocacy
	Brussels	Participation in the African Belgian Business week. Innovation in Africa (Togo)	Advocacy, Infocom
May	Cameroon	Organisation of a national workshop	Infocom, Technical assistance, Market analysis
	Paris	Support to the CFAHS to organise a day promoting produce of Senegalese origin at Rungis market	Infocom
	Brussels	Participation in the CTA briefing “Youth in Agribusiness: Shaping the future of Agriculture”	Infocom

June	Brussels	Organisation of COLEACP's participation in the European Development Days 2017	Infocom, Technical assistance
	Paris	Contribution to the organisation and follow up of the COLEACP Board of Directors and General Meeting	Infocom
July	Rome, FAO	Preparation of the session "Responsible Private Sector Investment and Access to Markets"	Infocom
September	Brussels	Grow Africa-COLEACP meeting	Technical assistance, Advocacy, Infocom
	Geneva	ITC Trade for Sustainable Development Forum 2017	Advocacy
	Brussels	AFD, EC, ACP meeting: Reporting Year 1, Programming Year 2 of FFM	Technical assistance, Infocom
October	Paris, Embassy of Madagascar	Meeting with a delegation of companies	Technical assistance
	Brussels, Secretariat of the ACP group of states	Presentation to the ACP: "New European Plant Health Regulation, anticipating impacts for ACP countries"	Infocom
November	Geneva	WTO - SPS Committee	Advocacy
	Geneva	WTO - STDF technical meeting organised by Michigan State University	Advocacy
	Abidjan	SARA-EABF	Infocom, Technical assistance, Advocacy



## INFORMATION AND COMMUNICATION SERVICE

The various activities of the service, designed to communicate, inform and/or mobilise the different Fit For Market targets, fall under four types of activities :

- the design of information and communication media as well as technical and training tools;
- the production of these supports and tools;
- the dissemination of these supports and tools;
- the management of the FFM information and communication activities.

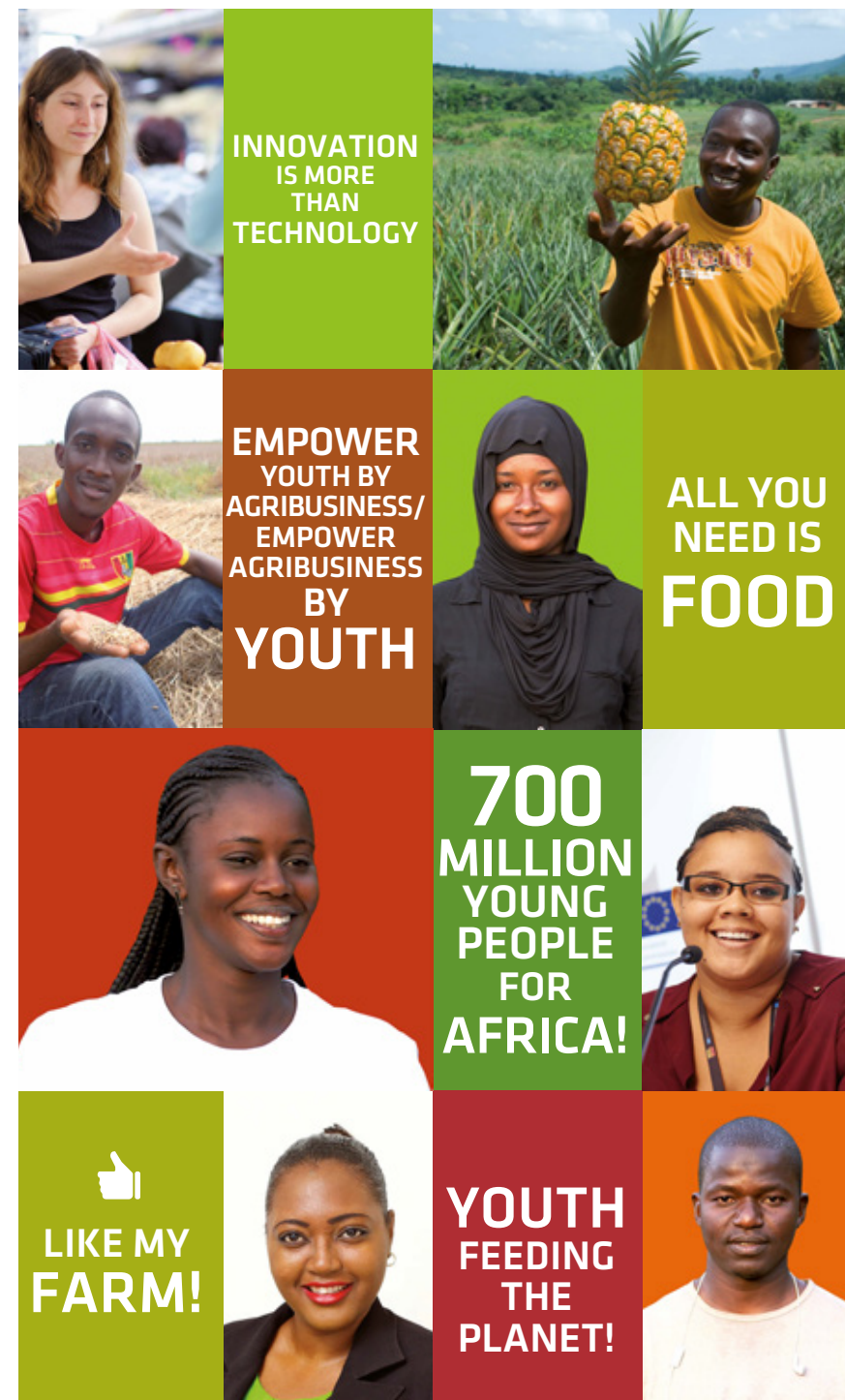
COLEACP's corporate communication was consolidated over the period in order to reposition the association fully in line with its FFM activity and to remobilise the permanent team around the implementation of this new programme.

At the same time, the service designed, produced and disseminated information and communication media for the FFM programme.

Here are the main activities conducted in 2017:

- formulation of 5 key values for the association according to a participatory process involving all the employees (the 5 values were revealed during a team building event);

- reformulation of the COLEACP mission and vision;
- design, pre-press and production of the identity of the Fit For Market programme (name, brochures, templates, charter, posters, USB keys, etc.);
- revision of the 12-minute COLEACP video, adding to it with specific information about the new Fit For Market programme;
- regular sending of flash news bulletins promoting FFM or related to the FFM field of action (information for beneficiaries);
- design of a specific promotional pack for the launch of FFM in West Africa (Togo and Cameroon);
- design of an EDDs stand (visual YOUNG PEOPLE AND AGRICULTURE, FFM PROMOTION).



## PRODUCTION

- country files;
- new Training Manual on water;
- finalisation and delivery of the files, and sets of 5 FFM training handbooks in 2 language versions (FR and ENG = total 10 handbooks);
- reproduction of various training brochures October-November 2017:
  - hygiene 1, 2, 3 et 4,
  - traceability,
  - safe use of pesticides,
  - sustainable production;
- reproduction of sets of 2 puzzles used as fruit and vegetable educational tools developed by COLEACP-FFM.
- adaptation and production of flipcharts for the FFM F&L educational activity;
- training activity on Mango;
- pre-press and TI production of “Ananas Pain de sucre du Bénin” (Dec 2017 - FR);
- FFM Activity Report;
- FFM pre and post mission sheets;
- Market study “State of play and opportunities on the European market for fruit and vegetables of ACP origin”.

## EVENTS

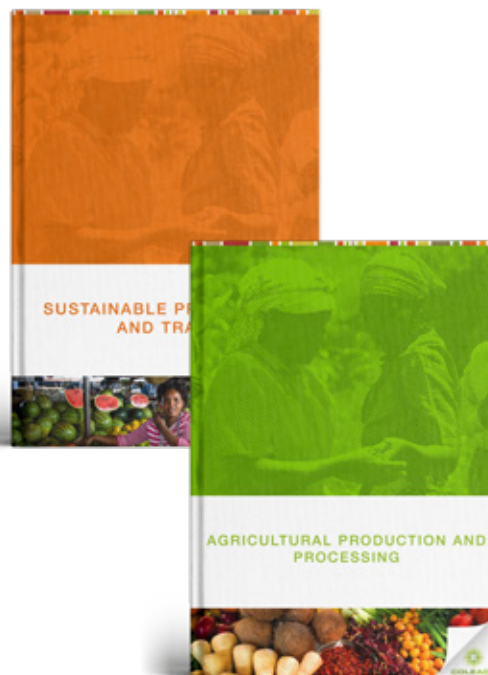
Preparation, coordination and execution of the COLEACP-FFM participation in:

- Fruit Logistica (Berlin, February 2017);
- European Development Days (Brussels, June 2017);
- SARA & EABF (Abidjan, November 2017).

The dissemination of FFM information and tools use various channels of communication: digital, postal, event and media.

The purpose of dissemination is to promote FFM, inform stakeholders about programme activities, build the capacity of FFM beneficiaries (when it comes to disseminating technical information and training tools) and defend their interests on the international stage.

Result of the FFM promotion: more than 300 requests for support received in 12 months from more than 30 ACP countries.





## DISSEMINATION VIA EVENTS

The COLEACP Infocom service is regularly brought on board for the preparation (FFM missions, etc.), participation (PR meetings) in or the organisation of events (ACP workshops, Fruit Logistica, EDDs, etc.). Its involvement can then vary. It ranges from the simple preparation of promotional material (e.g. FFM mission pack) to the development of event material (e.g. FFM workshops in Togo and Cameroon, EDDs stand) and the mobilisation of participants and partners (e.g. ACP workshops, workshop at the EDDs, etc.).

The embassies of the ACP countries in Brussels and the European Commission all received the COLEACP annual report 2016.



Regarding the EDDs (June 2017), COLEACP had an information booth and used a workshop and a specific animation to launch an initiative putting youth and agriculture at the heart of its messages throughout the event both on site and on social media (AGRI4YOUTH).

It should also be noted that in 2017, the service started preparing for COLEACP's participation: design of a new stand and a practical guide for FFM beneficiaries.





## MARKET INTELLIGENCE SERVICE

### STATE OF PLAY AND OPPORTUNITIES ON THE EUROPEAN MARKET FOR FRUIT AND VEGETABLES OF ACP ORIGIN.

COLEACP produced a market study in 2017 in the wake of its participation in the international trade fair Fruit Logistica, during which a great deal of information was collected via interviews and marketing observations.

This study includes the following chapters:

- consumer trends;
- distribution in Europe;
- marketing mix elements for fruit and vegetables in the European market;
- ACP offering on the European fruit and vegetable market;
- opportunities for ACP supply on the European fruit and vegetable market.

Qualitative (SWOT) and quantitative analyses have identified three levels of opportunity for ACP fresh fruit and vegetables on the European market.

#### Level 1: developing market segments

Mangoes (Kent), avocados (Hass), papayas, sweet potatoes, sweetcorn, coconuts.



#### Level 2: niches with high development potential

Roots and tubers, organic mangoes, organic avocados, organic papayas, organic sweet potatoes, organic lime, small exotic fruit (dragon fruit, guava, pomegranates, tamarillos, etc.) green Sugarloaf pineapples, plantains, frecinette bananas, organic and fair trade bananas.



#### Level 3: mature market segments

MD2 pineapples, lychees, melons, watermelons, green beans, cherry tomatoes, oranges.



Initially reserved for the COLEACP members, the study was then more widely disseminated to stakeholders in the production and marketing of ACP-EU fruit and vegetables.

COLEACP has planned to update this study in 2019.

The intention is also for the service to produce a similar study by the end of 2018, which will cover the trends on the fruit and vegetable market in sub-Saharan Africa in line with FFM's objectives.

## ANALYSIS OF THE RASFF AND EUROPHYT NOTIFICATIONS ON THE ENTRY OF ACP FRUIT AND VEGETABLES INTO THE EUROPEAN MARKET

COLEACP is closely monitoring Sanitary and Phytosanitary (SPS) regulations to identify decisions and trends that may impact fruit and vegetable value chains in African, Caribbean and Pacific countries. The information obtained is used to adapt the technical recommendations to the producers and to inform the suppliers in the ACP countries of the measures to be taken.

In particular COLEACP is monitoring:

- the potential MRL exceedences (MRLs) of pesticides on fruit and vegetables entering the European market, recorded by the Member States surveillance PROGRAMMES and the European Commission (RASFF notifications);
- any phytosanitary nonconformities due to the presence of pests on fruit and vegetables entering the European market with the EU notifications (EUROPHYT).

From October 2017, COLEACP sent an inventory of these notifications to each ACP country concerned.

This provided an opportunity for ACP professionals to be informed or even alerted and to contact COLEACP if necessary.

For 2018, the service has planned to send a quarterly report and a more detailed annual report according to the main notifications and their causes encountered over the period.





## INNOVATION & DEVELOPMENT SERVICE

### GOOD AGRICULTURAL PRACTICES: DEVELOPMENT OF AN ONLINE DATABASE

In 2017, COLEACP made an undertaking to develop an online database enabling the user (FFM beneficiary) to introduce two search levels, namely a crop and an active substance.

It is expected that the database will be integrated into the COLEACP website and will be available to FFM beneficiaries with restricted access (members and beneficiaries of the organisation).

When the user has selected a crop and an active substance, the following elements will appear for the active substance/crop combination, in the form of a table:

- the selected active substance;
- the selected crop;
- the maximum residue limit (MRL) set by the European Union (EU) for the selected active substance/crop combination. This should be expressed in mg/kg;
- the MRL (expressed in mg/kg) set by the Codex Alimentarius for the selected active substance/crop combination.

Good Agricultural Practice (GAP) will also be introduced to comply with the MRLs set by the EU and Codex, but also to obtain a level of residues below the limit of quantification, namely:

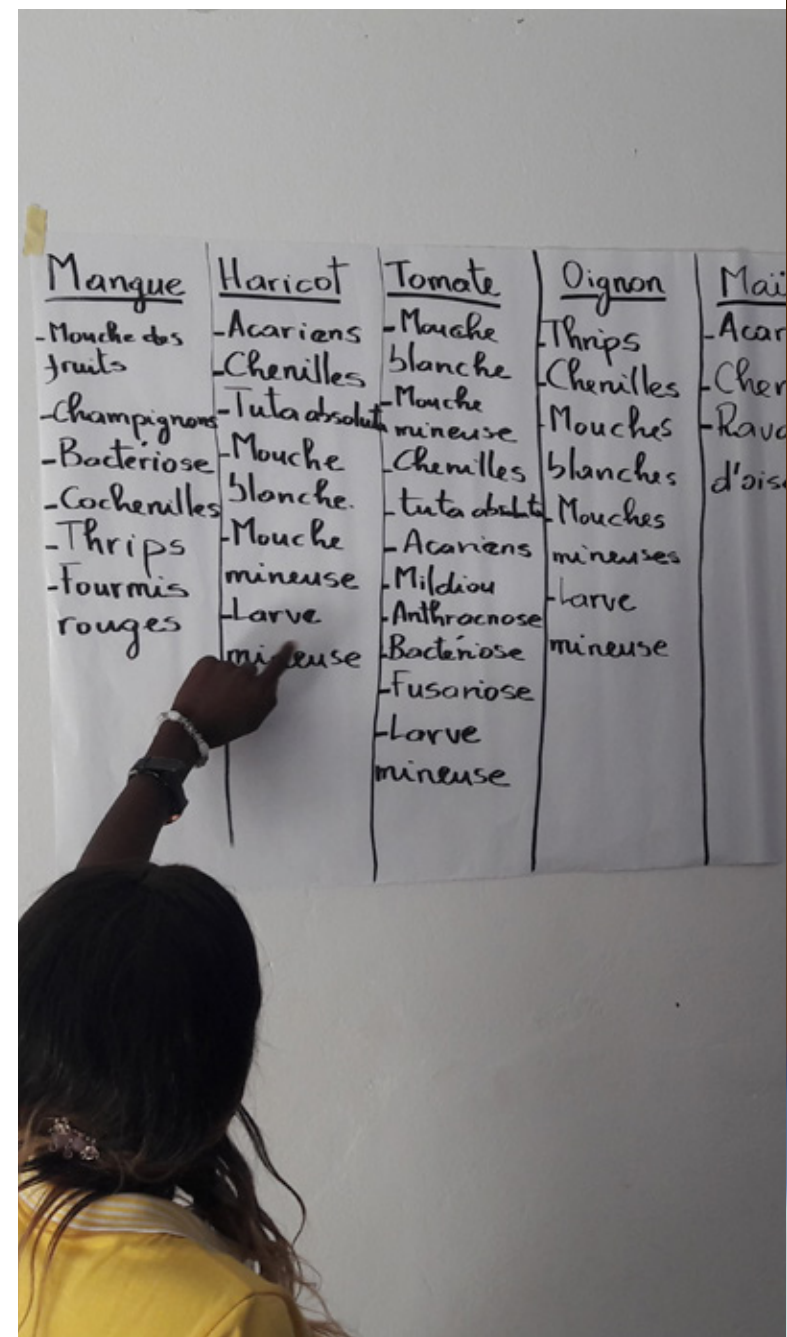
- the dose of active substance to be applied

in the selected crop. This will be expressed in mg/ha, with some exceptions (for example for citrus fruits, the doses will be expressed in g/h);

- the number of applications;
- the interval between applications, expressed in days;
- the pre-harvest interval (expressed in days) to meet the EU MRL for the selected active substance/crop combination;
- the pre-harvest interval (expressed in days) to meet the Codex MRL for the selected active substance/crop combination;
- the pre-harvest interval (expressed in days) to obtain a level of pesticide residues below the limit of quantification for the selected active substance/crop combination.

Finally, the table will allow the user to have access to a detailed sheet for the selected active substance/crop combination.

At the end of 2017, 24 active substances have been inserted. The base is expected to be complete (> 220 active substances) and operational by June 2018.



FR EN PT ES

Accueil > www.substances.active.culture

Accueil > www.substances.active.culture

CULTURE	SUBSTANCE ACTIVE	LMR UE	LMR CODEX	BONNES PRATIQUES AGRICOLES ET AUTRES
Carotte	Imidacloprid	0.5	0.5	voir
Melons	Beta-Cyfluthrin	0.02	/	voir
Haricot vert	Beta-Cyfluthrin	0.1	/	voir
Haricot vert	Flubendiamide	0.5	2	voir
Haricot vert	Cymoxanil	0.05	/	voir
Haricot vert	Méthiocarbe	0.2	/	voir
Haricot vert	Fluopyrame	1	1	voir
Haricot vert	Propineb	0.05 (a)	/	voir
Haricot vert	Spirométhifen	1	/	voir
Haricot vert	Cymoxanil	0.05	/	voir



## BUSINESS DEVELOPMENT SERVICE

COLEACP participated as every year in the international fruit and vegetable trade fair which took place in Berlin in early February.

In 2017, the contact situation (qualified individual appointments) at Fruit Logistica was as follows:

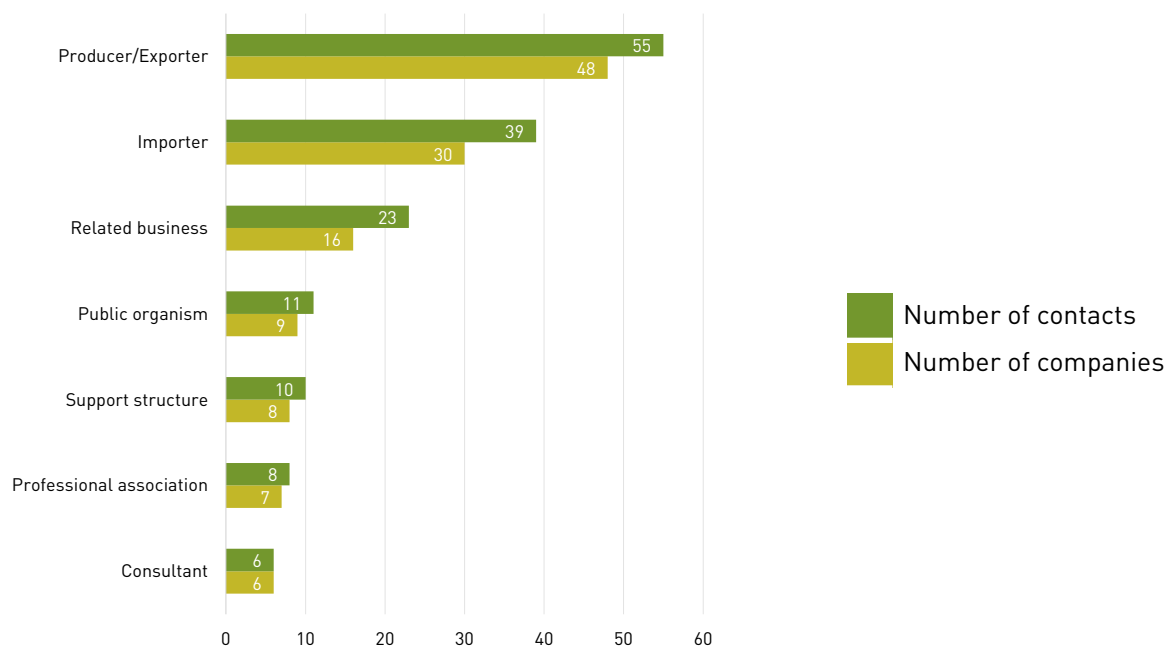
The COLEACP decided in 2017 to return in 2018 with a stand.

This stand was designed at the end of the year with a double objective:

- facilitate meetings between professionals;
- promote ACP origin on the European market.

The communication space with the slogan “Welcome to a world of values” highlights the 5 COLEACP values defined in 2016 and consistent with the positioning sought for the ACP origin on the international stage.

2017	CONTACT'S PROFILE	NUMBER OF COMPANIES	NUMBER OF CONTACTS
30 countries	Consultant	6	6
124 companies	Professional association	7	8
152 persons	Support structure	8	10
	Public entity	9	11
	Related business	16	23
	Imporer	30	39
	Producer/Exporter	48	55





## ACCESS TO FUNDING

With the Fit for Market programme, COLEACP has embarked on a pathway of matchmaking: linking the demand (MSMEs, SMEs) and the supply (financial organisations that provide financial services to SMEs) and, on the other hand, providing support to SMEs to help them formulate their ambitions and secure their financial needs.

This makes particular sense in the fruit and vegetable sector, where demand is increasing across all destination markets and where craft and industrial transformation projects are mushrooming.

To achieve its goals, COLEACP has adopted a three-pronged approach:

- creation of a database of financial organisations per country, adapted to the realities and needs of the sector;
- promotion of SMEs among the targeted financial institutions;
- training of senior managers in formulating business plans and in particular the presentation of projected operating accounts.

The matter of collateral still needs to be tackled. Even if companies have or will have better credibility with banks, thanks to COLEACP-type support, the frequent lack of fixed assets (land access problem) means that there is nothing to be used as collateral. Moreover, as fruit and vegetables are perishable, it is difficult for a bank to use stock as collateral.

The possibility of using guarantee insurance funds, involving public or private donors, is being studied.



4

**THE COLEACP  
PROGRAMMES 2017:  
ACTIVITIES AND RESULTS**





A landscape photograph of a valley with rolling green hills, a small town, and a large mountain peak in the background under a cloudy sky. A semi-transparent green rectangular box is overlaid on the center of the image, containing white text.

**FIT FOR MARKET**

**"FRUIT FLIES" PROGRAMME**

**PRODEFIMA**

**PAEPARD**



## FIT FOR MARKET (FFM Programme)

*Strengthening the competitiveness and sustainability of the ACP fruit and vegetable sector*

### PROGRAMME PILLARS

#### THE SUSTAINABILITY CHARTER

The charter defines our commitment to sustainability in seven areas:

- Laws and regulations
- Corporate practices
- Business practices
- Labour conditions
- Environment
- Product quality
- Good agricultural practices

#### THE TRAINING AND TECHNICAL ASSISTANCE

COLEACP supports companies and their service providers in strengthening their technical capacities and skills by coordinating learning activities - collective/specific, in the field/ distance learning - to enable beneficiaries to achieve their objectives.

#### THE SELF-ASSESSMENT

A self-assessment system with key indicators to assess and document progress made in adopting good practices and adherence to the principles of the charter.



## FOCUS : COLEACP SELF-ASSESSMENT SYSTEM (SAS)

*A tool to facilitate the continuous improvement and competitiveness of your business*

### WHO IS IT FOR ?

- Growers,
  - Companies,
  - Cooperatives and farmer groups
- ...producing and supplying fruit and vegetables in ACP countries.

### WHAT ARE THE BENEFITS OF USING THE SAS ?

The SAS is a business management tool to:

- Identify opportunities to be more competitive & resilient;
- Create a road map for continuous improvement in food safety, social, environmental and business practices;
- Assess business performance on an on-going basis;
- Meet customer sustainability requirements and evidence good practice.

### THROUGH THE FIT FOR MARKET PROGRAMME, COLEACP IS USING THE SAS TO

- Build a tailor-made action plan for a company as part of its technical assistance;
- Follow and accompany the improvement of the company's performance.

### WHAT IS THE SAS?

The assessment consists of two sections, each of which is framed around the COLEACP Sustainability Charter:

1. The checklist – a set of questions on sustainability practices designed to guide businesses so that they comply with the law, meet buyer expectations, and improve social, environmental and business practices;
2. Metrics – measures designed to help businesses track costs & revenues, identify areas for improvement, strengthen business planning.

In 2017 the SAS was tested with 25 companies.

In the following countries: Cameroon, Côte d'Ivoire, Ghana, Kenya, Malawi, Mali, Uganda, Senegal, Tanzania.

The test results helped to adjust the self-assessment system before further implementation in 2018.





OBJECTIVES AND EXPECTED RESULTS - REMINDER



OVERALL OBJECTIVE

Alleviate poverty, improve food security and food safety, and secure sustainable and inclusive growth by strengthening the agri-food export sector in ACP countries.

SPECIFIC OBJECTIVE

Allow smallholder farmers, producer groups, farmer organisations and small and medium enterprises to access international and domestic fruit and vegetable markets by complying with the SPS standards and market requirements, in a sustainable framework.

## EXPECTED RESULTS

### *Result 1*

Capacities of smallholders, farmer groups and organisations, and horticultural MSMEs to access local and international markets are strengthened by complying with SPS measures and other market requirements.

### *Result 2*

Smallholders, farmer groups and organisations, and horticultural MSMEs have the business skills and tools to be efficient, profitable and inclusive.

### *Result 3*

Linkages between smallholders, farmer groups and organisations, and horticultural MSMEs are reinforced.

### *Result 4*

Conditions for market access and competitiveness in ACP horticultural value chains are monitored and ACP interests are represented.

### *Result 5*

Competent authorities have an enhanced capacity to support the horticultural sector, ensuring management and enforcement of SPS standards.





## FINAL BENEFICIARIES AND/OR TARGET GROUPS

Targeted operators, including:

- MSMEs in the horticultural sector (including satellite plantation operators, agents/intermediaries and transport carriers linked to the value chain in formal markets);
- farmer groups/cooperatives (hereinafter referred to as farmer groups);
- small producers linked to formal markets.

Support services, including:

- consultants and consulting firms;
- farmers' organisations/associations (with a representative function);
- professional associations;
- training centres (technical institutions and training bodies);
- certification bodies, auditors;
- support structures for small producers, e.g. NGOs, public or private extension services, local support programmes for small producers, etc.;
- national/regional technical working groups ;
- competent authorities providing inspection and control services, national public-private platforms.

Indirect beneficiaries include local and European purchasing and retail selling companies (stimulating investment); local and European consumers and rural communities.

## FFM IN 2017

The implementation of the FFM programme during 2017 focused on the following points:

- finalising the mobilisation and contracting of external expertise
- promoting the programme among potential beneficiaries
- analysing the requests for intervention and drawing up the action plans (see figures below)
- adapting the COLEACP training system to the FFM programme (new tools, new themes)
- organising training courses
- raising awareness among FFM stakeholders of the projected change in the European regulations (Plant Health Regulation)
- internally, continuing the development of the monitoring system

## BUDGET IMPLEMENTATION



■■■■■■■■■■ 24%  
OF THE BUDGET IMPLEMENTED AT THE END OF DECEMBER 2017



■■■■■■■■■■ 33%  
% FFM DURATION RUN AS OF DECEMBER 2017

## REQUESTS FOR INTERVENTION (RFI) BY COUNTRY UNTIL DECEMBER 2017

COUNTRIES	OVERALL TOTAL
Belgium	1
Malawi	1
Mauritania	1
Mauritius	1
Congo-Brazzaville	1
Haiti	1
Fiji	1
Angola	1
Gambia	2
Jamaica	2
Burundi	3
Ethiopia	3
Madagascar	3
Rwanda	3
Suriname	5
Dominican Republic	6
Benin	7
Mali	9
Guinea-Conakry	9
Uganda	12
D.R. Congo	13
Togo	14
Tanzania	15
Burkina Faso	17
Ghana	17
Zimbabwe	17
Senegal	20
Cameroon	23
Nigeria	26
Côte d'Ivoire	28
Kenya	45
<b>OVERALL TOTAL</b>	<b>307</b>

307

NUMBER OF RFI  
RECEIVED

231

NUMBER OF RFI  
ANALYZED

224

NUMBER OF  
COMPLIANT RFI

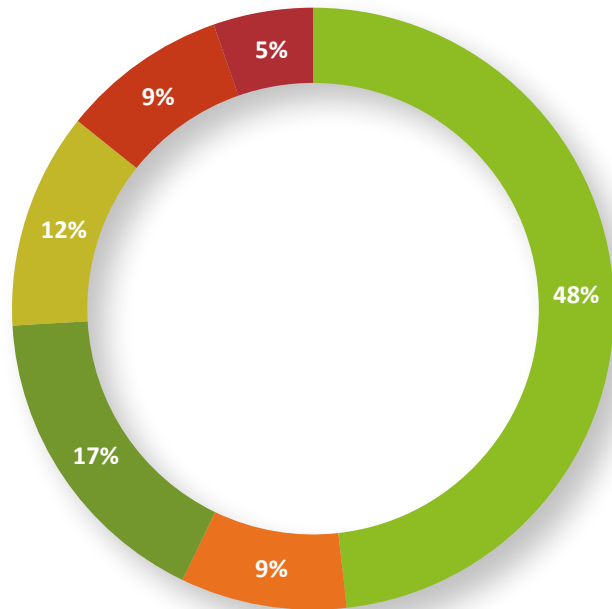
97.8%

% COMPLIANT  
RFI





## RFI BY CATEGORY OF BENEFICIARIES



- Company (Production / Processing / Export)
- Producer groups and cooperatives
- Consulting firm / Consultant / Certification body
- Associations / Producer federations
- NGO / Civil society
- Others\*

## RFI COMPLIANT BY PRODUCT LINE

*RFI compliant for companies / cooperatives / producer groups (128 RFI) are taken into consideration here*

Value chains	RFI (compliant)
Multi-value chains	34
Mangoes	26
Pineapple	17
Beans	16
Avocados	9
Tomatoes	5
Chillies	4
Others fruit and vegetables	17

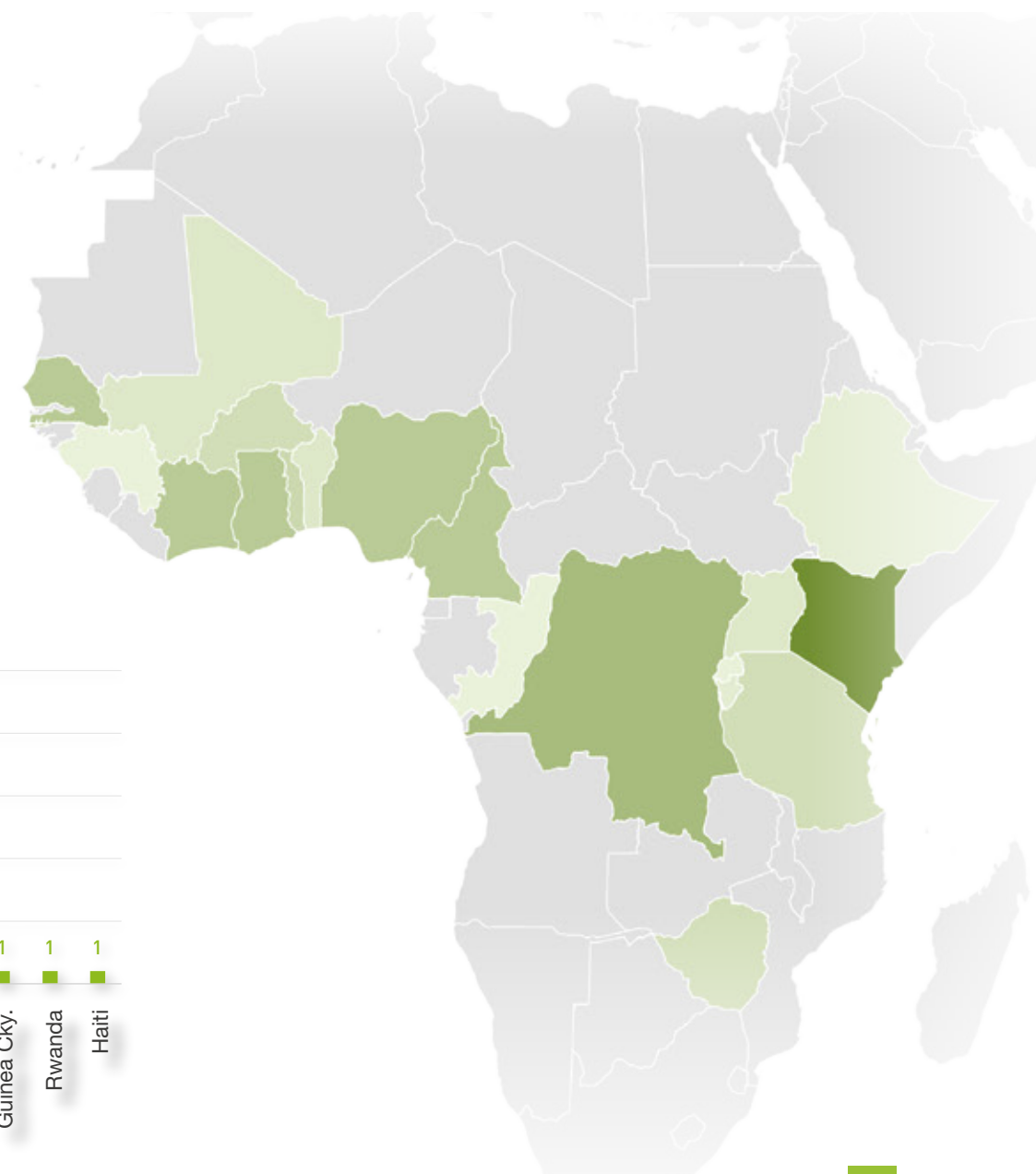
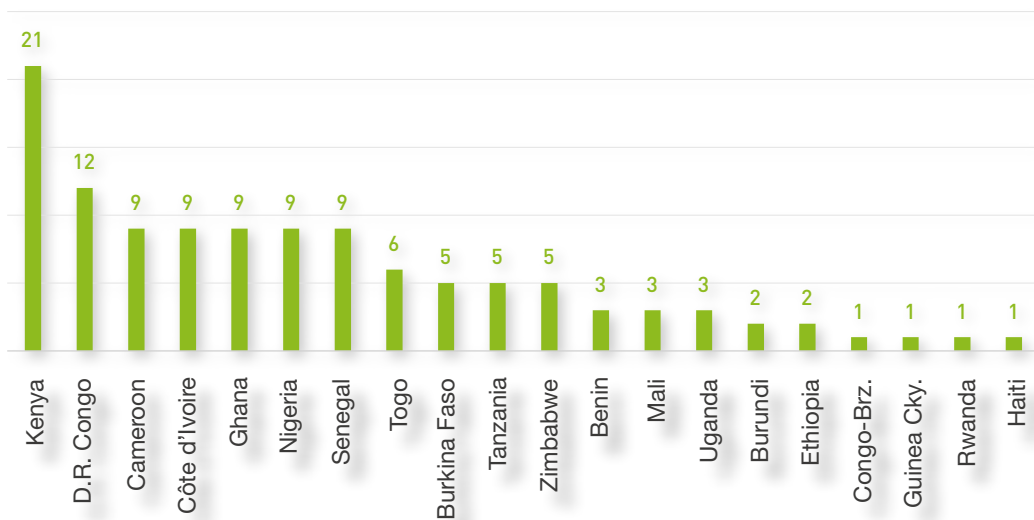
## IMPLEMENTATION OF SUPPORT PROJECTS BASED ON COMPLIANT RFI



\*Other: Universities / Training Centers, Ministries / Public Services, Support Programmes, NTWG / Technical Platforms, Research Institutes / Laboratories, Service Providers / Supplies

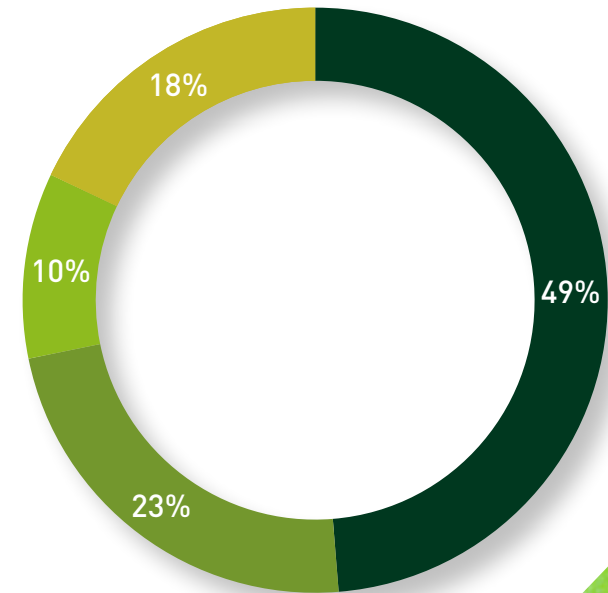
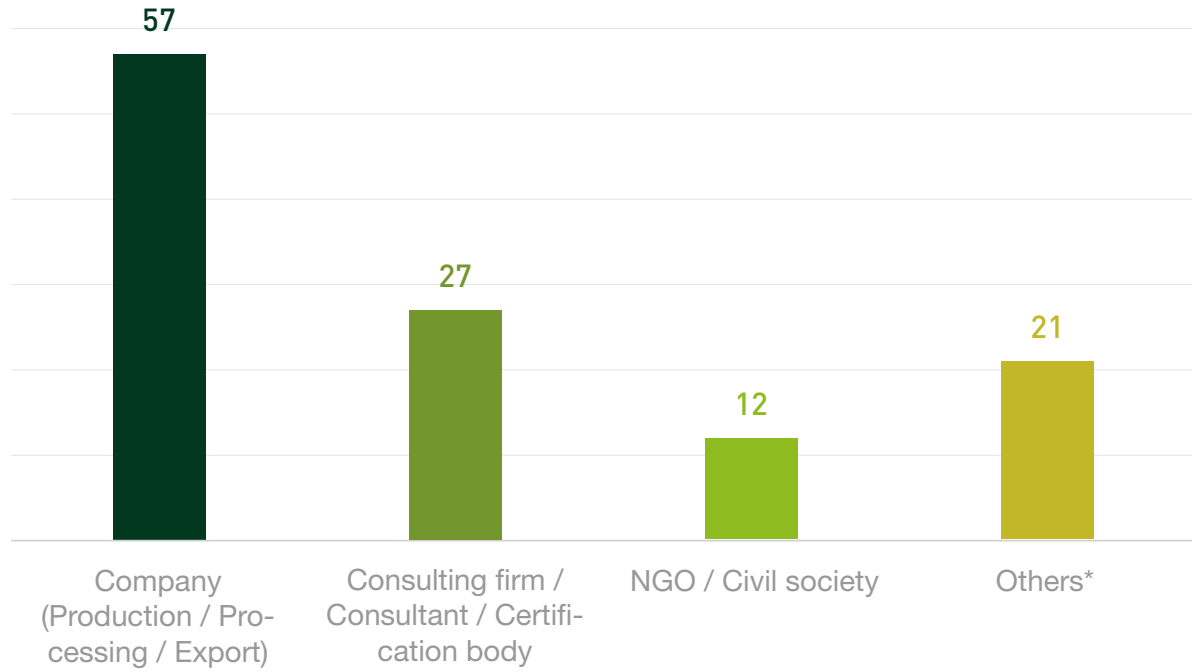
## NUMBER OF SUPPORT PROJECTS, BY COUNTRY (AS OF DECEMBER 2017)

Support projects



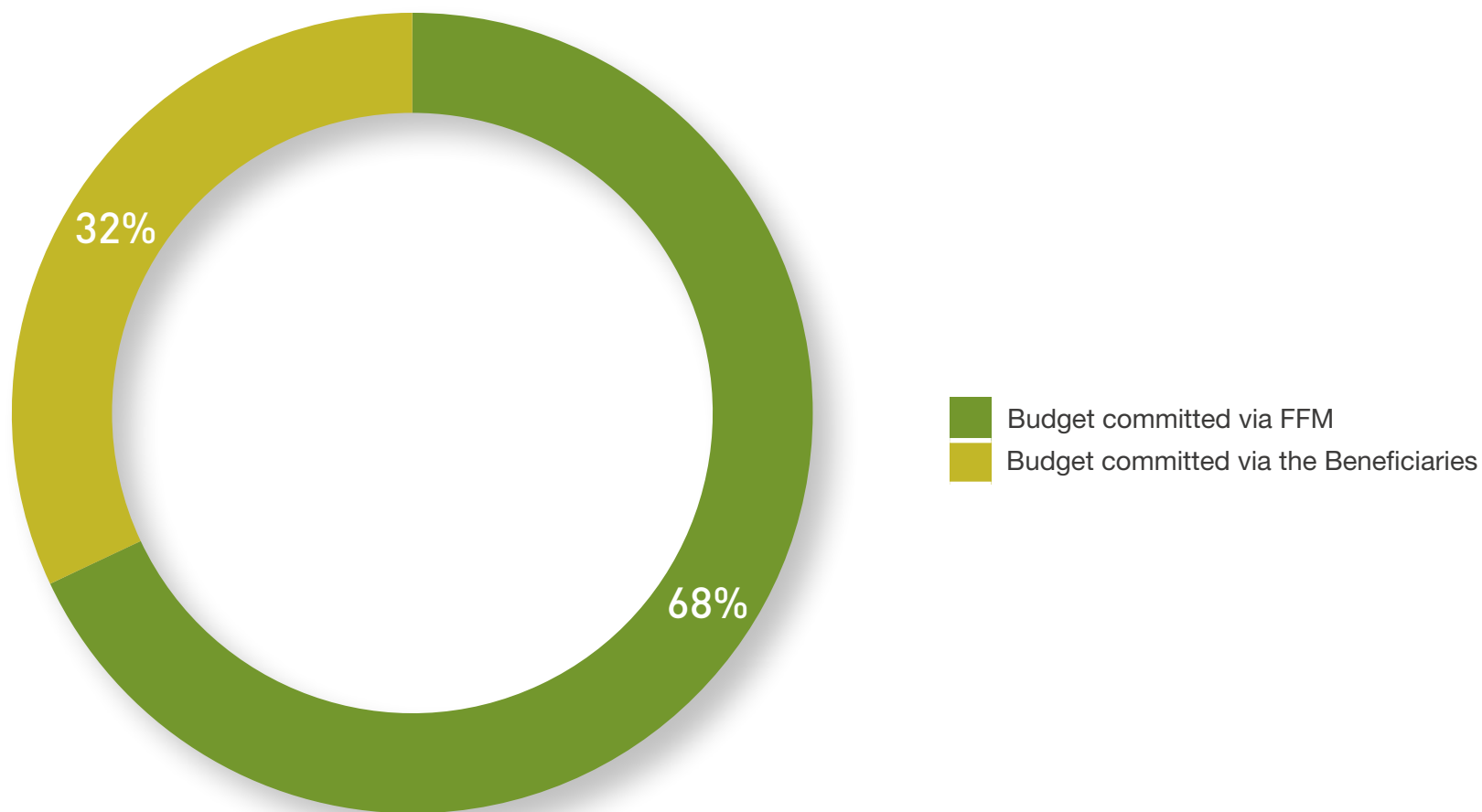


NUMBER OF SUPPORT PROJECTS, BY CATEGORY OF FFM BENEFICIARIES (AS OF DECEMBER 2017)



\*Other: Universities / Training Centers, Ministries / Public Services, Support Programmes, NTWG / Technical Platforms, Research Institutes / Laboratories, Service Providers / Supplies

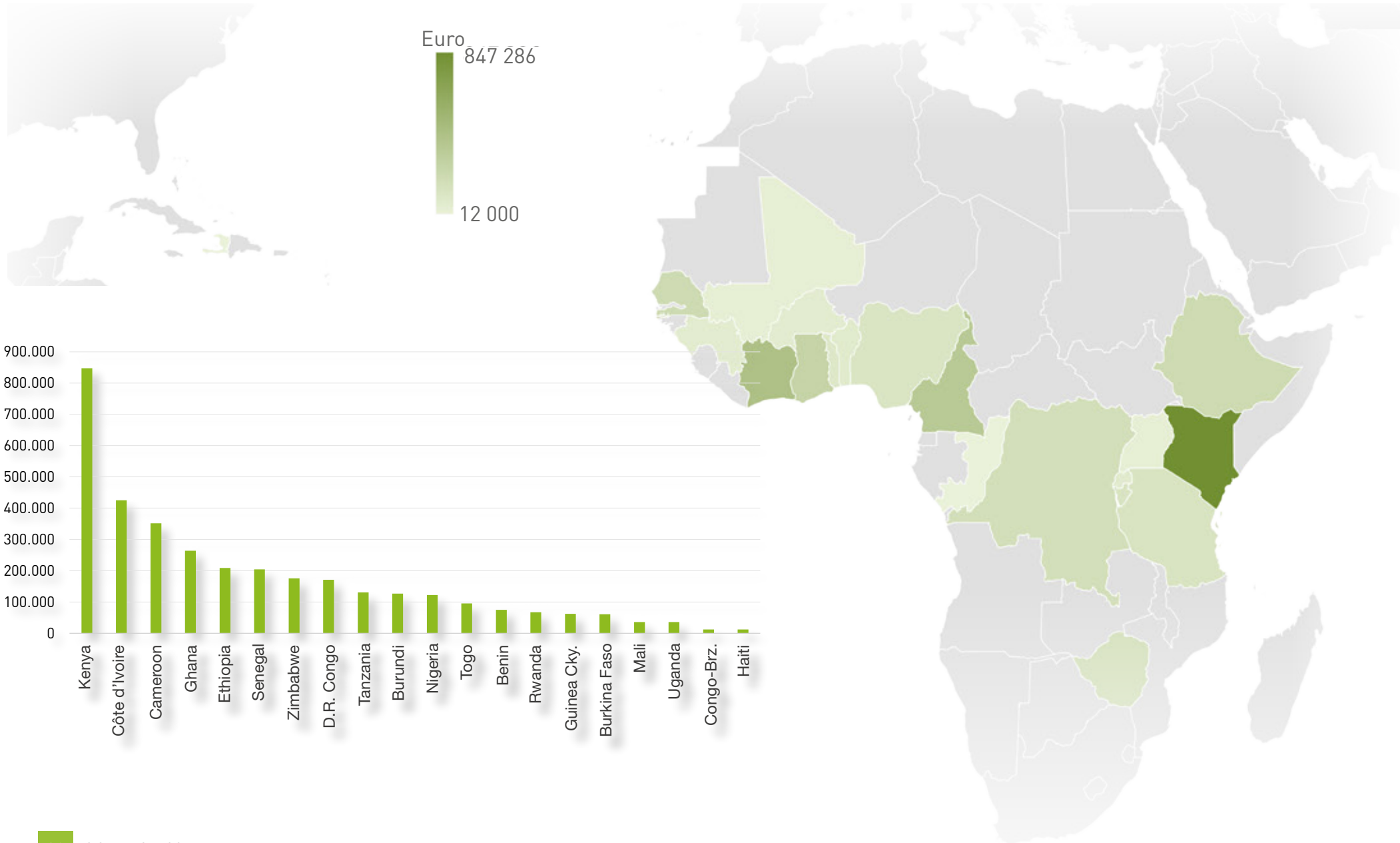
## FFM BUDGET COMMITMENTS & BENEFICIARIES



Total budget committed to support projects (December 2017)	Budget committed via FFM	Budget committed via the Beneficiaries
€ 3 485 563	€ 2 369 681	€ 1 115 882



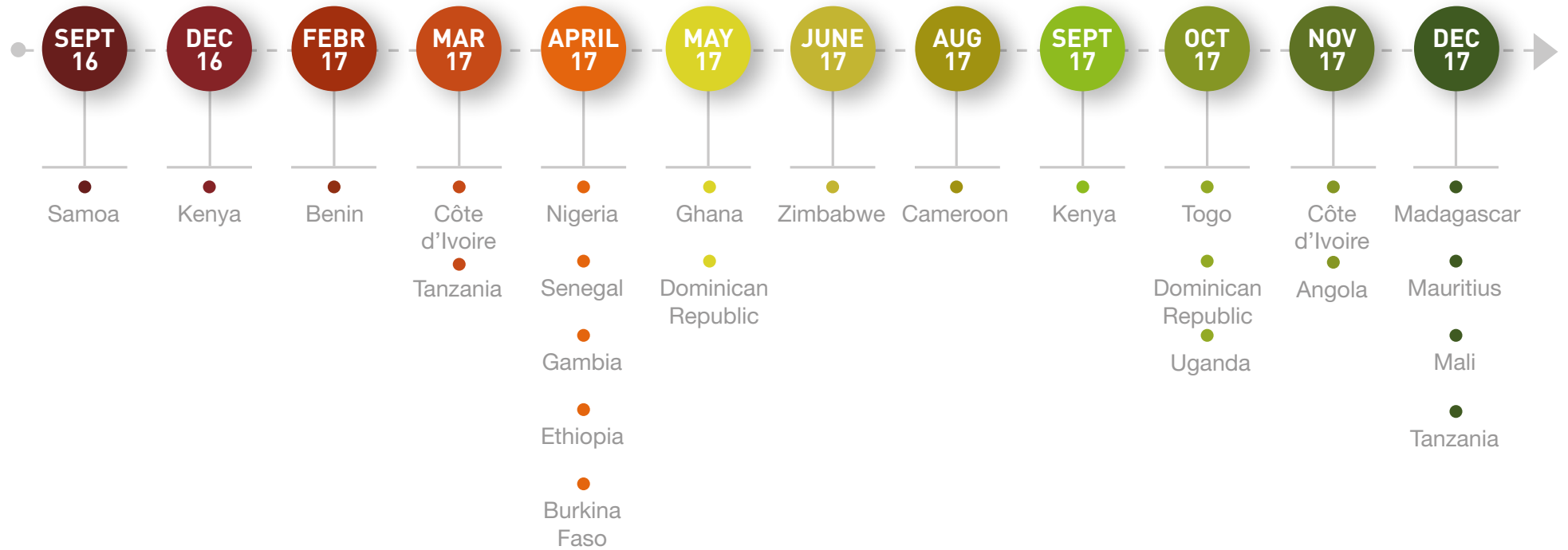
## BUDGET COMMITMENTS BY COUNTRY (BASED ON NUMBER OF SUPPORT PROJECTS DEVELOPED)







*Countries visited by the COLEACP team during FFM technical missions*



## IMPACT OF THE FFM PROGRAMME

IMPACT INDICATOR	MEASURE OF THE INDICATOR
<b>MACROECONOMIC INDICATORS<sup>1</sup></b>	
ACP share in European imports of fruit and vegetables	2016: 4.50% 2017: 4.36%
European Union's imports of fruit and vegetables (in tons) from ACP countries	2016: 462 621 tons 2017: 474 453 tons
<b>MESOECONOMIC INDICATORS</b>	
Europhyt and RASFF interceptions of ACP fruit and vegetables on the European market	2016: RASFF 21 EUROPHYT 574 2017: RASFF 10 EUROPHYT 571
Number of small producers impacted by FFM	Cumulative to december 2017: <b>1 694 184</b>
Number of jobs in FFM beneficiary companies	Cumulative to december 2017: <b>43 271</b> of which female employment: <b>20 515</b>
Cumulative turnover (T.O.) of FFM beneficiary companies and production volumes	Total T.O. : € 69 386 664
Local Market Volumes / Exports:	Local market : 54 668,97 tons International markets - regional: 9 203,8 tons International markets - EU : 40 784,6 tons International markets - others : 653 tons
Average profitability of companies (EBITDA / T.O.)	2016, 2017 : 6%
Cumulative investments of FFM beneficiary companies	Infrastructure – Equipment: € 566 200 External-internal expertise: € 285 218 Logistics: € 264 464
<b>MICROECONOMIC INDICATORS</b>	
Number of access to finance dossiers in progress for companies	Cumulative to December 2017: 25

<sup>1</sup> Excl. bananas



## "FRUIT FLIES" PROGRAMME

*Project to support the regional plan to fight and control fruit flies in West Africa*

### OVERVIEW

The European Union is co-financing the programme with a contribution of € 16.7 million, the remainder being covered by the French Development Agency (€ 1.5 million) and the contributions of the countries concerned (€ 5 million).

The leader of the consortium is SOGEROM.

The other partners are the Bureau d'Études et de Recherche pour le Développement and COLEACP.

The programme has a budget of € 23.5 million. The programme runs from 2015 to 2019.



### OBJECTIVES

The purpose is to improve the income of fruit and vegetable producers and to support the Regional Plan to fight and control fruit flies in West Africa.

The specific objectives being to:

- increase the volume of non-infested fruit sold in local markets;
- control fruit and vegetable losses due to fruit fly infestation;
- the possible transfer of the methodology and mechanisms of this project to other sectors/Regions;
- in West Africa, strengthening ECOWAS's management functions.

### BENEFICIARIES

Producers and exporters of West African Mango (8 ECOWAS member states).

### ACTIVITIES IN 2017

The programme entered its full implementation phase in 2017 with:

- the ongoing monitoring of fruit fly infestation rates at the regional level, calibration of the system with real data, data analysis to enable an early warning system, effective functioning of the national network by the member states and the rollout of the issuing of alerts;
- the intensification of producer training through the demonstration orchards that showcase the learning and adoption of good control practices and regional coordination of control actions after alerts through local control intervention brigades;
- upgrading of the technical platform of national diagnostic laboratories (equipping and capacity building of technicians) for quality analysis of data from the monitoring network;
- supervision support to National Committees (NCs) and National Agriculture Research System (NARS) in the implementation of their action plans;
- capacity building of NCs and (NARS) for the ownership of the monitoring and evaluation system;

- support to national committees in the administrative and financial management of their action plan;
- intensification of the implementation of the communication plan and visibility of the project.

The implementation of the 2016-2017 action plan made it possible to have access to several modules and training plans. The 2016-2017 financial year was also marked by the effective deployment of capacity building actions for monitoring and control actors, as well as members of national committees. This saw several training of trainers courses being organised at regional level by the “capacity building” component, targeting fruit fly inspection and surveillance actors.

### 2018 PROGRAMMING OF ACTIVITIES FOR THE “PROGRAMME MONITORING” COMPONENT

The main objective of the component is to roll out the monitoring system. For this, the regional monitoring system continues to be deployed; National monitoring systems are expanded to obtain the network catchment size required by the monitoring methodology. The analysis, modelling and forecasting system becomes operational after a calibration from the one-year series to the planned two-year series from the actual data collected and the alert system will be put in place. Officials in charge of the national monitoring system of the member countries are trained as “Expert Users” of the analysis, modelling, forecasting and alert issuing system.

The monitoring training plan is being rolled out in the countries that have signed up for the project. The orchards of the regional monitoring system are selected, geo-referenced and set up in the different mango production areas of the new member countries of the project.

Complementary monitoring equipment for new project members and trapping material for the 8 member countries will have to be acquired for the entire regional monitoring network.

Country decision-makers will be invited to a high-level information workshop to ensure that





dedicated monitoring services will be created in plant protection directorates to sustain activities after the end of the project with the effective involvement of the private sector of the mango value chain.

## 2018 PROGRAMMING OF ACTIVITIES FOR THE “CONTROL” COMPONENT

The main objective of the control component is to demonstrate through pilot orchards that it is possible to reduce the fruit fly population by 80-90%. The extension of demonstrated practices in pilot orchards to 20 000 hectares of export orchards will lead to a significant increase in the volume and quality of fruit marketed free of fruit fly infestation at both national and regional level. The activities to be deployed to achieve this dual quantitative and qualitative objective are as follows:

- develop national control plans and multi-year plans for new countries;
- train national technicians in control in accordance with the plans and training modules developed by the project;
- conduct national campaigns to raise awareness of preventive control among producers;
- conduct intensive control in areas of high infestation on alert;
- deploy integrated control in priority areas in at least two countries;
- continue to provide far-reaching training

for post harvest staff;

- pursue the implementation of the pilot orchards, a showcase to demonstrate the effectiveness of the control strategy; and
- pursue the deployment of control methodologies and strategies according to the three levels defined namely: preventive control, intensive control and integrated control.

## 2018 PROGRAMMING OF ACTIVITIES FOR THE “CAPACITY BUILDING” COMPONENT

The capacity building of the National Committees, the Regional Reference Laboratory, and the National Laboratories, the training of the Directorate of Plant Protection, Professional Organisations and Border Posts are the main activities assigned to the “capacity building” component.

The deployment of these training actions at country level has begun and are intensified in the implementation of the 2017-2018 action plan. A skills transfer platform has also been developed.

Fruit fly identification sheets are also being developed and will be finalised by the end of the fiscal year.

The activities of the component in 2018 will focus on:

- the organisation and supervision of training and regional workshops;
- the equipping of national diagnostic laboratories with fruit fly identification kits, and

the improving knowledge of the fruit fly classification among technicians;

- the capacity building of plant health inspectors in sampling techniques as part of inspections and the consolidation of the skills transfer platform;
- the tracking and monitoring of the component, the supervision of the national committees and the interim and annual reports.







## PRODEFIMA

### OVERVIEW

**PRODEFIMA** is funded by the Enhanced Integrated Framework (EIF) Programme and the Guinean Government. The EIF is a global partnership between LDCs, donors and international organizations, funded by a multi-donor trust fund, which provides financial and technical assistance to build trade capacity in 48 LDCs and 3 recently graduated countries.

AGUIPEX is the leader of the consortium. The technical partners are: AGUIPEX, COLEACP, the Institute of Agricultural Research of Guinea (IRAG), the National Service for Plant Protection and Stored Commodities (NIAW and DS), the National Agency for Agricultural Promotion and Consultation (ANPROCA) the National Confederation of Peasant Organisations of Guinea (CNOPG), the Federation of the Fruit Tree Planters Unions of Upper Guinea and APEK Agriculture.

It has a budget of USD 3 million. The programme runs between 2014 to 2018.

### OBJECTIVES

The overall objective is to help increase the income of players in the mango industry, especially small producers.

**PRODEFIMA** aims to boost the production and sales of the Guinean mango sector, especially export sales. To do so, the project helps:

- improve the fiscal and regulatory environment;
- improve the productivity and quality of mangoes;
- to strengthen the capacity to collect, package and preserve mangoes for export;
- build the capacities of the stakeholders and organisations in the mango industry and support marketing;
- strengthen the institutional framework and capacities of the CAFEX-AGUIPEX management staff (the agency implementing the project).

### BENEFICIARIES

Mango producers and exporters in Guinea Conakry.



## ACTIVITIES IN 2017

The main action planned over the period was to support 5 structures located in Kankan in the implementation of an improvement approach in line with the requirements of GLOBALG.A.P. (version 5) and the GRASP Module (GLOBALG.A.P Risk Assessment on Social Practice).

Specifically, it was:

- to carry out an inventory of the implementation of good agricultural and social practices in accordance with GLOBALG.A.P. and GRASP standards;
- to assess the ability of each organization to maintain its certification (both from an economic and financial point of view and also taking into account the human capacities of each structure);
- to propose an action plan for compliance with the GLOBALG.A.P. and GRASP standards.

As all the companies have not yet recruited the technical staff, and the management of the Kankan packing station has not yet been established, several activities have been postponed to 2018.

The main results of the mission were:

- collecting general information on the five companies visited;
- identification of strengths and areas for improvement with respect to the requirements of each of the GLOBALG.A.P. and GRASP standards;
- recommendations and the action plan for improvement.

In early 2017, COLEACP also worked on the development of training materials for good packaging practices, namely an “Animation Guide for Training Trainers on Good Practices for Post-Harvesting at Packaging Stations Mangoes in Guinea ”This guide will be finalized in 2018.

## 2018 PROGRAMMING OF ACTIVITIES

Other activities are planned for 2018, mainly for the private sector:

- training of technical agents on packing station practices;
- the development of a quality manual for the establishment and validation of a food quality management system;
- the training of quality managers (auditors and internal controllers) at group level and at the level of the station on the implementation of the quality manual;
- validation of a food quality management system.





## PAEPARD

### SUPPORT FOR THE DEVELOPMENT OF CONSORTIA ACTIVITIES

Several actions to strengthen partnerships and consortia expertise were carried out over the period. They included the merger of the cosmetic consortium with the French start-up “1001 noyaux” based in the “Rungis & Co” incubator of Rungis International Market (France). The objective: to develop the project to recover mango waste collected on the Rungis wholesale market to transform their stone into oil for the cosmetic industry. Participation with this start up at the CFA/Carrefour des Fournisseurs de l’Industrie Agroalimentaire in Rennes in order to identify equipment for shelling and extracting mango oil. The French research institute CRT/CRIT/CAR of the Institut Carnot network was contacted to draw up a working protocol on alternative mango oil extraction processes without solvent that are transferable to Africa. It is also ready to support the consortium in its search for funding by providing its technical expertise.

The company Mango-So pursued its research on the improvement of the cold extraction technique but also on the identification of the existing potential of mango waste with a high oil content in Burkina Faso.

The consortium Energie - Compost redefined its process of governance, the NGO SNV Burkina Faso and the company Gebana Burkina Faso can no longer ensure the joint management of the consortium. New tie-ups are under consideration with the Burkina Faso National Biodigestors Programme but also with Biostar, a new programme for the recovery of agricultural waste in West Africa led by CIRAD.



After two unsuccessful attempts, due to the holding of external events in March (1st Mango Symposium in Côte d’Ivoire) and in October/November (Côte d’Ivoire International Food Show and EU/AU Summit), the consortia were able to meet for two days in January 2018 thanks to the PAEPARD incentive fund obtained in 2017. This workshop was an opportunity to take stock of the activities developed by the three consortia since their creation in

October 2014, to list the difficulties encountered during these years and to put together new action plans for the coming months. New actors participating in the workshop have joined the Energy-Compost consortium, such as the Bioprotect consortium in Burkina Faso, with its trichoderma technology to improve mango waste compost. Furthermore, the French company Biophytech wants to develop technologies to fight against fruit fly and mango blight in conjunction with members of the three consortia.

On this occasion, several members of COLEACP participated in this workshop such as OCAB, APRO-MA-B, SODIPEX and COCOPACK. COLEACP also wanted to support the search for solvent-free oil extraction solutions through its Fit For Market programme by developing targeted actions with the research community.

## COLEACP PARTICIPATION IN PAEPARD ACTIVITIES

PAEPARD was present at the JED 2017 in Brussels to present the achievements of the various consortia supported by PAEPARD and to enter into relations with other development support actors working in Africa (donors, research institutes, NGOs, etc.) but also potential investors. COLEACP was able to present the three consortia set up as part of the User Guided Process. It was also an opportunity for further reflection on the future of the programme and the new developments it could follow.

## END OF PROGRAMME WORKSHOP

PAEPARD organised the end-of-programme capitalisation workshop during which case studies, analyses, recommendations but also concrete consortia achievements were presented by PAEPARD partners and beneficiaries involved for more than 7 years.

The objectives of the workshop were to analyse and draw lessons on the basis of feedback from the various partnership processes, including the User Guided Process (UGP). The analysis also focused on the successes or failures of the consortia supported by PAEPARD funding (Competitive Funds and Incentive Funds) but also by international donors such as the Netherlands (ARF). The relationship between multi-stakeholder partnerships and research was explored and its possible integration into more global policies, closer to the actors in the field. Finally, the results obtained by the programme will lead to new programmes to support multi-stakeholder partnerships.

## TOWARDS A TRANSITION YEAR

PAEPARD has been granted another year by the European Commission to continue its programme but without an additional budget. This new year must make it possible to finalise and/or consolidate the action plans developed by the various consortia and the new partnerships set up. COLEACP will also participate in the course of the year in the discussions surrounding the future directions to be taken by the programme.





5

**PARTNERSHIP**









## CAMEROON: CAPACITY BUILDING FOR PRIVATE AND PUBLIC HORTICULTURAL SECTORS

COLEACP and the Support Unit for the National Authorising Officer of the European Development Fund (CAON-FED) entered a partnership to build the capacity of the private and public horticultural sectors in Cameroon.

As early as December 2016, a meeting was held between the CAON-FED of Cameroon and COLEACP. The CAON-FED gave assurances of the real political determination to revive the horticultural sector in Cameroon. COLEACP agreed that a brainstorming be conducted during the Fit For Market launch workshop (May 16-17 in Douala), to help draw up a national strategy for the development of the horticultural sector in Cameroon and its implementation into a programme to support the development of horticultural products that generate growth and employment for young people.

In order to ensure the full success of this workshop, the CAON-FED deployed a preparatory mission from 20 to 26 February 2017 in the horticulture development regions to the south Cameroon (Coast, West, North-West and Centre) and from 6 to 10 March 2017 to the north of the country (Adamaoua, North and Far North). This mission contributed to the effective joint identification (COLEACP-CAON FED) and awareness raising of local stakeholders (union of producers, processors, horticultural exporters, competent authorities and members of the inter-profession). The success of the partnership between COLEACP and CAON-FED was reflected in the smooth running of the workshop and the active participation of all stakeholders as well as the diligent follow up.

Thanks to the well established working rela-

tionship during the 4 months of preparation of the national workshop, COLEACP agreed to continue, after the workshop, to support the Government of Cameroon in developing a diversification strategy that encourages growth, production regions and corresponding markets on the one hand, and in finding the necessary funding for the implementation of this national strategy.

Several meetings then took place regularly. These involved the Ministry of Trade, Embassy of Cameroon, CAON-FED, RHORTICAM and COLEACP. Goal: to set up a stakeholder partnership to advance a strategy for the horticulture sector in Cameroon. A MOU between COLEACP and CAON-FED is planned to be signed in March 2018.







## HILARY BARRY

Hilary Barry is Irish. After graduating from the University of Cork with a Master degree in Sustainable Development, she began her career in 1993 in Ghana for DFID. In 2000, she joined BDPA, a consulting firm that is a member of the EGIS group, as programme manager for agricultural and rural development projects. From 2002, she worked for the UNDP in Senegal to launch the campaign on the Millennium Development Goals for West Africa. Staying in Senegal, she became Assistant Attaché for Belgian Cooperation with a focus on water and public health programmes as well as strengthening capacity of local NGO's.

Hilary returned to Brussels at the end of 2005 where she worked for the AEDS company in the field of Public Health. She joined COLEACP in 2012, as coordinator of the training activities of the EDES programme and then in charge of the training and technical assistance team of the programme. She particularly invested into spreading the COLEACP training and technical assistance methodology from fruit and veg to new value chains such as cocoa & coffee, fish, honey, meat and dairy. Since 2016, Hilary has been an Institutional Development Strategy and Partnership Advisor for COLEACP. She is a strong advocate of building synergies and partnerships with likeminded institutions and organisations dedicated to trade facilitation and capacity building in the agri-supply chains.

Hilary lives in Brussels with her husband and two children. Passionate about theatre, she is regularly involved with acting and directing of new plays as well as management of the groups own theatre.





## KENYA : PARTNESHIP WITH SNV & VECO

Given the importance of the horticultural industry in Kenya and Tanzania, COLEACP has entered into a partnership with SNV and VECO (regional programme) to raise renewed awareness amongst local market players on the issue of food safety.

The objectives of this partnership are to:

- share information among stakeholders (governments, producers and retailers in regions outside the capital);
- develop strategies to improve business competitiveness through capacity building and encourage investment in value chains in the fruit and vegetable sector;
- identify and develop multi-stakeholder strategies and policy interventions aimed at improving national capacity for implementing food standards and traceability for fresh fruit and vegetables;
- provide a platform for actors to network fruit and vegetable supply chain, followed by an action plan to improve food safety for horticultural products consumed locally.

A first joint initiative took place on the 13<sup>th</sup> & 14<sup>th</sup> September 2017 in Nairobi.









## TOGO: STDF AND THE SPS COMMITTEE OF TOGO

In 2016, the STDF and COLEACP were approached by the Togolese authorities to build the capacity of exporters and competent authorities responsible for official controls, including inspection services. The collaboration began in November 2016. The STDF and COLEACP have already collaborated on capacity building issues in recipient countries to meet international standards and increase their trade capacity. The STDF actively participated in the workshop organised by COLEACP in April 2017 in collaboration with the ACP Secretariat, the Togolese Embassy in Brussels and the Ministry of Agri-Food Industry in Togo. This workshop aimed to help the competent authorities put in place a national strategy to support the fruit and vegetable sector.

Between June and December 2017, a tripartite partnership and an action plan were set up between the STDF, the COLEACP Fit for Market programme and the Togolese competent authorities. The joint proposal provides for a three-year collaboration with members of the Togolese SPS Committee chaired by the Department of Plant Protection within the Ministry of Agriculture, Livestock and Fisheries.





## ALL ACP COUNTRIES - FFM COFUNDING BY THE FRENCH DEVELOPMENT AGENCY

Since May 2016, COLEACP and AFD have entered a partnership to create synergies between the new Fit For Market programme and the AFD Trade Capacity Building Programme (PRCC). The PRCC aims to promote trade in developing countries, especially the Least Developed Countries (LDCs) and their integration into the world trading system.

The growth and the creation of jobs thus generated by the development of markets and companies contributing to the ultimate goal of fighting against poverty.

More specifically, the purpose of the PRCC is to support any type of project that builds capacities in the field of export trade. COLEACP's 15 years of experience in supporting horticultural SME/SMEs in ACP countries makes this partnership very logical and pragmatic. By helping ACP countries to better assimilate and comply with the market rules governing international trade, both partners contribute to better trade integration.

In 2017, COLEACP worked closely with the AFD team to establish and formalise a partnership to co-finance the Fit For Market programme in the amount of € 5 million.

The application received a positive opinion and co-financing should be effective in 2018.

## PUBLIC PRIVATE PARTNERSHIPS: “ PUBLIC PRIVATE PARTNERSHIPS FOR PEOPLE PLANET AND PROFIT ”

(AfDB, AGRA, Syngenta, Bayer, Unilever, Rockefeller Foundation, AGCO, African Foundations...)

Since the launch of its PPP4PPP initiative in November 2013, COLEACP has continued its dialogue efforts with other civil society organisations, EU-ACP political authorities, investment and development banks such as the AfDB, as well as with the actors of the global agri-food supply chain, and the multinationals committed to the SDGs by 2030.

On 28 November, the African Development Bank, supported by the Rockefeller Foundation and in collaboration with the Initiative for Global Development (IGD) and Grow Africa, hosted the first high-level meeting of the Leadership4Agriculture Forum (L4Ag). This forum, to which COLEACP was invited, facilitated dialogue, advocacy and political action for the transformation of African agriculture. It brought together African ministers and policy makers and private sector actors. Following the workshop, the AfDB solicited COLEACP's expertise on their pan-African strategy to accelerate investment in the horticultural sector as a driver of economic and social development. Particular focus will be given to actions aimed at strengthening women's capacity and training young professionals in the horticultural sector.

In particular, several private sector groups are interested in COLEACP's integrated approach to development cooperation in African agriculture. Ongoing discussions are expected to culminate in 2018 in new types of collaboration for the development of a competitive and sustainable agri-business in ACP countries and in Sub-Saharan Africa in particular.

Partnership meetings are planned in Brussels and Nairobi between COLEACP and Dr Agnes Kalibata, President of AGRA in March and May 2018.





## COLEACP ARSO PARTNERSHIP TO PROMOTE INTRA-REGIONAL TRADE WITHIN THE AFRICAN CONTINENTAL FREE TRADE AREA (AFCFTA)

This partnership began in 2016 between ARSO<sup>5</sup> and COLEACP which first explored means to enhance trade within the tripartite free trade agreement EAC-SADC-COMESA. In 2017 the partnership was upscaled to a continental level in light of the African Unions determination to move towards the African Continental Free Trade Area.

The AfCFTA is to be signed on 21 March 2018 in Kigali, Rwanda by 44 African Countries. The plan is to establish a single market and for this to function optimally, harmonised standards and conformity assessment procedures must be in place. ARSO continues to follow the African Standard Harmonisation model linked to the WTO TBT<sup>6</sup> agreement. Its goal is to harmonise standards where international standards do not exist and by building capacity of African countries in international standardisation work.

Through this partnership, COLEACP is invited to present at the 24th ARSO General Assembly in

Durban, South Africa in June 2018; COLEACP will present a case study on “TBT and SPS Impact on Global Trade”.

This training workshop will be of particular interest to build capacity of national officers in the area of TBT and SPS implementation within a free trade area given the impending AfCFTA. The challenge ahead is the development and harmonisation of African standards, technical regulations and conformity assessment procedures so that trade in quality agri-products is enhanced. The COLEACP and ARSO partnership is of particular interest to ensure that the knowledge and experience gained from compliancy with international market demands such as EU, is then transferred to operators wishing to produce for regional and domestic African markets.



5 ARSO: African Organisation for Standardisation  
6 TBT: Technical Barriers to Trade





## SYNGENTA, SOLIDARIDAD NETHERLANDS, COLEACP, WAGENINGEN UNIVERSITY, CENTRE FOR DEVELOPMENT INNOVATION OF STICHTING WAGENINGEN RESEARCH

### *TECHNICAL PARTNERSHIP TO ESTABLISH GOOD PRACTICES IN TRAINING*

Each partner evaluates the impact, scaling up (including constraints) and sustainability of their training programmes. COLEACP has undertaken the following case studies:

- Côte d'Ivoire (Fruit & Veg sector for local markets);
- Cameroon (Interprofession Training Coffee and Cocoa sector export market);
- Mali (Training Producer Organisations F&V for local and regional markets);
- Kenya (Training for exporting companies and farmers supplying F&V to EU markets);
- Suriname (Training for exporters F&V);
- Zambia (comparison of SSP Training for Cooperatives Maize and Cotton, implementation of a common project to test this methodology in a "pilot" country).

The partners compared the results of their surveys at a workshop held in Utrecht on 29 August 2017.

The goal for 2018 is to finalise the in-depth analysis of these practices for the development of a joint training guides and to test the methodology in a pilot field phase.





6

PERSPECTIVES







*"Its (Africa) only urgency is to live up to its potential; to fully update it in all areas, for itself first, and for the world afterwards."*

Felwine Sarr, Afrotopia,  
Philippe Rey Editions, 2016.

## COLLECTIVE INTELLIGENCE CHANGES THE PARADIGM OF DEVELOPMENT

The year 2017 marked a turning point in COLEACP's sector of activity.

Recent statements by the Presidents of Ghana, Rwanda or Kenya pleading for an exit from their nations' dependence on development assistance, combined with the confirmation that only the joint efforts of governments, private sector and civil society will manage to fulfil the Sustainable Development Goals, evidence a positive systemic change in the environment of our association.

COLEACP was a forerunner 45 years ago of a new model of collective CSR by thinking global and acting local to the benefit of the EU-ACP fruit and vegetable sector. COLEACP is committed to contribute to the economic, social and environmental transition by fostering new partnerships within human and economic value chains.

The principle of collective intelligence at the service of supporting personal development guide every COLEACP action. It committed to its members in a process of continuous improvement where people are at the centre of attention. The essence of the COLEACP approach is thus to facilitate the development, learning and performance of others by developing first their

own abilities to maximize their full potential.

Deeply anchored in its history by a result led culture and dedicated to its liaison role between Europe and the ACP Group of States, COLEACP listens in order to constantly adapt and evolve, avoiding the pitfalls of an endogenous production of concepts and solutions that are not adapted to the reality of its members and the beneficiaries of its actions.

## MARKETS WILL BE LOCAL AND INTERNATIONAL

The European market is the largest export market for ACP fruit and vegetables. However, although total exports (in volume and value) to the EU have increased over the last 10 years, the relative market share of the ACP countries in the European market has tended to decrease slightly, in an overall favourable context of growth in fruit and vegetable consumption and the emergence of new distribution models. This tendency finds its explanations in the conjunction of 3 parameters to be taken into consideration.

First, the entry requirements of the European market continue to evolve and are being strengthened. A recent example is the new plant health regulation, which comes into force in December 2019 and which may reduce the at-

tractiveness of produce from ACP origins.

Second, international competition is tough. Seasonal windows of opportunity from which some ACP value chains benefit are now threatened due to significant investments made in other parts of the world. Competing origins are often better structured and sanitary and phytosanitary control systems more efficient. Stating and accepting this diagnosis is the first step before formulating a joint action plan.

Finally, and most importantly, new markets simply offer better income prospects for ACP SMEs. These markets are local, regional and international, less demanding and more profitable. The growth of purchasing power in ACP countries, demographic vitality and health and nutritional quality concerns represent a great development opportunity for SMEs in their respective markets, provided they are robust enough to cope with foreign competition. The emergence of new distribution channels and the marketing opportunities for higher value-added locally-processed products are now guiding SME's development strategies throughout ACP countries.

The signing on 21 March 2018 of the agreement establishing an African Continental Free Trade Area demonstrates the political will to associate the continent's economic growth to the strengthening of intra-regional trade.

Regardless of the targeted markets, the pursuit of excellence for the quality of marketed products is an ongoing concern that requires the mobilisation of all relevant stakeholders, at all levels.

Improving the global competitiveness of ACP SMEs through the adoption of sustainable entrepreneurial, agronomic, managerial and commercial practices on all fronts is the focus of COLEACP's main intervention programme, "Fit for Market".

### EMBRACING CHANGE TO SEIZE MORE RESPONSIBLE OPPORTUNITIES

At a time when the pace of emergence of new technologies exceeds their absorptive capacity, where the effects of climate change threaten on a daily basis a growing share of the world's population and where the foundations of past socio-economic development models are more fragile than ever. The ability to adapt and embrace change as an opportunity is as fundamental as not allowing the past to solely guide our future.

Conditions are theoretically in place to facilitate the rise of responsible socio-economic models. Sharing benefits within value chains is no longer a utopia where partnerships are sincere, solid and based on common values. Added to this are the endless possibilities offered by new information and communication technologies, financial innovation and its by-products. These

new innovations should lead to greater trust and transparency, within the supply chains, and pave the way to a shift in the balance of power.

COLEACP is at a crossroads between a training institute, a centre of innovation, a promotion agency of trade and, maybe tomorrow, an investment fund, incubator of future successes. It works within the ACP-EU agricultural and food economy to help ensure that companies play their full role in the emergence of innovative societal models.

Its main strength to achieve this: its values, a team of committed women and men and its network of international and multidisciplinary expertise that feed its knowledge and know-how.

As a relay in Europe of this centralised collective intelligence, COLEACP intends to respond as early as 2018 to its new economic, social and environmental reality by reviewing its operational processes to be able to better defend the interests of its ACP and European members and to assert its difference at the service of public good.

Jeremy Knops  
COLEACP's Director of  
operations





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